

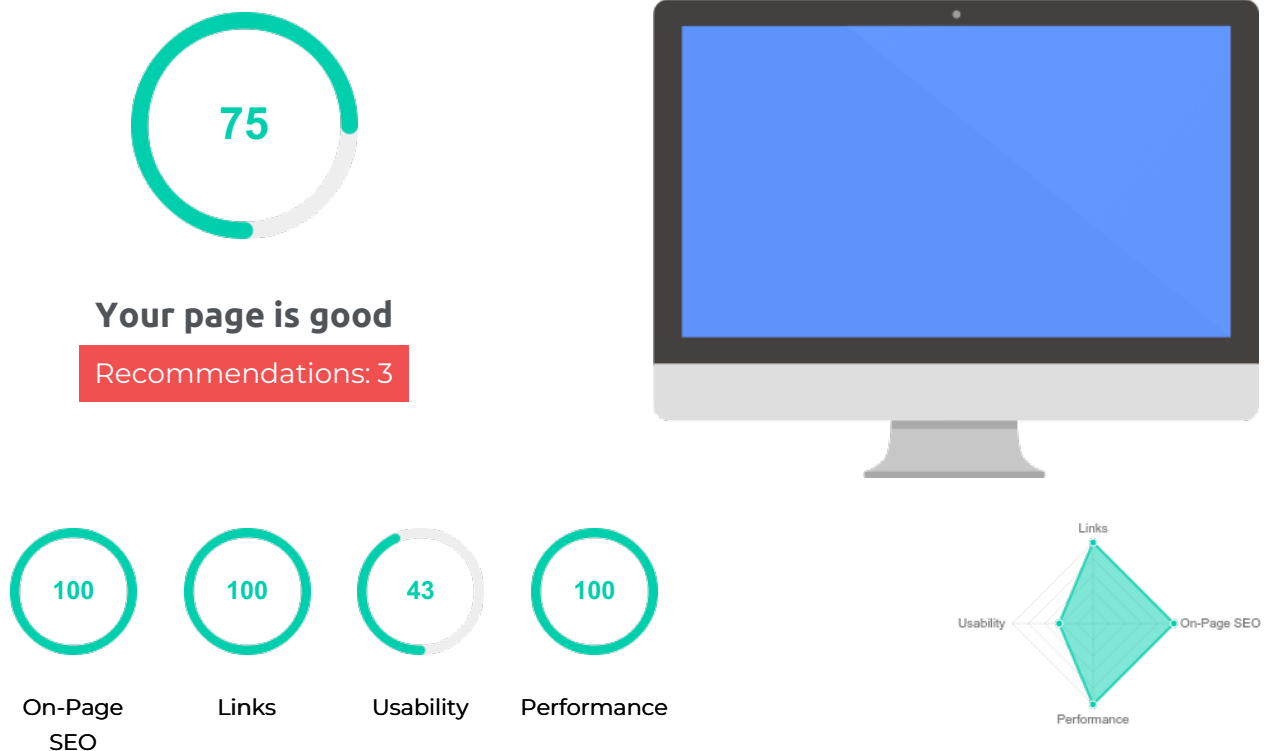
Your website server is reporting a Server Error (545) whilst loading this page, which could be from a configuration or coding problem. We recommend resolving this as a priority.

# Premium SEO Audit for semrush.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 semrush.com



## Recommendations

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

## Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

## Review and Increase Font Sizes across devices

Usability

Low Priority

## On-Page SEO Results



### Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. 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 build on your strong position through testing content improvements for gradual gains.

### 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.

# 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	
yandex	 EN	51	83,100,000	174,510	<div></div>
yandex	 ID	58	83,100,000	174,510	<div></div>
onlinesbi	 EN	17	24,900,000	107,070	<div></div>
onlinesbi	 HI	17	24,900,000	107,070	<div></div>
dpboss	 HI	44	37,200,000	78,120	<div></div>
dpboss	 EN	40	37,200,000	78,120	<div></div>
hottest topics	 EN	3	301,000	29,287	<div></div>
are youtube	 MS	77	13,600,000	28,560	<div></div>
whatsapp	 ES	67	13,600,000	28,560	<div></div>
semrush	 HI	1	90,500	27,512	<div></div>

The goal of Search Engine Optimization is to improve the ranking of your website for Search Terms to ultimately 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 the ones 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	5,204	<div></div>
Position 2-3	12,745	<div></div>
Position 4-10	62,976	<div></div>
Position 11-20	87,206	<div></div>
Position 21-30	67,538	<div></div>
Position 31-100	315,086	<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 and a useful goal of SEO Optimization.

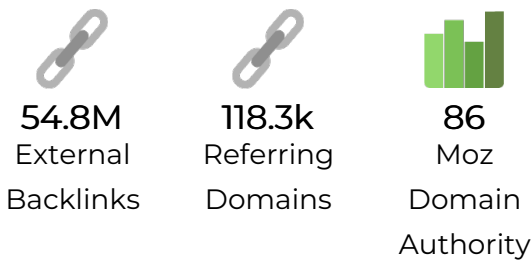
### Links

#### 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 and 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
99	<a href="https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2019/the-state-of-guest-blogging--how-to-guest-post-and-grow-your-tra">business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/2019/the-state-of-guest-blogging--how-to-guest-post-and-grow-your-tra</a>
99	<a href="https://business.linkedin.com/marketing-solutions/blog/b2b-beat/2016/20-ideas-to-optimiz-e-content-marketing-from-andy-crestodina">business.linkedin.com/marketing-solutions/blog/b2b-beat/2016/20-ideas-to-optimiz-e-content-marketing-from-andy-crestodina</a>
99	<a href="https://social.technet.microsoft.com/Forums/windows/en-US/05b6cb2c-9040-4f36-a368-b66fc0c204d4/snipping-tool-gone-missing-in-windows-7?forum=w7itprogeneral">social.technet.microsoft.com/Forums/windows/en-US/05b6cb2c-9040-4f36-a368-b66fc0c204d4/snipping-tool-gone-missing-in-windows-7?forum=w7itprogeneral</a>
98	<a href="https://wordpress.org/plugins/semrush-seo-writing-assistant/">wordpress.org/plugins/semrush-seo-writing-assistant/</a>
98	<a href="https://es.wordpress.org/plugins/semrush-seo-writing-assistant/">es.wordpress.org/plugins/semrush-seo-writing-assistant/</a>
98	<a href="https://fr.wordpress.org/plugins/semrush-seo-writing-assistant/">fr.wordpress.org/plugins/semrush-seo-writing-assistant/</a>
98	<a href="https://sv.wordpress.org/plugins/semrush-seo-writing-assistant/">sv.wordpress.org/plugins/semrush-seo-writing-assistant/</a>
98	<a href="https://cn.wordpress.org/plugins/semrush-seo-writing-assistant/">cn.wordpress.org/plugins/semrush-seo-writing-assistant/</a>
98	<a href="https://tr.wordpress.org/plugins/semrush-seo-writing-assistant/">tr.wordpress.org/plugins/semrush-seo-writing-assistant/</a>
98	<a href="https://it.wordpress.org/plugins/semrush-seo-writing-assistant/">it.wordpress.org/plugins/semrush-seo-writing-assistant/</a>

Backlinks from higher authority websites generally deliver the highest value to your site. This report provides a sample list of backlinks to your site from higher value sites.

## Usability



### Your usability could be better

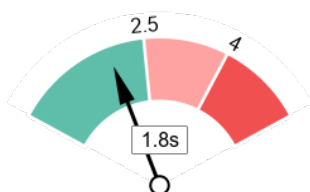
Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

## Google's Core Web Vitals

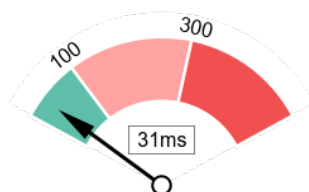


Your page has passed Google's Core Web Vitals assessment.

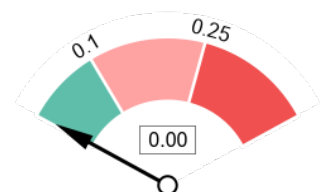
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



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 that is increasing in 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.

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	3.8 s	Reduce unused JavaScript	1.95 s
Speed Index	5.7 s	Eliminate render-blocking resources	1.31 s
Largest Contentful Paint	4.3 s	Avoid multiple page redirects	1.11 s
Time to Interactive	15.5 s	Defer offscreen images	0.3 s
Total Blocking Time	3 s		
Cumulative Layout Shift	0.002		

PageSpeed Insights is a tool from Google that evaluates a website 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.

### 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	1.1 s		
Speed Index	1.4 s	Eliminate render-blocking resources	0.46 s
Largest Contentful Paint	1.2 s	Reduce unused JavaScript	0.42 s
Time to Interactive	3.4 s	Avoid multiple page redirects	0.34 s
Total Blocking Time	0.22 s		
Cumulative Layout Shift	0.003		

PageSpeed Insights is a tool from Google that evaluates a website 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.

### Legible Font Sizes



There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Font Size	Text Block	Style Location
11px	a, abbr, acronym, address, applet, article, aside, audio, b, big, blockquote, body, canvas, caption, center, cite, code, dd, del, details, dfn, div, dl, dt, em, embed, fieldset, figcaption, figure, footer, form, h1, h2, h3, h4, h5, h6, header, hgroup, htm, i, iframe, img, ins, kbd, label, legend, li, main, mark, menu, nav, object, ol, output, p, pre, q, ruby, s, samp, section, small, span, strike, strong, sub, summary, sup, table, tbody, td, tfoot, th, thead, time, tr, tt, u, ul, var, video	https://www.semrush.com/_static_/webpack/5034.6e911438.css

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 different lighting could

make it more challenging.

We recommend reviewing the legibility of all your text, including small navigational and footer items across devices.

### 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 navigation 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 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.

### Optimize Images



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

### Minification



All your JavaScript and CSS files appear to be minified.

## Technology Results

### Server IP Address

34.120.45.191



### DNS Servers

ns-cloud-e2.googledomains.com  
ns-cloud-e4.googledomains.com  
ns-cloud-e3.googledomains.com  
ns-cloud-e1.googledomains.com

