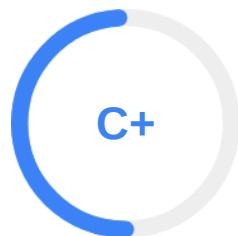


Website Report for www.bakersfieldesports.com

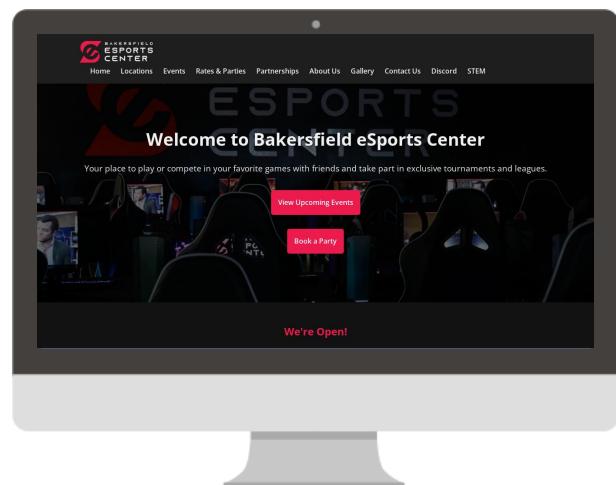
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for www.bakersfieldesports.com



Your page could be better

Recommendations: 19



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Implement a robots.txt file

On-Page SEO

Medium Priority

Increase length of title tag	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Add a DMARC mail record	Other	Low Priority
Add an SPF record	Other	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Add X Cards	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add business address and phone number	Other	Low Priority
Add Local Business Schema	Other	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag, but ideally it should be between 50 and 60 characters in length (including spaces).

Bakersfield eSports Center

Length : 26

Title tags are very important for search engines to correctly understand and categorize your content.

The Title Tag is an important HTML element that tells users and Search Engines what the topic of the webpage is and the type of keywords the page should rank for. The Title will appear in the Header Bar of a user's browser. It is also one of the most important (and easiest to improve) On-Page SEO factors.

We recommend setting a keyword rich Title between 50–60 characters. This is often simple to enter into your CMS system or may need to be manually set in the header section of the HTML code.

Meta Description Tag

Your page has a meta description of optimal length (between 120 and 160 characters).

Bakersfield eSports is your place to play or compete in your favorite games with your friends and take part in exclusive tournaments and leagues.

Length : 145

Meta Description is another important HTML element that explains more descriptively to Search Engines what your page is about. Meta Descriptions are often used as the text snippets used in Search Engine results (though Search Engines are increasingly generating these themselves) and can help further signal to Search Engines what keywords your page should rank for.

Make sure your page has a Meta Description included, and is at an optimum length (between 120 and 160 characters). Make your Meta Description text interesting and easy to comprehend. Use phrases and keywords relevant to the page and user that you would like to rank for. Meta Description is normally available to be updated in your CMS.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.bakersfieldsports.com> :

Bakersfield eSports Center

Bakersfield eSports is your place to play or compete in your favorite games with your friends and take part in exclusive tournaments and leagues.



The SERP Snippet illustrates how your page may be shown in Search Results for a particular query. Typically the page's Title, URL and Meta Description have been the main components utilized here, and hence could be carefully dictated, though Search Engines are more frequently building these snippets themselves to better represent the page content to their searchers.

It's important that the SERP Snippet is enticing for your searchers to click on, and accurately represents your content to avoid bounces or heavy re-writing by the Search Engine. You should keep these factors in mind when populating the page Title, Meta Description and URL.

Hreflang Usage



Your page is not making use of Hreflang attributes.

Hreflang is an HTML attribute used to specify the language and geographical targeting of a page. It is commonly used together with the 'alternate' attribute in the code of a page to signal to Search Engines a list of alternative language or geographic versions of the current page.

If you have multiple versions of the same page in different languages, it is important to add Hreflang tags to tell Search Engines about these variations. This code may need to be manually added into the HTML code of your page, but is also often controlled by your CMS or plugin system if multi-lingual features are enabled.

Language



Your page is using the lang attribute.

Declared: English

The lang attribute is used to describe the intended language of the current page to user's browsers and Search Engines. Search Engines may use the lang attribute to return language specific search results to a searcher, and in the browser, lang attribute can signal the need to switch to a different language if it is different to the user's own preferred language.

We recommend adding the lang attribute to the HTML tag of every page to avoid any chance of misinterpretation of language. This may need to be manually added to the site's HTML code, or may be controlled by your CMS.

H1 Header Tag Usage



Your page has a H1 Tag.

Tag Value

H1 Welcome to Bakersfield eSports Center

The H1 Header Tag is one of the most important ways of signaling to Search Engines the topic of a page and subsequently the keywords it should rank for. The H1 Tag normally appears as visible text in the largest font size on the page.

We recommend adding a H1 Header Tag near the top of your page content and include important keywords you would like to rank for. You should have one, and only one H1 tag on each page. If you are using a CMS, this would normally be entered into the core content section of the page.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag Frequency

H2	4	
H3	2	
H4	0	
H5	0	
H6	0	

Tag Value

H2	We're Open!
H2	Top Games at Bakersfield eSports Center
H2	Our Partners
H2	Gift Card
H3	Hours of Operation
H3	Follow Us on Social Media

The H2-H6 Header Tags are an important way of organizing the content of your page and signaling to Search Engines the longer tail topics your page should rank for.

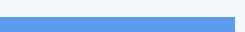
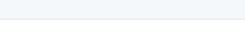
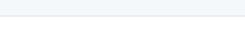
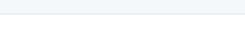
We recommend including at least 2 other Header Tag levels on your page (such as H2 and H3) in addition to the H1. It is useful to also include important keywords in these Header Tags. These would be added to the core content section of your page.

Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
games	✗	✓	✓	5	
center	✓	✗	✓	4	
esports	✓	✓	✓	3	
events	✗	✗	✗	2	
bakersfield	✓	✓	✓	2	
place	✗	✓	✗	2	
play	✗	✓	✗	2	
compete	✗	✓	✗	2	

Phrase	Title	Meta Description	Phrases		Page Frequency
			Tag	Headings Tags	
bakersfield esports	✓	✓	✓	✓	2
esports center	✓	✗	✓	✓	2
favorite games	✗	✓	✗	✗	2
take part	✗	✓	✗	✗	2
exclusive tournaments	✗	✓	✗	✗	2
pm -	✗	✗	✗	✗	2
bakersfield esports center	✓	✗	✓	✓	2
play or compete	✗	✓	✓	✗	2

Generally a page should be targeted to rank for particular set of keywords or phrases. These keywords should be used with some consistency in page content (naturally and without stuffing) to maximize ranking potential for those keywords. This means these keywords should be present across the most important HTML tags of the page, and used with some frequency in the general page text content. The keyword consistency check illustrates the keywords we have identified appearing most frequently in these areas.

If the keywords and phrases identified don't match your intended ranking keywords, and do not show a level of consistency, you should consider amending your core page content to better include these.

Amount of Content ✖

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 165

It has been well researched that higher text content volumes are related to better ranking ability in general.

Numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and its ranking potential - generally longer content will rank higher. Obviously content also needs to be topically relevant, keyword rich and highly readable for the visitor. Note, in our assessment, we look at all selectable text on the page at load time, not hidden content.

As a general guideline, it is recommended to have atleast 500 words of content on a page to give it some ranking potential. However this should be considered on a case by case basis. It may not be relevant for particular pages like 'contact us' pages for example.

Image Alt Attributes ✓

You do not have any images missing Alt attributes on your page.

Alternate Image Text or Alt Text is descriptive text that is displayed in place of an image if it can't be loaded, as well as a label on an image when it is moused over in the browser, to give more information to the visitor. Additionally, Search Engines use provided Alt Text to better understand the content of an image. Image SEO is not widely known, but having your image rank for image searches is an overlooked way of gaining traffic and backlinks to your site.

We recommend adding useful and keyword rich Alt Text for pages's main images, in particular those that could have ranking potential. This should be considered on a case-by-case basis. Often there may be imagery such as UI components or tracking pixels where it may not be useful to add Alt Text, though we have tried to filter a number of these out in our analysis.

Canonical Tag



Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

The Canonical Tag is a HTML Tag that tells Search Engines the primary URL of a page. URLs can have multiple versions due to things like parameters being passed or www and non-www versions, resulting in potential duplicate content. Google recommends all pages specify a Canonical for this reason.

You may need to determine what the primary preferred version of the page is. Often the CMS may manage this, or provide the ability to specify it.

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Tag, when used on pages, tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Tag, you will need to remove the tag from your page's HTML entirely. This may require access to the frontend HTML code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Header is another Noindexing method that tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.

If you want the page to rank and it's using a Noindex Header, you will need to remove the Noindex Header from your page. This may require access to the backend code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

SSL Enabled



Your website has SSL enabled.

SSL or Secure Socket Layer, is a security technology that encrypts data between your website and a visitor. It ensures that the transfer of sensitive data like passwords and credit cards are done securely. Using SSL on all pages is a modern standard, and Search Engines have made it a ranking signal in recent years.

SSL can often be switched on quite simply in systems like Wordpress, Wix etc. Often in more custom websites though, it may require the help of a technical resource to install and configure this on your website. After installation, test that your website loads successfully at a HTTPS:// location.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version. Not doing this means users and Search Engines may continue to access insecure versions, which can also reduce your ranking ability.

Often systems like Wix or Shopify will make it easy to enable, and redirect to SSL versions. If you have Wordpress, or a custom built site, you may require a developer's involvement to ensure that pages are being redirected to their new HTTPS versions. This can be done within a site's configuration or htaccess rules.

Robots.txt



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

Robots.txt is a text file that provides instructions to Search Engine crawlers on how to crawl your site, including types of pages to access or not access. It is often the gatekeeper of your site, and normally the first thing a Search Engine bot will access.

We recommend always having a robots file in place for your site. These can be automatically created using a free online utility, Wordpress plugin, or your CMS's robots.txt creation process.

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

The robots.txt file includes important instructions to Search Engines on how to crawl a site, including instructions to ignore particular pages (effectively 'blocking' them). Sometimes these instructions are added intentionally for low value pages, but sometimes they are left over by mistake when a website goes live, or can be written incorrectly excluding more pages than desired.

If you want the page to rank and it's blocked by a rule in robots.txt, you may need to review your robots rules to understand why it's being blocked, and remove the rule. Because robots.txt instructions are a type of code, this may require the help of a developer to correct.

XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

A Sitemap is an XML data file on your site that lists all of your site's pages that are available for crawling together with other useful information like last update times and crawling priority. Sitemap files help Search Engines find all your pages to give them the highest chance of being indexed and ranked.

We recommend always having a Sitemaps file in place for your site. Sitemaps can be created manually using a utility, Wordpress plugin, or your CMS's Sitemap creation process. Additionally, the Sitemap should be referenced in your robots.txt file.

Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

Web Analytics Tools like Google Analytics allow you to analyze your website's performance and understand your visitors better.

We recommend using an analytics tool on your site. Analytics tracking code can be installed manually into page code with the help of a developer or enabled as a feature of your CMS.

Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Schema.org Structured Data Markup is a collection of data tags that can be added to your site to allow Search Engines to more easily interpret the content and use it to enhance Search Results. For example there are tags for providing information about your Local Business such as address and phone number, or adding product information on e-commerce pages so that these products can be displayed in shopping aggregators like Google Shopping.

It is a good idea to start incorporating some relevant Schema.org tags into your site to improve interpretation and display by Search Engines.

Links

Backlink Summary



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



95	76
Backlinks	Referring Domains

1	94	0	0	13	13
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will improve the ranking ability of your site. Building Backlinks can be a difficult and time consuming activity, though the rewards are large when done successfully.

We recommend having a strategy in place for Building Backlinks to your site. Some common methods including adding your site to relevant online directories, asking other sites to link to you, performing outreach and guest blogging on other websites or creating 'lead magnet' content that encourages linking.

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Referring Page URL
strength

78	https://www.turnto23.com/lifestyle/kern-living/kern-living-bakersfield-esports-center
73	https://www.websitescrawl.com/domain-list-6729
61	https://www.visitbakersfield.com/directory/bakersfield-esports-center/
47	https://getoutpass.com/campaign/fresno
37	https://fastcost.info/website_checker/1723669200/bakersfieldesports.com.htm
36	https://hot-value.info/website_checker/1723669200/bakersfieldesports.com.htm
35	https://opiniarka.net/website_checker/1720645200/bakersfieldesports.com.htm
33	https://thegloveliveson.com/website_checker/1723669200/bakersfieldesports.com.htm
32	https://www.christianyouthfilmfestival.org/get-involved
25	https://seezerapps.com/website_checker/1722546000/bakersfieldesports.com.htm

Backlinks from higher authority websites generally deliver the best ranking potential to your site. This report provides a sample of some of the highest value backlinks we can see linking to your site.

Top Pages by Backlinks



These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks	
https://bakersfieldesports.com/	72	
https://www.bakersfieldesports.com/	21	
http://www.bakersfieldesports.com/	1	
http://bakersfieldesports.com/	1	

Your Top Pages with the most Backlinks are likely to drive the most ranking value to your site as well as having a higher potential for themselves ranking.

Top Pages are useful to consider when making any change to your site (to make sure they don't get removed or are atleast redirected appropriately). They are also useful to consider from a future link building perspective; is there a particular reason these pages are gathering the most links? and do they present any new content ideas for driving further links?

Top Anchors by Backlinks

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These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Start Own SEO business	67
Visit Website	18
Bakersfield eSports Center	3
https://BakersfieldSports.com	3
bakersfieldesports	1
eSports Bakersfield logo_edited.png	1
Bakersfield eSports For More Info	1
Website	1

Anchor Text is the text that is placed inside an A Href HTML tag that links to your site. Anchor Text is a very strong ranking signal that helps Search Engines understand the content of your page and the keywords it should rank for.

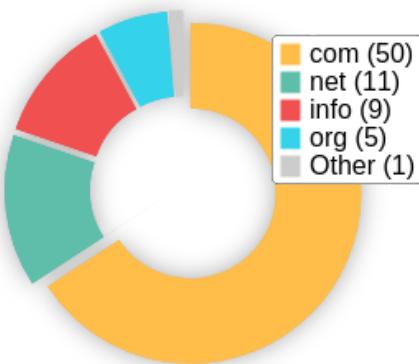
It is important for Anchor Text to be natural and diverse. Having a lot of unnatural Anchor Text can be a strong spam signal for Search Engines. Seeing your Anchor Text can also give you an understanding of how others are talking about your website or service.

Top Referring Domain Geographies

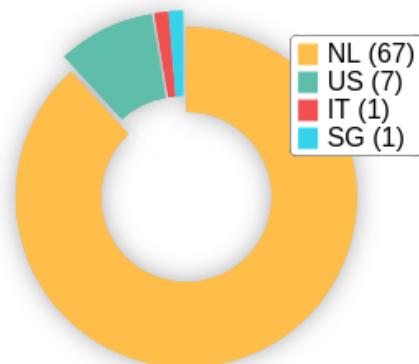
i

These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



Top Geographies are locations found to be linking most frequently to your site in terms of Top Level Domain types (TLDs) and actual physical website server locations.

Top Geographies are useful for understanding if you are building links in the right places for your business. Many links from an unexpected location could also point to incorrectly targeted or spammy links that could be disavowed.

On-Page Link Structure

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We found 24 total links. 46% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://www.bakersfielddesports.com/index.html	Internal	Follow
https://www.bakersfielddesports.com/locations/index.html	Internal	Follow
https://www.bakersfielddesports.com/events/	Internal	Follow
https://www.bakersfielddesports.com/rates-parties/index.html	Internal	Follow
https://www.bakersfielddesports.com/partnerships/index.html	Internal	Follow
https://www.bakersfielddesports.com/about-us/index.html	Internal	Follow
https://www.bakersfielddesports.com/gallery/index.php	Internal	Follow
https://www.bakersfielddesports.com/contact-us/index.html	Internal	Follow
https://discord.gg/jbzWH3ZvRp	External	Follow
https://www.bakersfielddesports.com/stem/index.html	Internal	Follow
https://www.valleystrong.com	External	Follow
https://www.visitbakersfield.com/	External	Follow
https://www.facebook.com/InnovativeBusinessDesigns/	External	Follow
http://thebakersfieldfox.com/	External	Follow
https://www.facebook.com/Bakersfield-ESports-104418741131608	External	Follow
https://x.com/Bak_eSports	External	Follow
https://www.instagram.com/bakersfielddesports	External	Follow
https://www.twitch.tv/bakersfielddesportscenter	External	Follow
https://www.youtube.com/channel/UCZvHOMf6jzLVp4Rf3A_fd1A	External	Follow
https://www.tiktok.com/@bakersfielddesportscenter	External	Follow
https://bakersfielddesports.com	Internal	Follow

On-Page Link Structuring is a complex SEO topic with a variety of opinions covering how frequently you should link to external vs internal pages, and in which cases to use nofollow links. We provide an informational breakdown on the page's links for your review.

Some general principles in regards to link structuring include having a strong proportion of your links being to internal pages, as well as explicitly using 'Nofollow' links for any external links that may be to lower quality sites where you don't intend to pass value.

Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.



Line	Link	Underscores	Parameters	Symbols	File Names	Path Depth	Length
7	https://www.bakersfielddesports.com/index.html	✓	✓	✓	✗	✓	✓
17	https://www.bakersfielddesports.com/locations/index.html	✓	✓	✓	✗	✓	✓
20	https://www.bakersfielddesports.com/rates-parties/index.html	✓	✓	✓	✗	✓	✓
21	https://www.bakersfielddesports.com/partnerships/index.html	✓	✓	✓	✗	✓	✓
22	https://www.bakersfielddesports.com/about-us/index.html	✓	✓	✓	✗	✓	✓
23	https://www.bakersfielddesports.com/gallery/index.php	✓	✓	✓	✗	✓	✓
24	https://www.bakersfielddesports.com/contact-us/index.html	✓	✓	✓	✗	✓	✓
26	https://www.bakersfielddesports.com/stem/index.html	✓	✓	✓	✗	✓	✓

In general, website URLs should be simple and human readable or 'friendly'. This aids in human recognition of the page in the address bar, makes manually typing a page easier, as well as providing more context around the page to Search Engines.

You should aim to use short human readable URLs, with words separated by hyphens, and remove file names, special characters, code strings and multiple levels of sub-folders. Most modern CMS systems will provide options to create friendly URLs. In some systems where a website is older or a collection of files this may be more challenging to reconfigure, but can still be achieved.

Usability



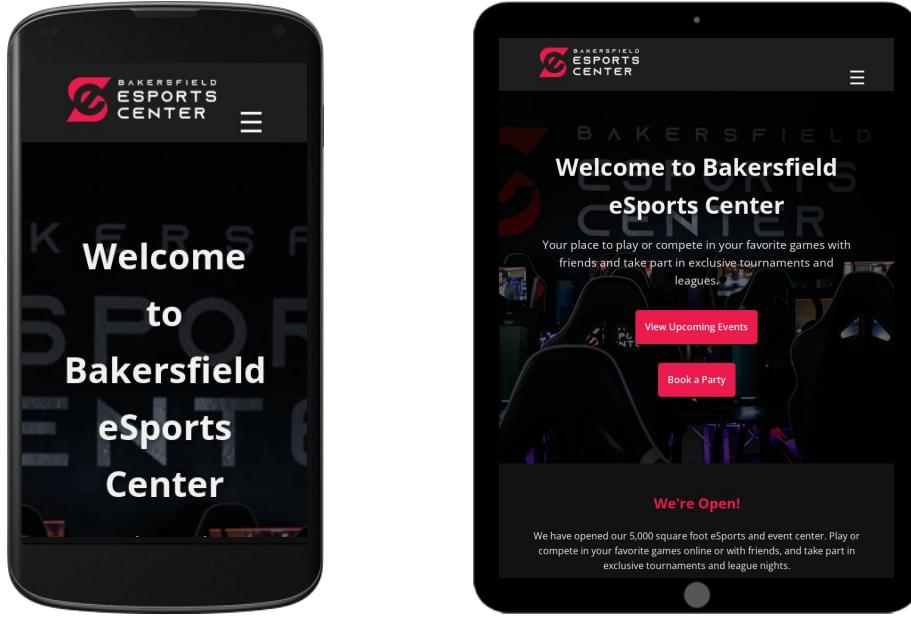
Your usability is good

Your page is mostly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

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This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of how the site looks on some popular device resolutions to help identify obvious issues. Note, our method will load a website and resize its portlet to several dimensions, as opposed to loading the site multiple times directly in different devices.

In general a website should be designed and tested to be responsive across a large variety of desktop and mobile device resolutions, as well as being able to transition smoothly (for example when resizing a browser or flipping a tablet from vertical to horizontal).

Google's Core Web Vitals

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Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawlable by Google.

Core Web Vitals are UI Metrics designed by Google that measure the overall quality of user experience on your site. They assess things such as the appearance of content, interactivity of the page and visual stability from the moment of page load. Core Web Vitals are gathered from real world usage data of a website (hence some smaller websites that haven't been well sampled may not return an appropriate result). Google has made Core Web Vitals a ranking factor for pages with increasing importance.

To improve your Core Web Vitals scores, you may need to read Google's documentation on the topic and follow the recommendations provided in the Google's PageSpeed Insights assessment.

Use of Mobile Viewports



Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

The Viewport is a Meta Tag within the page's HTML which gives the browser instructions for how to control the page's dimensions and scaling. Setting the Viewport is particularly important for mobile and tablet device responsiveness, as without it, the page can appear incorrectly sized and require zooming or scrolling to view content.

Make sure you include one Meta Viewport tag in the Head section of page HTML.

Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.7 s	Properly size images	3.89 s
Speed Index	5 s	Serve images in next-gen formats	2.24 s
Largest Contentful Paint	10.1 s	Eliminate render-blocking resources	0.75 s
Time to Interactive	10.1 s	Avoid multiple page redirects	0.63 s
Total Blocking Time	0 s	Efficiently encode images	0.31 s
Cumulative Layout Shift	0		

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a more important ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.9 s	Properly size images	0.7 s
Speed Index	0.9 s	Serve images in next-gen formats	0.61 s
Largest Contentful Paint	2 s	Avoid multiple page redirects	0.19 s
Time to Interactive	2 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0.009		

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

Flash Used?

No Flash content has been identified on your page. 

Flash is an old embedded website technology that was frequently used in heavily animated features such as games and videos. However, Flash is not supported by all mobile devices and is not easily read by search engines. Improvements to HTML and CSS and the increased speed of modern web browsers have made it possible to implement many similar features with standard web technologies.

If Flash is detected on your site, you should carefully consider whether it is necessary due to the several drawbacks.

iFrames Used?

There are no iFrames detected on your page. 

iFrames are a HTML tag that allow you to embed other webpages inside your page in a small frame. They generally represent an older coding practice and are discouraged as they can complicate navigation, particularly in mobile, and are harder for search engines to index.

We recommend removing any iFrames if they don't serve a critical purpose, or could be replaced with more natural navigation. However, some coding libraries like Google Tag Manager may still rely on iFrames as part of their internal functionality to load external pages and code files, so you may need to evaluate your usage of them on a case by case basis.

Favicon

Your page has specified a favicon. 

A favicon is a small icon that serves as branding for your website. It's main purpose is to help visitors locate your page easier when they have multiple tabs open. It adds legitimacy to your site and helps boost your online branding as well as trust from potential consumers.

Either use an online Favicon builder tool, or a graphic designer to build your Favicon, and load them into your website or CMS.

Email Privacy

No email addresses have been found in plain text on your page.



Email addresses shown in clear text on your website can be easily scraped by bots, leading to inclusion in spam mailing lists.

We recommend removing any plain text email addresses and replacing them with contact forms, images, or less obvious text like 'email at website'.

Legible Font Sizes

The text on your page appears to be legible across devices.



Page text legibility is important from an accessibility perspective, and also to ensure your users can comfortably spend time on your site. In particular it's important to review text legibility on mobile and tablet devices where the text may naturally be smaller or lower lighting could make it more challenging to read.

We recommend reviewing the legibility of your text including less considered items like footer links and text.

Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Tap Target Sizing refers to the size of buttons, links and other navigational elements on the page. On touch screen devices in particular these elements can't be too small or too close together or they will impede clicking and frustrate users.

We recommend reviewing the Tap Target Sizing of your of all your text to ensure they're easily clickable including less considered items like footer elements.

Performance Results



Your performance is good

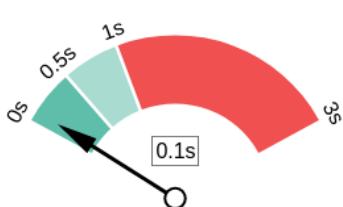
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

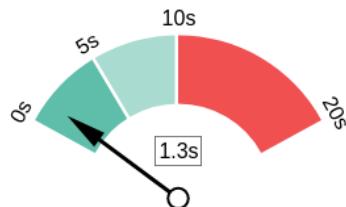
Your page loads in a reasonable amount of time.



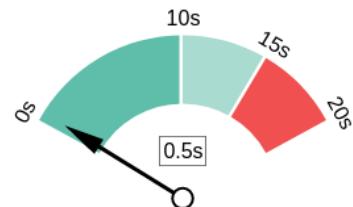
Server Response



All Page Content Loaded



All Page Scripts Complete

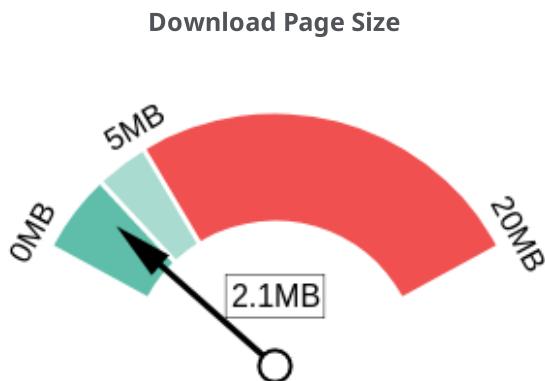


Page Load Speed refers to the amount of time it takes to entirely load a webpage in a user's browser. Load speed is complex and can be impacted by a multitude of factors including network, web server, page size, technology, database or coding problems, and may require the help of a developer or systems administrator to troubleshoot. Page Load Speed impacts a user's experience on a website and can directly impact bounce rate and conversions. Additionally, Search Engines are making Page Load Speed a ranking factor.

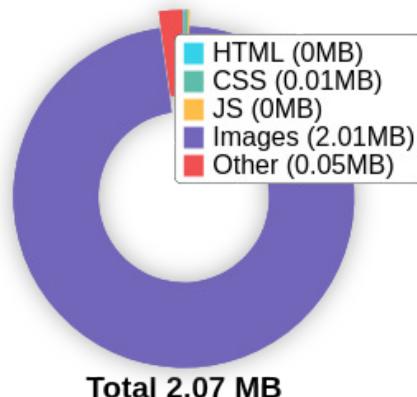
Optimize Page Load Speed by examining common problem points such as overall file size, server resources or coding problems.

Download Page Size

Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size Breakdown

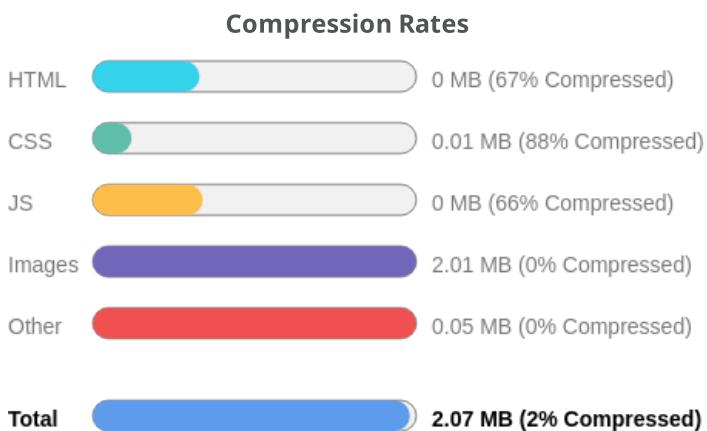


Download Page Size refers to the total amount of file content that needs to be downloaded by the browser to view a particular webpage. This includes HTML, CSS, Javascript and Images, though can include a number of other file formats. Generally media files like images and videos are significantly larger than text files and make up the bulk of Download File Size, but also represent the largest optimization opportunity. An important distinction here is 'Download' vs 'Raw' file size. Modern web protocols compress files during transfer, meaning files are usually smaller to download than their actual or 'raw' size. So any manual optimizations you perform would be on the 'raw' file. Download Page Size is one of the biggest contributors to Page Load Speed, which can directly affect rankings, user experience and conversions.

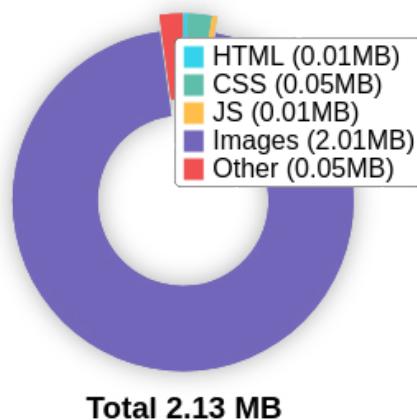
It is important to ensure your Download File Size is as small as possible by removing unnecessary files and minifying and optimizing others. 5MB is a good metric to strive for, though modern websites are gradually increasing in size.

Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.



Raw Page Size Breakdown



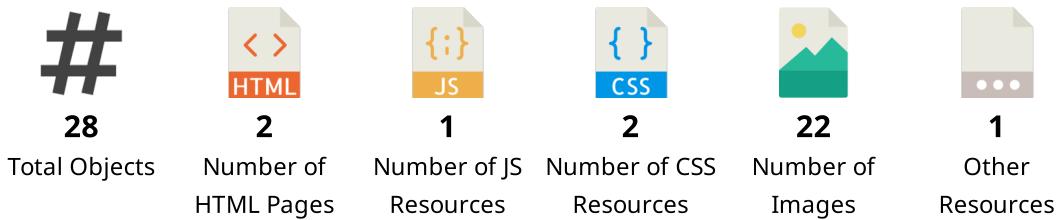
Modern web servers allow website files to be compressed as part of their transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick win to performance, and most new web servers will have this enabled by default.

You should ensure that compression is enabled and working effectively on your web server. Sometimes compression may only be partially enabled for particular file types, or using an older compression method, so it is important to understand whether your server is configured as efficiently as possible. This may require the help of a developer to investigate.

Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page.



When browsers display a modern website, they have to retrieve a wide variety of files including HTML, CSS, Javascript, Images and other media. As a general rule, every file that needs to be retrieved is another network request that needs to be made by the browser to the server, which can each face some connection overhead and add to Page Load Time.

It is a good idea to remove unnecessary files or consolidate smaller files with similar content like styles and scripts where possible to optimize performance.

Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

AMP Indicator

AMP Related Doctype Declaration	
AMP Runtime	
AMP CSS Boilerplate	
Embedded Inline Custom CSS	
AMP Images	
AMP HTML Canonical Link	

AMP or Accelerated Mobile Pages, was an initiative originally created by Google to help mobile pages load faster through adherence to a specific set of requirements. Some research demonstrated that AMP enabled pages would receive a ranking benefit. AMP has often been criticized and begun to be deprecated by particular browsers and frameworks.

JavaScript Errors



Your page is not reporting any JavaScript errors.

JavaScript is embedded code on a webpage that can perform any number of functions such as modifying page elements dynamically, or making calls to retrieve information live without refreshing the page. JavaScript is a staple of the modern web and used on almost every modern website. However, with increasing usage and complexity, Javascript can fail on a page due to coding problems, incorrect versions or loading issues. Sometimes failures can interrupt proper execution of a page and break other functions, and so Javascript errors should generally be examined to understand the cause and what its impacts are .

HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



HTTP is a technology protocol used by web browser to communicate with websites and is a cornerstone of the world wide web. HTTP/2 (and above) are newer versions of the HTTP protocol that offer significant performance improvements. Older websites may be set to using an older HTTP protocol despite their web servers having been upgraded to support newer versions.

It is worth reviewing whether your website is configured to use the latest available HTTP protocol as it can provide immediate Page Load Speed improvements.

Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

Image	Save Size	Save Percentage
https://www.bakersfielddesports.com/images/4O4A7498-ts1638928745.jpg	62.50KiB	20%

Image and media files in general tend to be the largest component of file size on most modern webpages. File size can directly impact how quickly a page loads, and subsequently the quality of the experience for users. Images in general can have a large range in how much they can be optimized. For example, a high quality photograph downloaded from a camera could be 16MB, but using a reasonable level of size reduction and optimization could comfortably reduce it to 150KB without a noticeable amount of quality loss.

Review the images used on your site, starting from the largest in file size to determine if there are optimization opportunities. You can use common image editing tools like Photoshop or even free online compression tools to optimize them.

Minification

All your JavaScript and CSS files appear to be minified.



Minification is a procedure run on code text files that can reduce the text size by removing white space and substituting common values or names with shorter versions. Minification also offers the additional value of making code much harder to read and reverse engineer by third parties. It is best practice to minify any exposed JS and CSS Files before publishing them to a live site.

Minification can be done automatically through some development tools and website build procedures, or through minification CMS Plugins, or manually through minification tools available online.

Deprecated HTML

No deprecated HTML tags have been found within your page.



HTML, like most coding languages, has had improvements made over time that has removed older features, either due to them simply being problematic, or more often replaced with something better. If you continue to use these older features in your page, you may at the bare minimum not get the expected functionality in your page, or in the worst case, break some execution.

It is recommended to identify and remove any old or 'deprecated' tags from your code. This could be done manually if you have HTML or web design skills, or could be done by upgrading the template and library versions on your website.

Inline Styles



Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line Style

```
39    background-image: url(
```

HTML provides the ability to embed UI styling attributes within individual HTML elements. Despite this feature being available, it is modern best practice to completely separate UI styling into separate CSS files. This separates functions and centralises UI styling into one place making it easier for example to upgrade the UI styling of a site independently of the page content and structure. Inline styles also have some particular problems in that they can degrade the page load performance of a page and unnecessarily complicate HTML code.

Inline Styles should be manually removed from the HTML code of a page and merged into separate CSS files, but may need the help of a designer to carefully consider their purpose and function.

Social Results



Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Page Linked



Your page has a link to a Facebook Page.

 <https://facebook.com/InnovativeBusinessDesign>
S

Creating Social Profiles as well as linking to these from your website can help to build trust in your business and provide other mediums to nurture your customer relationships.

We recommend creating all common Social Profiles and linking to these from your website. Most CMS systems will offer fields to enter your Social Profile URLs and will display these in a button row section in the footer.

Facebook Open Graph Tags



Your page is using Facebook Open Graph Tags.

Tag	Content
og:title	Bakersfield eSports Center
og:description	Your place to play or compete in your favorite games with friends and take part in exclusive tournaments and leagues.
og:image	https://bakersfielddesports.com/images/4f89135c19afc30d06cbfb9a8d6fdc11_fit.png
og:type	website
og:url	https://bakersfielddesports.com/

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what is shown when your page is shared on Facebook. You can indicate exactly what content should appear in a sharing snippet's title, description, imagery and other information. This is useful when pages like your homepage, products or articles are shared, and effective sharing can drive traffic and conversions. You may want to ensure that the content presented is correct and has the highest chance of attracting visitors. If you don't define specific content, Facebook may decide automatically which pieces of text and imagery are displayed which may not always be correct or appealing.

We recommend defining as many of Facebook's Open Graph fields as possible, and inserting this code into the HTML of your page. Facebook has a helper tool for creating this content, or sometimes it can be written automatically with the help of a CMS plugin.

Facebook Pixel



We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Facebook Pixel is a piece of analytics code that allows Facebook to capture and analyse visitor information from your site. This allows you to retarget these visitors with Facebook messaging in future, or build new 'lookalike' audiences similar to your existing visitors.

It can be a good idea to install a Facebook Pixel if you intend to do any Facebook related marketing in the future in order to prepare audience data.

X (formerly Twitter) Account Linked



Your page has a link to a X profile.

 https://x.com/Bak_eSports

X Cards



We have not detected X Cards on your page.

X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.

Similar to Facebook Open Graph Tags, X Cards are a type of structured data that can be placed on your page to control what is shown when your page is shared on X. You can indicate exactly what content should appear in a sharing snippet's title, description, imagery and other information.

We recommend defining as many of X's Cards as possible, and inserting this code into the HTML of your page. X has a cards markup tool for creating this content, or sometimes it can be written automatically with the help of a CMS plugin.

Instagram Linked



Your page has a link to an Instagram profile.

<https://instagram.com/bakersfielddesports>

LinkedIn Page Linked



No associated LinkedIn profile found linked on your page.

YouTube Channel Linked



Your page has a link to a YouTube channel.

https://youtube.com/channel/UCZvHOMf6jzLVp4Rf3A_fd1A

YouTube Channel Activity



You have a good number of YouTube channel subscribers



420

Followers

94,332

View Count

Local SEO

Address & Phone Shown on Website



We can't identify one or both of these components on the page. Missing: Phone, Address

Address & phone number are key pieces of information for customers to contact a local business. However they also help Google identify that the website represents a particular local business to build a complete online profile helping it rank in local search results.

Ensure that your full business address and phone number are correct and clearly visible in clear text on the site and not hidden behind expanders or text that could load dynamically.

Local Business Schema



No Local Business Schema identified on the page.

Local Business Schema is a type of structured data markup that can be added to the code of a webpage. Adding accurate Local Business Schema categories helps Search Engines more understand your website and the business it represents so that it can rank in local search results.

The approach for adding Local Business Schema depends on your website's capabilities. Your CMS may have the ability to input this directly, or you may need to install a Schema app or plugin. Alternatively you can manually create your Schema through the use of an online Schema Generator tool and copy this into the code of your site.

Google Business Profile Identified

A Google Business Profile was identified that links to this website.



A Google Business Profile (GBP) is a listing representing your business that appears in Google Maps or standard Google Searches that have local intent. GBP contains key information about the business such as name, location, contact information, opening hours as well as customer ratings and reviews. GBP is an important tool for local businesses to manage their online presence, reach customers on Google, and compete against other similar businesses.

If you are a local business, it is important to create your Google Business Profile (or claim it if one has been automatically created by Google) and update the details as completely and accurately as possible. We try to identify your GBP based on the website URL listed in the profile matching the one in this audit. If your GBP profile exists but we can't identify it, you may want to check that the website URL is correct.

Google Business Profile Completeness

The important business details are present on the Google Business Profile.

Address 7104 Golden State Hwy, Bakersfield, CA
93308

Phone +1 661 529 7447

Site <https://www.bakersfield esports.com/>

It is important your Google Business Profile (GBP) details are complete and correct - in particular those referred to as the 'NAP' - Name, Address Phone. This obviously helps local customers find your business, but also aids local SEO by helping Google accurately identify online citations of your business to understand the online presence, trust and reputation of your business.

We recommend reviewing the details of your business's Google Business Profile and updating it as completely and accurately as possible.

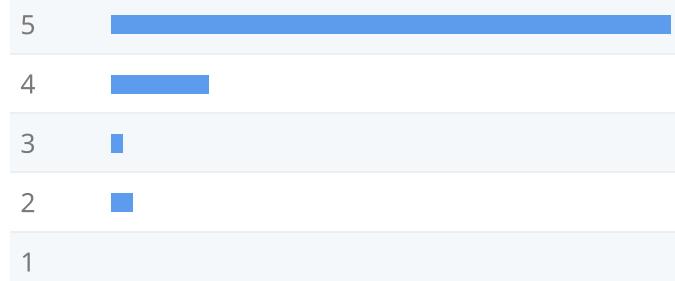
Google Reviews

The Google Business Profile has a good rating and review count.



4.7 ★★★★★ 64 reviews

Rating



Google reviews and ratings are critical for a business - they can directly impact customer trust and reputation of your business which drives foot traffic, but are also a ranking signal Google uses to determine how to rank your business in local search results.

Be pro-active in trying to drive reviews for your business (there are multiple methods and online tools to assist) as well as responding to any negative feedback.

Technology Results

Technology List



These software or coding libraries have been identified on your page.

Technology	Version
LiteSpeed	
Litespeed Cache	
Stripe	

Server IP Address



198.54.125.58

DNS Servers



h.gtld-servers.net
f.gtld-servers.net
g.gtld-servers.net
a.gtld-servers.net
l.gtld-servers.net
i.gtld-servers.net
k.gtld-servers.net
d.gtld-servers.net
e.gtld-servers.net
b.gtld-servers.net
c.gtld-servers.net
m.gtld-servers.net
j.gtld-servers.net

Web Server

i

LiteSpeed

Charset

i

text/html

DMARC Record

X

This site does not appear to have a DMARC record in place.

DMARC records are important to improve email deliverability and combat spoofing.

DMARC (Domain-based Message Authentication, Reporting, and Conformance) is a DNS record that can be added for a site to help prevent email spoofing from malicious parties. It is more frequently being adopted as a mailing requirement by email providers like Google and can affect deliverability rates if not in place.

We recommend reviewing the documentation from both your email delivery platform as well as common recipient platforms like Gmail and Outlook to determine the appropriate DMARC records and how to implement this into your site's DNS

SPF Record

X

This site does not appear to have an SPF record.

SPF records are important to improve email deliverability and combat spoofing.

An SPF (Sender Policy Framework) record is a DNS record that is set to identify mail servers and domains that are allowed to send email on behalf of your domain and is designed to help combat email spoofing.

We recommend reviewing the documentation of all the delivery platforms you use to determine the appropriate SPF records to implement for your site to ensure highest deliverability.