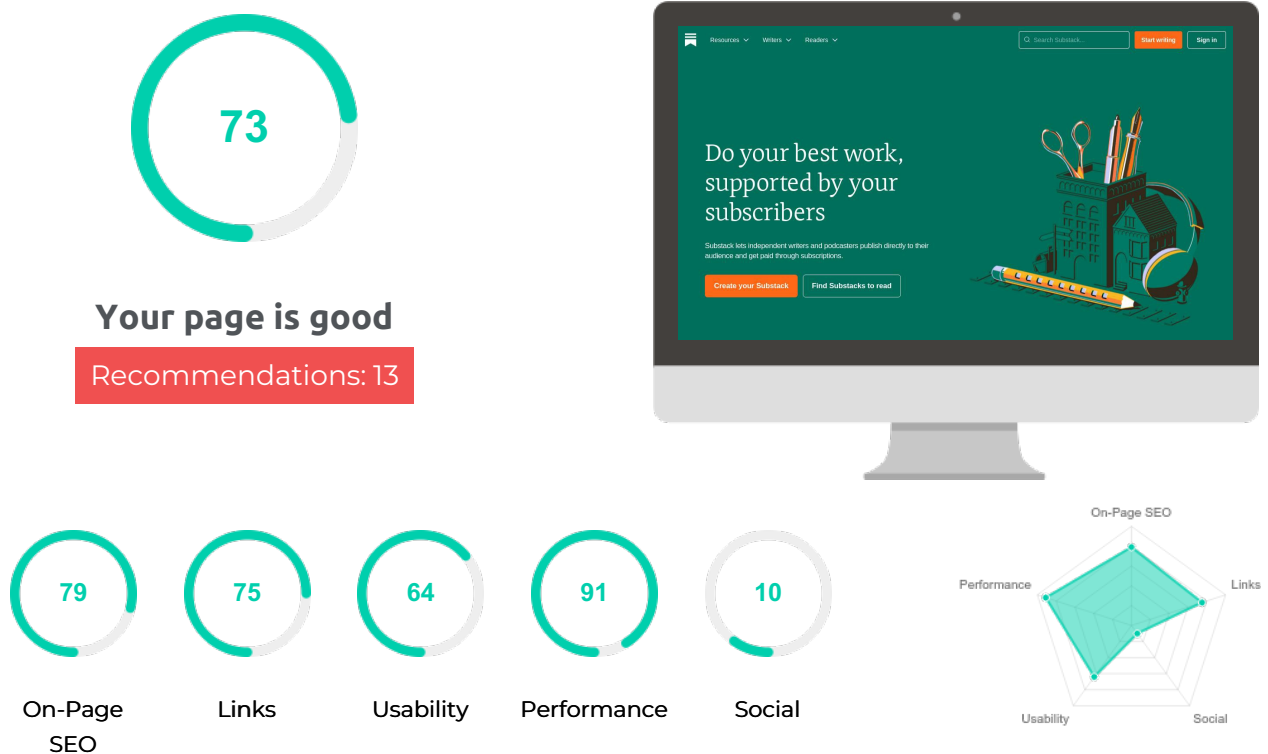


Premium SEO Audit for substack.com

HLABZ manages different automatic websites: Blog, Ecom, SAAS,... By doing our work, we have developed a real expertise in the fields of Dev, SEO, Advertising & much more.

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a 0 to 100 scale, with most major, industry leading websites in the 100 range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for substack.com



Recommendations

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Update Link URLs to be more human and Search

Links

Low Priority

Engine readable

Add Alt attributes to all images

On-Page SEO

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Create and link your Facebook Page

Social

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Add Schema Markup

On-Page SEO

Low Priority

Create and link associated Instagram profile

Social

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Setup & Install a Facebook Pixel

Social

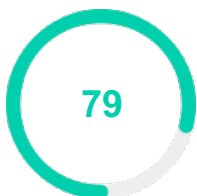
Low Priority

Remove inline styles

Performance

Low Priority

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Substack - A new model for publishing

Length : 37

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 10–70 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 tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

With Substack, anyone can start a publication that combines a personal website, blog, and email newsletter or podcast. It's quick and simple, so you don't have to be tech savvy. Your audience can pay you directly through subscriptions, with no ads to get in the way. Writers and podcasters can own their intellectual property, keep their mailing list, and start a media business.

Length : 379

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

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 70 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://substack.com> :

Substack - A new model for publishing

With Substack, anyone can start a publication that combines a personal website, blog, and email newsletter or podcast. It's quick and simple, so you ...

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	Do your best work, supported by your subscribers
----	--

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	5	<div></div>
H3	16	<div></div>
H4	6	<div></div>
H5	5	<div></div>
H6	0	

Tag Value

H2	The home for great writers & podcasters
H2	A new model for publishing
H2	A world-class reading and listening experience
H2	Substack basics
H2	Get started in minutes
H3	You wrote it, you own it.
H3	Grow your audience.
H3	Let us handle everything else.
H3	Posts
H3	Podcasts
H3	Video
H3	Threads
H3	What is a Substack?
H3	Do I need to pay for Substack?
H3	Do I own what I publish on Substack?
H3	Will Substack help me grow my audience?
H3	How do I move my past work to Substack?
H3	Read
H3	Writers
H3	Company
H3	Resources
H4	Mostly metrics
H4	FlakPhoto Digest
H4	The Present Age

H4 The Lunar Society

H4 morning person

H4 “I can still remember standing in the kitchen in March 2020 and watching the first \$1.00 I made come through, from sharing my own research. A year later and it’s now my full-time ‘job’.”

H5 CJ Gustafson

H5 Andy Adams

H5 Parker Molloy

H5 Dwarkesh Patel

H5 Leslie Stephens

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 not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
substack	✓	✓	✓	30	<div></div>
create	✗	✗	✗	10	<div></div>
top	✗	✗	✗	9	<div></div>
paid	✗	✗	✗	9	<div></div>
writers	✗	✓	✓	7	<div></div>
subscribers	✗	✗	✓	7	<div></div>
newsletter	✗	✓	✗	6	<div></div>
subscriptions	✗	✓	✗	6	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
create your substack	×	×	×	10	<div></div>
paid subscriptions	×	×	×	3	<div></div>
do i	×	×	✓	3	<div></div>
paid subscribers	×	×	×	3	<div></div>
best work	×	×	✓	2	<div></div>
substack substack	×	×	×	2	<div></div>
get started	×	×	✓	2	<div></div>
substack if	×	×	×	2	<div></div>

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 good level of textual content, which will assist in it's ranking potential.

Word Count: 878

Numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and it's 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 have images on your page that are missing Alt attributes.

We found 11 images on your page and 6 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Image link

- | | |
|---|---|
| 1 | https%3A%2F%2Fsubstack.com%2Fimg%2Fhome_page%2Fhero_image.png |
| 2 | https%3A%2F%2Fsubstack.com%2Fimg%2Fhome_page%2Fbenefit-1.png |
| 3 | https%3A%2F%2Fsubstack.com%2Fimg%2Fhome_page%2Fbenefit-2.png |
| 4 | https%3A%2F%2Fsubstack.com%2Fimg%2Fhome_page%2Fbenefit-3.png |
| 5 | https%3A%2F%2Fsubstack.com%2Fimg%2Fhome_page%2FphoneV2.png |
| 6 | https%3A%2F%2Fsubstack.com%2Fimg%2Fapp_page%2Fapp-store-white.png |

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 using the Canonical Tag.

<https://substack.com/>

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



Your website appears to have a robots.txt file.

<http://substack.com/robots.txt>

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



Your website appears to have an XML sitemap.

<https://substack.com/sitemap.xml>

https://substack.com/news_sitemap.xml

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



Your page is using an analytics tool.

Google Analytics

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.

Rankings

Top Keyword Rankings

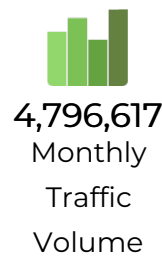
This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
google mapping	 EN	70	30,400,000	63,840	<div></div>
sliderman	 EN	6	1,830,000	61,854	<div></div>
prime amazon	 ES	96	24,900,000	52,290	<div></div>
how facebook login	 EN	84	16,600,000	34,860	<div></div>
score cricket	 EN	69	16,600,000	34,860	<div></div>
substack	 EN	1	110,000	33,440	<div></div>
substack	 ES	1	110,000	33,440	<div></div>
substacking	 EN	1	110,000	33,440	<div></div>
substacking	 ES	1	110,000	33,440	<div></div>
the greater gatsby	 EN	3	301,000	29,287	<div></div>

The goal of Search Engine Optimization is to improve the ranking of your website for particular keywords to drive more clicks and traffic to your site. The Top Keyword Rankings check shows you the keywords that your site is currently ranking for, ordered by those that are likely driving the most traffic to your site due to a combination of high Search Volume and high ranking. Note, this data is a snapshot and may be several weeks old in some cases.

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



This is an estimate of the Monthly Visitors your site receives as a result of it's Search Engine Rankings. This can be calculated by understanding the full set of keywords your site ranks for multiplied by their monthly search volumes multiplied by the click-through-rate for each of your ranking positions against those keywords.

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	3,524	
Position 2-3	8,154	
Position 4-10	46,972	<div></div>
Position 11-20	97,535	<div></div>
Position 21-30	134,051	<div></div>
Position 31-100	1,536,505	<div></div>

Keyword Positions shows the breakdown of number of ranking keywords by their position. Generally the higher a ranking position for a Search Term, the more traffic the site will receive. It has been researched that top 3 positions account for as many as 60% of clicks, so moving up to higher positions is very valuable goal of SEO Optimization.

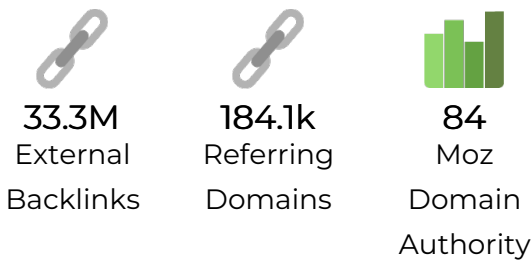
Links

Number of Backlinks



You have a strong level of backlink activity to this page.

Backlink data provided by [MOZ](#)



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 Authority	URL
100	apps.apple.com/us/app/substack-reader/id1581650857
100	apps.apple.com/es/app/substack-reader/id1581650857
98	en.wikipedia.org/wiki/Ruth_Shalit
97	78.156.145.34.bc.googleusercontent.com/news/finance/stock-market/opinion-how-much-times-walkout-weiss-breaks-the-rules-makes-a-mint/
96	github.com/eslint/eslint
96	github.com/cheeriojs/cheerio
96	github.com/ripienaar/free-for-dev
96	github.com/AboutRSS/ALL-about-RSS
96	github.com/substackinc
96	github.com/ripienaar/free-for-dev/blob/master/README.md

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.

On-Page Link Structure



We found 85 total links. 20% 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://substack.com	Internal	Follow
https://substack.com/going-paid-guide?utm_source=menu-dropdown	Internal	Follow
https://substack.com/resources?utm_source=menu-dropdown	Internal	Follow
https://substack.com/community-and-programs?utm_source=menu-dropdown	Internal	Follow
https://support.substack.com/hc/en-us/?utm_source=menu-dropdown	External	Follow

https://substack.com/switch-to-substack?utm_source=menu-dropdown	Internal	Follow
https://substack.com/revue?utm_source=menu-dropdown	Internal	Follow
https://substack.com/going-paid?utm_source=menu-dropdown	Internal	Follow
https://substack.com/podcasts?utm_source=menu-dropdown	Internal	Follow
https://substack.com/for-bloggers?utm_source=menu-dropdown	Internal	Follow
https://substack.com/investing-and-business?utm_source=menu-dropdown	Internal	Follow
https://substack.com/comic-book-creators?utm_source=menu-dropdown	Internal	Follow
https://substack.com/food-writers?utm_source=menu-dropdown	Internal	Follow
https://substack.com/local-news?utm_source=menu-dropdown	Internal	Follow
https://substack.com/discover?utm_source=menu-dropdown	Internal	Follow
https://on.substack.com/s/stories	External	Follow
https://reader.substack.com/?utm_source=menu-dropdown	External	Follow
https://substack.com/signup?utm_source=substack	Internal	Follow
https://www.mostlymetrics.com/?utm_source=leaderboard	External	Follow
https://flakphoto.substack.com/?utm_source=leaderboard	External	Follow
https://www.readtpa.com/?utm_source=leaderboard	External	Follow
https://www.dwarkeshpatel.com/?utm_source=leaderboard	External	Follow
https://www.morningpersonnewsletter.com/?utm_source=leaderboard	External	Follow

https://substack.com/signup?utm_source=substack&utm_medium=web&utm_campaign=home	Internal	Follow
https://on.substack.com/p/substack-generates-1-in-3-new-subscriptions	External	Follow
https://substack.com/signup/import	Internal	Follow
https://substack.com/discover?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/app?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://on.substack.com/s/stories?utm_source=substack&utm_medium=web&utm_content=footer	External	Follow
https://reader.substack.com?utm_source=substack&utm_medium=web&utm_content=footer	External	Follow
https://substack.com/discover/category/culture/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/podcast/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/food/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/finance/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/sports/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/politics/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/technology/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/faith/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/discover/category/business/paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/switch-to-substack?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/revue?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow

https://substack.com/going-paid?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/podcasts?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/for-bloggers?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/investing-and-business?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/comic-book-creators?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/food-writers?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/local-news?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/about?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://support.substack.com/hc/en-us?s=support%40substack.com	External	Follow
https://substack.com/jobs?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://on.substack.com?utm_source=substack&utm_medium=web&utm_content=footer	External	Follow
https://substack.com/vulnerability-disclosure?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/contact?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/resources?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/going-paid-guide?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/community-and-programs?utm_source=substack&utm_medium=web&utm_content=footer	Internal	Follow
https://substack.com/app/get-ios?utm_campaign=app-marketing&utm_content=www-footer	Internal	Follow
https://substack.com/privacy	Internal	Follow
https://substack.com/tos	Internal	Follow
https://substack.com/ccpa	Internal	Follow
https://substack.com/sitemap	Internal	Follow
https://enable-javascript.com/	External	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 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
330	https://substack.com/going-paid-guide?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/resources?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/community-and-programs?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/switch-to-substack?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/revue?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/going-paid?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/podcasts?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/for-bloggers?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/investing-and-business?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/comic-book-creators?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/food-writers?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔
330	https://substack.com/local-news?utm_source=menu-dropdown	✖	✖	✔	✔	✔	✔

330	https://substack.com/discover?utm_source=menu-dropdown	×	×	✓	✓	✓	✓
330	https://substack.com/signup?utm_source=substack	×	×	✓	✓	✓	✓
330	https://substack.com/signup?utm_source=substack&utm_medium=web&utm_campaign=home	×	×	×	✓	✓	✓
331	https://substack.com/discover?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/app?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/discover/category/culture/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/podcast/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/food/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/finance/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/sports/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/politics/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/technology/paid?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×

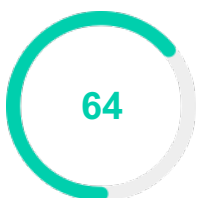
331	https://substack.com/discover/category/fai th/paid?utm_source=substack&utm_ medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/discover/category/bu siness/paid? utm_source=substack&utm_medium =web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/switch-to-substack? utm_source=substack&utm_medium =web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/revue?utm_source=s ubstack&utm_medium=web&utm m_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/going-paid?utm_sou rce=substack&utm_medium=web&a mp;utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/podcasts?utm_sourc e=substack&utm_medium=web&am p;utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/for-bloggers?utm_so urce=substack&utm_medium=web&a mp;utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/investing-and-busin ess?utm_source=substack&utm_med ium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/comic-book-creators ?utm_source=substack&utm_mediu m=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/food-writers?utm_so urce=substack&utm_medium=web&a mp;utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/local-news?utm_sou rce=substack&utm_medium=web&a mp;utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/about?utm_source=s ubstack&utm_medium=web&utm m_content=footer	×	×	×	✓	✓	✓

331	https://substack.com/jobs?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/vulnerability-disclosure?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/contact?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/resources?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/going-paid-guide?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	✓
331	https://substack.com/community-and-programs?utm_source=substack&utm_medium=web&utm_content=footer	×	×	×	✓	✓	×
331	https://substack.com/app/get-ios?utm_campaign=app-marketing&utm_content=www-footer	×	×	×	✓	✓	✓

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



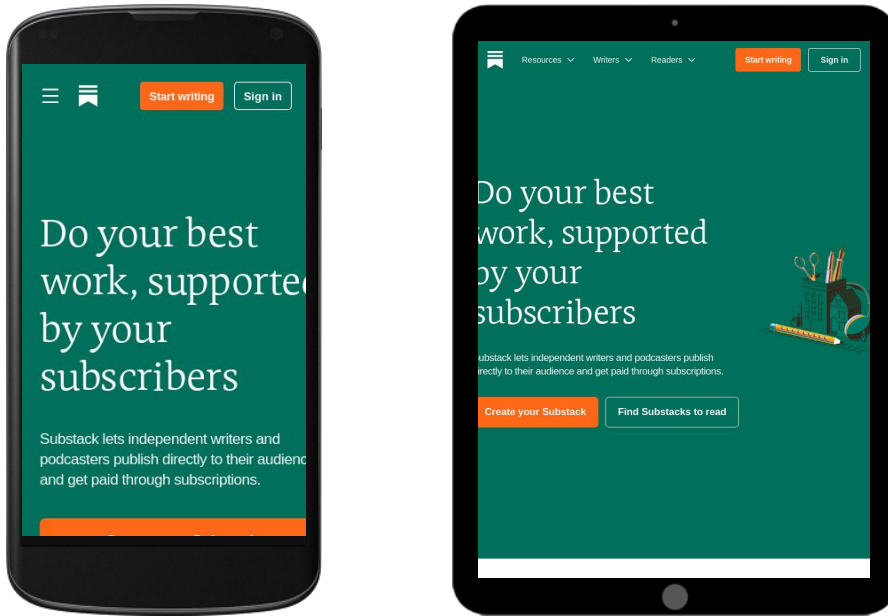
Your usability could be better

Your page is OK but could be more 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



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.

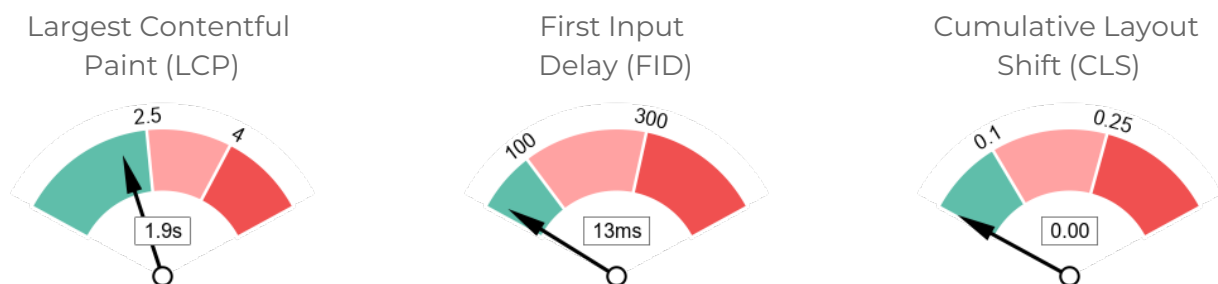


A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of how the site looks on some popular device resolutions to help identify obvious 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



Your page has passed Google's Core Web Vitals assessment.



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

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.

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	Serve images in next-gen formats	4.88 s
Speed Index	5.9 s	Properly size images	3.3 s
Largest Contentful Paint	7.8 s	Reduce unused JavaScript	2.85 s
Time to Interactive	10.2 s	Reduce initial server response time	0.87 s
Total Blocking Time	1.35 s	Eliminate render-blocking resources	0.6 s
Cumulative Layout Shift	0	Reduce unused CSS	0.6 s

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 poorly on their Desktop PageSpeed Insights evaluation.

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	0.9 s		
Speed Index	1.6 s	Reduce initial server response time	0.62 s
Largest Contentful Paint	1.5 s	Serve images in next-gen formats	0.6 s
Time to Interactive	2.7 s		
Total Blocking Time	0.2 s	Properly size images	0.56 s
Cumulative Layout Shift	0.027	Reduce unused JavaScript	0.48 s

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

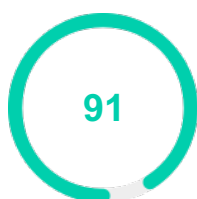


The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

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

Performance Results



Your performance is very good!

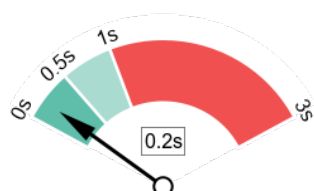
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

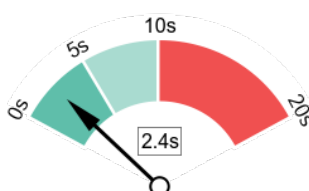
Your page loads in a reasonable amount of time.



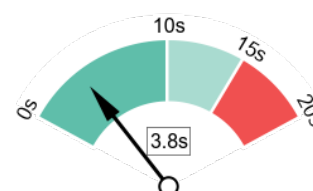
Server Response



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.

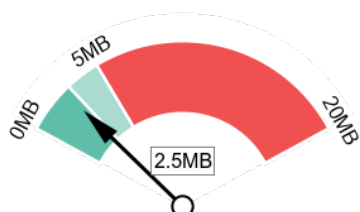
Optimize Page Load Speed by examining common problem points such as overall file size, server resources or coding problems.

Download Page Size

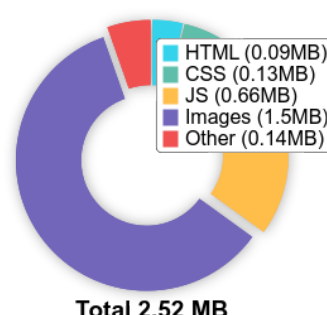
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



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,

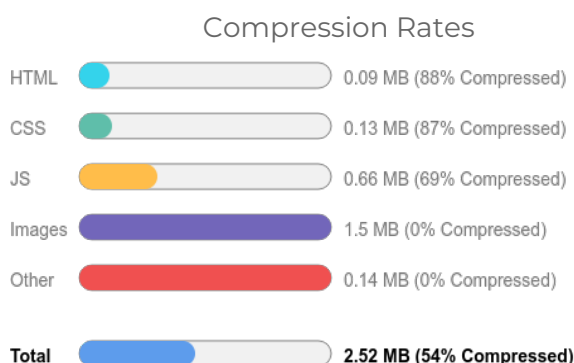
though can include a number of other file formats. Generally media files like images and videos are significantly larger than text files and make up the bulk of Download File Size, but also represent the largest optimization opportunity. An important distinction here is 'Download' vs 'Raw' file size. 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.

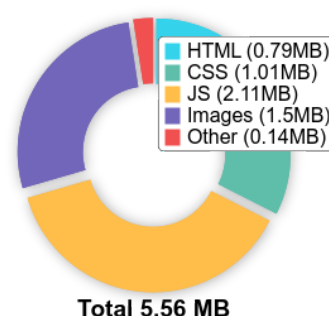
Website Compression (Gzip, Deflate, Brotli)



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



Raw Page Size Breakdown



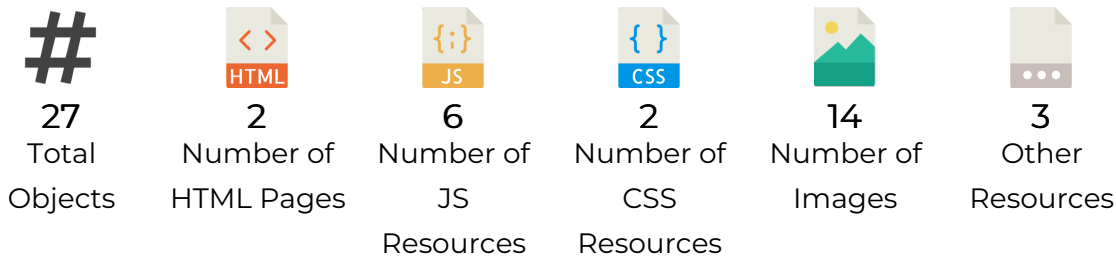
Modern web servers allow website files to be compressed as part of their transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple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



All of the images on your page appear to be optimized.

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

333 height: 16px; width: 16px;

333 max-width: 1156px;

334 transform: translateY(0px);

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 needs improvement

You appear to have a weak 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 visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected



No associated Facebook Page found as a link on your page.

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:url	https://substack.com/
og:type	article
og:title	Substack - A new model for publishing
og:description	With Substack, anyone can start a publication that combines a personal website, blog, and email newsletter or podcast. It's quick and simple, so you don't have to be tech savvy. Your audience can pay you directly through subscriptions, with no ads to get in the way. Writers and podcasters can own their intellectual property, keep their mailing list, and start a media business.
og:image	https://substack.com/img/home_page/og-homepage.png

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.

Twitter Connected



Your page has a link to a Twitter profile.

Twitter Cards



Your page is using Twitter Cards.

Tag	Content
twitter:title	Substack - A new model for publishing
twitter:description	With Substack, anyone can start a publication that combines a personal website, blog, and email newsletter or podcast. It's quick and simple, so you don't have to be tech savvy. Your audience can pay you directly through subscriptions, with no ads to get in the way. Writers and podcasters can own their intellectual property, keep their mailing list, and start a media business.
twitter:image	https://substack.com/img/home_page/og-homepage.png
twitter:card	summary

Similar to Facebook Open Graph Tags, Twitter 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 Twitter. 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 Twitter's Cards as possible, and inserting this code into the HTML of your page. Twitter has a cards markup tool for creating this content, or sometimes it can be written automatically with the help of a CMS plugin.

Instagram Connected



No associated Instagram profile found linked on your page

YouTube Connected



No associated YouTube channel found linked on your page.

YouTube Activity



No associated YouTube channel found linked on your page.

LinkedIn Connected







No associated LinkedIn profile found linked on your page.

Technology Results

Technology List

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

Technology	Version
Cloudflare	
 Express	
 Google Ads Conversion Tracking	
Google Analytics	
 Heroku	
 Node.js	

Server IP Address

172.64.154.11

DNS Servers

ali.ns.cloudflare.com
lee.ns.cloudflare.com

Web Server

cloudflare

Charset

text/html; charset=utf-8

i

i

i

i

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