



Your website score

## Review of [sheller.com](http://sheller.com)

Generated on 2015-02-04

### Introduction











This report provides a review of the key factors that influence the SEO and the usability of your website.

The report is a grade on a 100 pointscale that represents your Internet Marketing effectiveness. The Algorithm is based on 50 criteria, including search engine data, website structure, site performance and others.

### Table of Contents

SEO	Social
Mobile	Local
Usability	Visitors
Technologies	

### Iconography

 Pass	 High impact	 Very hard to solve
 Moderate	 Medium impact	 Hard to solve
 Fail	 Low impact	 Easy to solve
 FYI		



Title



Class action attorneys, drug lawsuits, representing injured and defrauded consumers individually and in class action nationwide : Sheller, P.C. Law Firm

Length: 152 character(s)

Ideally, your [title](#) should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your [most important keywords](#).

Be sure that each page has a unique title.

Resource: Use this [snippet-optimizer](#) to see how your titles and descriptions will look in Google™ search results.

Description



The Sheller, P.C. Law Firm represents consumers individually and in nationwide class action for drugs, dangerous products, and more including Risperdal, Seroquel and Actos

Length: 171 character(s)

Ideally, your [meta description](#) should contain between 70 and 160 characters (spaces included).

[Meta descriptions](#) allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Ensure that your meta description is explicit and contains your [most important keywords](#). Also, each page should have a unique meta description relevant to the content of that page.

Google Preview



[Class action attorneys, drug lawsuits, representing injured and defr... sheller.com/](#)  
The Sheller, P.C. Law Firm represents consumers individually and in nationwide class action for drugs, dangerous products, and more including Risperdal, Seroquel ...

This is an example of what your title and description will look like in Google™ search results.

Headings



<H1>	<H2>	<H3>	<H4>	<H5>
0	0	10	0	0
<H3> RISPERDAL® (generic risperidone)				
<H3> HIP REPLACEMENT DEVICE RECALL:				
<H3> WHISTLEBLOWERS				
<H3> \$2.2 Billion Settlement				
<H3> Sheller, P.C. 2013 SuperLawyers®				
<H3> \$520 Million Settlement				
<H3> \$2.3 Billion Settlement				
<H3> \$1.4 Billion Settlement				
<H3> \$2.5 Billion Settlement				
<H3> View More Verdicts / Successes...				
<H6> Videos				
<H6> Sheller #1 for Verdicts and Settlements 2014				
<H6> Remington Rifle Recall				
<H6> Xarelto® Case Consolodation				
<H6> Sheller on Whistleblowers: Featured CLE				

<H6> Sheller \$58.9M Whistleblower Settlement

<H6> Sheller selected to Best Lawyers in America 2015

<H6> Acthar® Gel Injuries and Deaths

<H6> Transvaginal Mesh Injuries

<H6> Clarithromycin Antibiotic & Sudden Heart Death

<H6> Sheller Quoted in The Toronto Star

<H6> Shellers Pay It Forward

<H6> Astellas \$7.3M Whistleblower Settlement

<H6> Chevy Cobalt, Pontiac G5 deaths

<H6> CLASS ACTION BREAKING NEWS

<H6> Testosterone Drugs: Serious Risks

<H6> Three of the "Top Five" Whistleblower Settlements

<H6> Sheller \$2.2B J&J Whistleblower Settlement

<H6> Sheller 11th Street Health Center at Drexel U.

<H6> Risperdal Lawsuit Filings Increase

<H6> CBS3: Jamie Sheller Discusses \$2.5B Hip Implant Settlement

<H6> Topamax verdicts: \$15 million

<H6> \$2.5+B Settlement, J&J's DePuy Hip Implants

<H6> Iclusig Leukemia Drug: Serious Injuries and Deaths

<H6> Medtronic MiniMed Paradigm Insulin Pump Recall

<H6> Anti-malaria drug: New warnings

<H6> Whistleblower Billing Fraud Case Settles

<H6> Oral Antifungal Drug Risk Alert

<H6> Physician-owned distributorships of medical devices

<H6> Two in the Top Ten Verdicts & Settlements

<H6> Da Vinci Surgical Systems

<H6> For-Profit College Whistleblowers

<H6> Doctors Named in Novartis Kickback Case

<H6> Whistleblower Alert

<H6> Sheller Establishes Center for Social Justice at Temple Law

<H6> Contraceptive Device Warnings

<H6> STEPHEN SELLER PROFILED in PHILA LIFE MAGAZINE

<H6> Dialysis treatments under investigation

<H6> Stephen Sheller Discusses FDA & Pharma Execs

<H6> Medtronic MiniMed Paradigm Insulin Pump Recall

<H6> Chevy Cobalt, Pontiac G5 deaths

<H6> Sheller, P.C. Investigating Blood Pressure Drug

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

For more [effective SEO](#), use only one <H1> tag per page.

## Keywords Cloud



This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the [keywords](#) with the greatest probability of ranking high in the search engines.

## Keywords Consistency



	Keywords	Freq	Title	Desc	<H>
★★★	sheller	43	✓	✓	✓
★★★	read	36	✗	✗	✗
★★★	settlement	18	✗	✗	✓
★★★	view	17	✗	✗	✓
★★★	drug	16	✓	✓	✓
	Keywords (2 words)	Freq	Title	Desc	<H>
★★★	stephen sheller	9	✗	✗	✓
★★★	sheller attorneys	8	✓	✗	✗
★★★	watch video	7	✗	✗	✗
★★★	claims act	6	✗	✗	✗
★★★	class action	5	✓	✓	✓
	Keywords (3 words)	Freq	Title	Desc	<H>
★★★	read watch video	5	✗	✗	✗
★★★	minimed paradigm insulin	3	✗	✗	✓
★★★	medtronic minimed paradigm	3	✗	✗	✓
★★★	chevy cobalt pontiac	3	✗	✗	✓
★★★	paradigm insulin pump	3	✗	✗	✓

This table highlights the importance of being [consistent with your use of keywords](#). To improve the chance of ranking high in search results with a specific keyword, you should use the most [important keywords consistently](#) in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

## Alt Attribute



We found **61** images on this web page.

**52** ALT attributes are empty or missing.

<http://sheller.com/images/header-bg-philly.jpg>

<http://sheller.com/images/header-bg-dc.jpg>

<http://sheller.com/images/header-bg-stlois.jpg>

<http://sheller.com/images/header-bg-boston.jpg>

<http://sheller.com/images/header-bg-ny.jpg>

Alternative text ([the alt attribute](#)) is missing for several images. Add alternative text so that search engines can better understand the content of your images.

Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image.

Alternative text describes your images so they can appear in [Google™ Images](#) search results.

Check the images on your website and make sure [effective alternative text](#) is specified for each image.

Restrict the number of characters in alt text to 150, including spaces, and minimize the size of images to optimize your website's page load times.

## Text/HTML Ratio



29.5%

Great, this page's ratio of text to HTML code is higher than 15 percent.

Although your text to code ratio is good, you can always improve it by adding more text content to your pages.

A ratio between [25 and 70 percent is ideal](#). When it goes beyond that, the page might run the risk of being considered spam.

As long as the [content is relevant](#) and gives essential information, it is a plus to have more of it.

## Indexed Pages



3,394

This is the number of pages on your website that are indexed by search engines. The more pages that are indexed, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's [XML sitemap](#) and submit it to the major search engines. You must also [build backlinks to your site's internal pages](#) to help search bots [crawl and index](#) your web pages.

Check [Google™ Webmaster Tools](#) under Health and Index Status, to keep track of the status of your site's indexed pages.

## Google+ Publisher



Your website is missing a rel="Publisher" tag for linking to your Google+ Page.

Your website is [missing a rel="Publisher" link to your Google+ Page](#). This type of authorship markup is great for your brand. It ensures that your company is featured in SERPs, as opposed to only individual authors as is common with rel="Author".

## In-Page Links



We found a total of 115 link(s) including 5 link(s) to files



External Links: NoFollow ( 0% )  
External Links: Follow ( 15.7% )  
Internal Links ( 84.3% )

Anchor	Type	Follow
<a href="#">Jamie Sheller's Consumer Safety Blog</a>	External Links	Follow
<a href="#">Take Justice Back</a>	External Links	Follow
<a href="#">» READ PHILA INQUIRER ARTICLE</a>	External Links	Follow
<a href="#">» SEE NEWS RELEASE AND VIDEO</a>	External Links	Follow
<a href="#">» READ MORE</a>	External Links	Follow
<a href="#">» READ MORE</a>	External Links	Follow
<a href="#">» READ MORE</a>	External Links	Follow
<a href="#">WHISTLEBLOWERS</a>	External Links	Follow
<a href="#">» READ MORE, WATCH VIDEO</a>	External Links	Follow
<a href="#">Super Lawyers</a>	External Links	Follow
<a href="#">Lexis Nexis</a>	External Links	Follow
<a href="#">YouTube</a>	External Links	Follow
<a href="#">The American Association for Justice</a>	External Links	Follow
<a href="#">Facebook</a>	External Links	Follow
<a href="#">American Law Journal</a>	External Links	Follow
<a href="#">Insider Exclusive</a>	External Links	Follow
<a href="#">• Byetta, Januvia and Cancer, Diabetes Drugs and Cancer</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">Our Successes</a>	Internal Links	Follow
<a href="#">News &amp; Media</a>	Internal Links	Follow
<a href="#">» READ MORE, WATCH VIDEO</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE, WATCH VIDEO</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» VIEW VIDEO</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ WSJ ARTICLE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» Whistleblower information</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">Contact Us</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» View All Videos</a>	Internal Links	Follow
<a href="#">» CLICK &amp; SCROLL THROUGH ARTICLE</a>	Internal Links	Follow

<a href="#">No Anchor Text Anchor</a> <a href="#">» READ MORE, VIEW VIDEO</a>	Internal Links Type Internal Links	Follow Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
• <a href="#">Risperdal® (risperidone)</a>	Internal Links	Follow
• <a href="#">Paxil® (paroxetine hydrochloride)</a>	Internal Links	Follow
• <a href="#">Invega® (paliperidone)</a>	Internal Links	Follow
• <a href="#">Remicade® (infliximab)</a>	Internal Links	Follow
• <a href="#">Wellbutrin® (bupropion) and other Antidepressant Drugs</a>	Internal Links	Follow
• <a href="#">Zocor®, Simvastatin®, and Vytorin®</a>	Internal Links	Follow
• <a href="#">Chantix® (varenicline)</a>	Internal Links	Follow
• <a href="#">Antidepressant drugs and birth defects: Paxil®, Prozac®...</a>	Internal Links	Follow
• <a href="#">Dialysis Treatments Using GranuFlo and Naturalyte at F...</a>	Internal Links	Follow
<a href="#">Our Attorneys</a>	Internal Links	Follow
• <a href="#">Tylenol® Over the Counter Pain Reliever</a>	Internal Links	Follow
• <a href="#">Fresenius SE Blood Volumizer Product Hydroxyethyl Sta...</a>	Internal Links	Follow
• <a href="#">Onglyza (saxagliptin)</a>	Internal Links	Follow
• <a href="#">View More...</a>	Internal Links	Follow
• <a href="#">DePuy ASR XL Acetabular System and ASR Hip Resurfaci...</a>	Internal Links	Follow
• <a href="#">Medtronic® Infuse Bone Graft</a>	Internal Links	Follow
• <a href="#">Mirena® IUD Contraceptive Device</a>	Internal Links	Follow
• <a href="#">NUVARING® Contraceptive Device</a>	Internal Links	Follow
• <a href="#">Stryker Hip Rejuvenate and ABG II Modular Hip Replace...</a>	Internal Links	Follow
• <a href="#">Spine Implant/Spinal-Cord Stimulators</a>	Internal Links	Follow
• <a href="#">Cancer Risk: Concerns mount over J&amp;J's Ethicon Power M...</a>	Internal Links	Follow
• <a href="#">Consumer Class Actions Overview</a>	Internal Links	Follow
• <a href="#">Failure to Diagnose</a>	Internal Links	Follow
• <a href="#">Failure to Warn</a>	Internal Links	Follow
• <a href="#">Toyota and Lexus Accident Injuries</a>	Internal Links	Follow
• <a href="#">Toyota National Consumer Fraud Class Action</a>	Internal Links	Follow
• <a href="#">Nissan Vehicle Recall</a>	Internal Links	Follow
• <a href="#">Aetna Insurance Company Security Breach</a>	Internal Links	Follow
• <a href="#">RBS WorldPay Security Breach</a>	Internal Links	Follow
• <a href="#">Lending Tree Security Breach</a>	Internal Links	Follow
• <a href="#">Hannaford Supermarkets Data Breach</a>	Internal Links	Follow
• <a href="#">Consumer Privacy Overview: Data Breach</a>	Internal Links	Follow
• <a href="#">Whistleblower/Qui Tam/False Claims Act Cases</a>	Internal Links	Follow
• <a href="#">Accidents - Catastrophic Injury</a>	Internal Links	Follow
• <a href="#">Accidents - Slip and Fall</a>	Internal Links	Follow
• <a href="#">Exposure to HIV, Hepatitis</a>	Internal Links	Follow
• <a href="#">Defective Industrial Products</a>	Internal Links	Follow
• <a href="#">Maclaren Baby Strollers</a>	Internal Links	Follow
• <a href="#">MTD Snow Throwers/Snow Blowers, Troy-Bilt, Yard Mac...</a>	Internal Links	Follow
• <a href="#">Cell Phone Safety &amp; Manufacturer Misrepresentation La...</a>	Internal Links	Follow
• <a href="#">OxyElite Pro and VERSA-1 Sports and Weight Loss Supp...</a>	Internal Links	Follow
• <a href="#">BP Oil Spill Individual Lawsuit and Class Action</a>	Internal Links	Follow
• <a href="#">Labor and Employment</a>	Internal Links	Follow
<a href="#">View All Practice Areas...</a>	Internal Links	Follow
<a href="#">Drug Safety &amp; Recalls</a>	Internal Links	Follow
<a href="#">Consumer Products Liability</a>	Internal Links	Follow
<a href="#">Defective Medical Devices</a>	Internal Links	Follow
<a href="#">Risperdal</a>	Internal Links	Follow
<a href="#">No Anchor Text</a>	Internal Links	Follow

Anchor	Type	Follow
<a href="#">Risperdal</a>	Internal Links	Follow
<a href="#">SuperLawyers</a>	Internal Links	Follow
<a href="#">Whistleblower</a>	Internal Links	Follow
<a href="#">Zyvox</a>	Internal Links	Follow
<a href="#">Hydroxycut</a>	Internal Links	Follow
<a href="#">Hydroxycut</a>	Internal Links	Follow
<a href="#">No Anchor Text</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» READ MORE, WATCH VIDEO</a>	Internal Links	Follow
<a href="#">» READ MORE, WATCH VIDEO</a>	Internal Links	Follow
<a href="#">» Watch video, read more</a>	Internal Links	Follow
<a href="#">What We Do</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">» WATCH VIDEO</a>	Internal Links	Follow
<a href="#">» READ MORE</a>	Internal Links	Follow
<a href="#">sitemap</a>	Internal Links	Follow
<a href="#">privacy policy</a>	Internal Links	Follow
<a href="#">attorney advertising/disclaimer</a>	Internal Links	Follow

Limit the number of links to 200 per page. Use [Nofollow](#) to optimize the [juice](#) that you want to pass to each link.

## ✓ Broken Links



No broken links were found on this web page

Congrats, your web page does not contain any [broken internal links](#).

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

## ✓ Backlinks Counter



2,612

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is [crucial to SEO](#), you should have [a strategy](#) to improve the quantity and quality of backlinks.

## ✓ WWW Resolve



This website with and without www redirects to the same page.

Great, your website directs [www.sheller.com](#) and [sheller.com](#) to the same URL.

[Redirecting requests](#) from a non-preferred domain is [important](#) because search engines consider URLs with and without "www" as two different websites.



✓ IP Canonicalization Yes



Good, your website's IP address is forwarding to your website's domain name.

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an [htaccess 301 redirect](#) to make sure the IP does not get indexed.

✗ Robots.txt Missing



Your website doesn't have a [robots.txt](#) file - this can be problematic.

A [robots.txt file](#) allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

[Click here](#) to check your robots.txt file for syntax errors.

✗ XML Sitemap Missing



Your website does not have an [XML sitemap](#) - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you [generate](#) an XML sitemap for your website and submit it to both [Google™ Webmaster Tools](#) and [Bing Webmaster Tools](#). It is also good practice to specify your [sitemap's location](#) in your robots.txt file.

✗ URL Rewrite Warning! We've detected parameters in a significant number of URLs.



Consider [rewriting your URLs](#).

Your site's URLs contain unnecessary elements that make them look complicated. [A URL must be](#) easy to read and remember for users. Search engines [need URLs to be clean](#) and include your page's most important keywords. Clean URLs are also useful when shared on social media as they explain the page's content.

## Underscores in the URLs



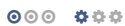
We found underscores in this URL and/or in your in-page URLs.

```
http://sheller.com/uploads/351_Legal_Intel_PA_Lgst_V_S_Sheller_PC_Two_of_To  
http://sheller.com/uploads/Temple_esq_spring2013_Sheller_Center_for_Social_Ju  
http://sheller.com/uploads/1212_Philalife_Sheller_profile_FINAL.pdf  
http://sheller.com/uploads/Sheller_PASLRS13_FINAL.pdf  
http://sheller.com/uploads/ShellerPC_ZyprexaNewsRelease_200901152.pdf
```

We have detected [underscores](#) (these\_are\_underscores) in this URL and/or in your in-page URLs. You should rather use hyphens (these-are-hyphens) to optimize your SEO.

While Google™ treats hyphens as word separators, it does not treat underscores as word separators.

## Blocking Factors



✓ **Flash:** No

✓ **Frames:** No

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be [properly indexed](#) by search engines. Avoid full Flash websites to maximize SEO. This advice also applies to [AJAX](#).

Frames can cause problems on your web page because [search engines](#) will not crawl or index the content within them. Avoid frames whenever possible and use a [NoFrames tag](#) if you must use them.

## Domain Registration



✓ Created 17 years ago

✓ Expires in a year

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a [second-hand domain name](#).

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

## Blog



We have not found a Blog on this website.

Your website does not have a blog.

In this tough and competitive internet marketing world content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site garners more benefits.

Starting a blog is a great way to [boost your SEO](#) and attract qualified visitors.

Use these [great tips](#) to boost the SEO performance of your blog.

## Related Websites

URL	Pages	Backlinks	PR	Score
<a href="http://legalexaminer.com">http://legalexaminer.com</a>	256k	613k	-	-
<a href="http://justlawlinks.com">http://justlawlinks.com</a>	8k	31k	-	-
<a href="http://findamedicalmalpracticeattorney.com">http://findamedicalmalpracticeattorney.com</a>	122k	484	-	-
<a href="http://talkingpointsmeme.com">http://talkingpointsmeme.com</a>	31k	1k	-	-
<a href="http://whistleblower-sheller-attorneys.com">http://whistleblower-sheller-attorneys.com</a>	25	61	-	-

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to [learn more about your competitors'](#) web marketing strategies.

## Mobile Rendering



The number of people using the Mobile Web is huge; over [75 percent](#) of consumers have access to smartphones. [Your website](#) should [look nice](#) on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Mobile Load Time



Very Fast

Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose 74 percent of your audience!

Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. [Make sure your site loads fast](#) and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum.

Here are [two useful tips](#) from Google™ for optimizing your mobile site speed.

## Mobile Optimization



This website is not optimized for Mobile Visitors

✗ Mobile CSS ✗ Mobile Redirection

Additional mobile optimization techniques:

✗ Meta Viewport Tag ✗ Apple Icon ✓ Flash content

Make sure that your [website is prepared](#) for mobile browsing. These are the different aspects that can be optimized for mobile users:

- [Mobile CSS](#)
- [Meta Viewport Tag](#)
- [Apple Icon](#)
- [Mobile Redirection](#)
- [No Flash content](#)



## URL

http://sheller.com

Length: 7 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable" by Google™](#).

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

## Favicon



Your website does not have a favicon.

Your website does not have a [favicon](#).

Add a favicon to improve your brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is [consistent with your brand](#).

## Custom 404 Page



Great, your website has a custom 404 error page.

Take advantage of the opportunity to provide a [beautiful](#) 404 Error Page for your visitors.

## Conversion Forms



Great, we found a Conversion Form on this page.

There are different types of conversions, such as: getting the email address of your visitors, requesting your visitors to [fill in a form](#) or closing an online sale. [Converting visitors](#) into prospects/clients is probably the most important target for your website. So, it is important that you [optimize your website](#) to boost conversions.

## ● Above the Fold Content



Place the most important content **above the fold line**.



Fold line

When designing your homepage, make sure that your most important content is placed above the fold (the top section, which is visible without scrolling).

Tip: Check Google Analytics to find out what the most common screen resolutions are among your site visitors.

## ● Page Size



42.8 KB (World Wide Web [average is 320 Kb](#))

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 300 Kb.

Tip: Use images with a small size and optimize their download with [gzip](#).

## ✓ Load Time



0.1 second(s) (437.27 kB/s)

Your website is fast. Well done.

Site speed is becoming an [important factor](#) for ranking high in Google™ search results and enriching the user experience.

Resources: Check out Google™'s developer tutorials [for tips](#) on how to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a [web monitoring service](#).

## ✗ Language



Declared: Missing

Detected: *English*

You have not specified the language. Use the [META Language Attribute](#) to declare the intended language of your website.

[Tips](#) for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

## Printability

We could not find a Print-Friendly CSS

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

## Metadata

No Metadata have been detected



Metadata is used to generate [Rich Snippets](#) in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Google™ supports rich snippets for the following content types: [Reviews](#), [People](#), [Products](#), [Businesses and Organizations](#), [Recipes](#), [Events](#) and [Music](#). If your website covers one of these topics, then we suggest that you annotate it with [Schema.org](#) using [microdata](#).

## Domain Availability



Domains (TLD)	Status	
sheller.net	Expires in 10 days	🔒
sheller.org	This domain is booked	🔒
sheller.info	Available. <a href="#">Book it now!</a>	✓
sheller.biz	Available. <a href="#">Book it now!</a>	✓
sheller.eu	Available. <a href="#">Book it now!</a>	✓

[Register](#) the various extensions of your domain to protect your brand from cybersquatters.

## Typo Availability



Domains (TLD)	Status	
aheller.com	This domain is booked	🔒
sgeller.com	This domain is booked	🔒
shwller.com	Available. <a href="#">Book it now!</a>	✓
shekler.com	This domain is booked	🔒
sbeller.com	This domain is booked	🔒
syeller.com	Available. <a href="#">Book it now!</a>	✓
shellwr.com	Available. <a href="#">Book it now!</a>	✓

[Register](#) the various typos of your domain to protect your brand from cybersquatters.

## Email Privacy

Warning! At least one email address has been found in plain text.

Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

## ✔ Spam Block



Your IP is not Blacklisted in the [Spammer Directory](#).

It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.

In addition, if you send email campaigns or [transactional emails](#), use professional [email software](#) to [keep your IP clean](#) and improve the deliverability of your emails.

## ▶ Trust Indicators



Trust



Vendor reliability



Privacy

This [data](#) is provided by [WOT™](#).

## ✔ Safe Browsing



Great, your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.





## Server IP

209.235.23.188

Server location: Philadelphia

Your server's IP address [has little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use [DNSstuff](#) for comprehensive reports on your server.

## Technologies

Apache	<a href="#">Web server</a>
CentOS	<a href="#">Operating system</a>
Cufon	<a href="#">Font script</a>
jQuery	<a href="#">JavaScript framework</a>
mod_perl	<a href="#">Webserver extensions</a>
mod_ssl	<a href="#">Webserver extensions</a>
mod_wsgi	<a href="#">Webserver extensions</a>
OpenSSL	<a href="#">Webserver extensions</a>
PHP	<a href="#">Programming language</a>
Python	<a href="#">Programming language</a>
ShareThis	<a href="#">Widget</a>
SWFObject	<a href="#">Miscellaneous</a>
Perl	<a href="#">Programming language</a>

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

## Speed Tips



Watch out: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✓ Perfect, your website has few CSS files.
- ✓ Perfect, your website has few JavaScript files.
- ✗ Too bad, your website does not take advantage of [gzip](#).

Website speed has a huge effect on SEO. [Speed-up your website](#) so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.

## ✔ Analytics



 Google Analytics

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

## ✖ W3C Validity



Invalid: 69 Errors, 83 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To find the detected errors, run the [W3C validation service](#), or check [Validator.nu](#) to make sure you don't miss an error.

[W3C](#) is a consortium that sets web standards.

## ● Doctype

HTML 4.01 Transitional

Declaring a [doctype](#) helps web browsers to render content correctly.

## ✔ Encoding



Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

## ✔ Directory Browsing



No

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

## ✔ Server Signature



No

Good, your server signature is off. This is excellent from a security standpoint.



## ! Social shareability



This website is fairly popular on Social Networks.

Facebook Likes	17
Facebook Shares	110
Facebook Comments	7
StumbleUpon	57
Google™ +	2
Twitter Backlinks	8

The impact of social media is huge for certain industries.

Make sure you have opened [social media profiles](#) on [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#) and other sites that are of interest to your customers.

[Learn](#) how to [engage](#) your social media audiences and create a consistent fan base. You can also [use your website](#) to increase your popularity on social platforms.

[Check these helpful tools](#) for managing your social media campaign.

Note: This data represents [social media influences from your website's URL](#); it does not represent data from specific brand pages.

## ! Twitter™ Account



The Twitter™ Account @sheller is booked but it is not linked to your website!

Tip: Include your URL in your Twitter profile's website field.

Twitter is a fast-growing [social network](#).

If possible, [register](#) a Twitter account in your brand's name now to prevent [brandjacking](#).

Here are a [few tips](#) to help create a Twitter promotion plan. Plus, [learn](#) from today's top Twitter-using brands.

## ✖ Google+ Page



Not found

This page is your business listing in Google+. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider [managing your profile](#) with [Google My Business \(formerly Google Places\)](#).



## Local Directories

This is a list of the local directories where your business has been found. [Take care of your listings in local directories](#); since maps are now an integral part of search results, your [G+ Local page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#), [Spain](#), [France](#), [Canada](#), [Australia](#), [Brazil](#), and [India](#)) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

### Traffic Estimations

Very Low



We use multiple tools to estimate web traffic, including [Google™ Trends](#) and [Alexa™](#).

Nevertheless, your analytics will provide the most accurate traffic data.

### Traffic Rank

5,814,990th most visited website in the World

[1,736,641th most visited website in United States](#)

A low rank means that your website gets a lot of visitors.

Your [Alexa Rank](#) is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Reviewing the [most visited websites](#) by country can give you valuable insights.

[Quantcast](#) provides similar services.

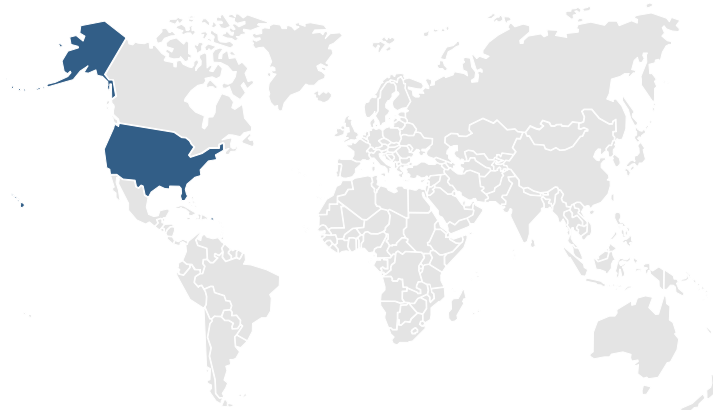
### Adwords Traffic

7.9%

This is an estimation of the traffic that is being bought through [AdWords™](#) vs. unpaid Organic Traffic.

This data is provided by [SEMRush™](#).

### Visitors Localization



5 52

Popular Countries	<a href="#">ccTLD</a>	Status
<a href="#">United States</a>	sheller.us	Available. <a href="#">Book it now!</a> ✓

[We recommend](#) that you [book the domain names](#) for the countries [where your website is popular](#). This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.