

Freight System Audit Report

Prepared by Abdul Raheem

77

/ 100



www.itstdispatch.com

Keyword: freight broker Software

55

/ 100



www.webersystems-net.vps-loadman...

Keyword: freight broker Software

SPEED

4.52

SECONDS

1357.02

KILOBYTES

38

REQUESTS



This page should load quicker



This size of this page is ok



The number of file requests is acceptable

SPEED

7.99

SECONDS

2395.51

KILOBYTES

47

REQUESTS



This page should load quicker



Reduce the page size



The number of file requests is acceptable

URL

www.itstdispatch.com



URL is SEO friendly



Exact keyword not found in this URL



No underscores in URL



Page is close enough to top-level domain

URL

www.webersystems-net.vps-loadman...



URL is SEO friendly



Exact keyword not found in this URL



Remove any underscores in URL



Page is close enough to top-level domain

77 / 100

www.itsdispatch.com

Keyword: freight broker Software

TITLE TAG

Trucking Software, Freight Broker Software - 100% Web Based! - ITS Dispatch

✓ Keyword found in title

! Title tag should begin with keyword

! Title tag should be 70 characters or less

DESCRIPTION TAG

Web based Trucking Software | Freight Broker Software with no servers required. A very COST affective alternative! Unlimited FREE support and training

✓ Description tag has 160 characters or less

✓ Description tag includes exact keyword

IMAGE ANALYSIS

21 images

! Every image on this page needs an alt tag

✓ Exact keyword found in an alt tag

! Add exact keyword to an image file name

! Remove any underscores in image file names

55 / 100

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Keyword: freight broker Software

TITLE TAG

Trucking Dispatch Software | Freight Broker Software

✓ Keyword found in title

! Title tag should begin with keyword

✓ Title tag has 70 characters or less

DESCRIPTION TAG

Free Trial for Freight Brokers and Trucking Companies. Track Load Status, Print Rate Confirmation, BOL, Invoices and more. Manage Trucks and Broker...

! Description tag should be 160 characters or less

! Description tag needs exact keyword

IMAGE ANALYSIS

23 images

! Every image on this page needs an alt tag

! Add your exact keyword to an alt tag

! Add exact keyword to an image file name

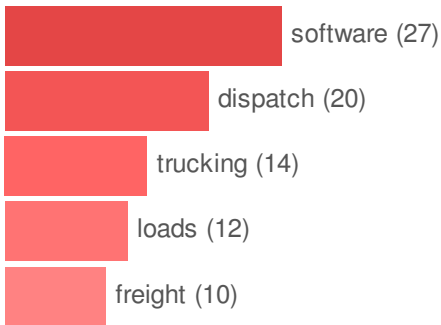
! Remove any underscores in image file names

77 / 100

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TOP 5 WORDS USED



HEADING TAGS

H1 Tag: Missing

H2 Tag: Missing

H3 Tag: DO YOU NEED...

! Add a H1, H2, and H3 tag to this page

! Add exact keyword to H1, H2, or H3 tag

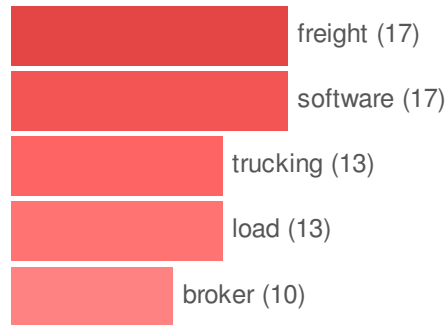
✓ There are no duplicate heading tags

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Keyword: freight broker Software

TOP 5 WORDS USED



HEADING TAGS

H1 Tag: Load Manager

H2 Tag: 3 Easy Steps to IFTA Reporting

H3 Tag: Missing

! Add a H1, H2, and H3 tag to this page

✓ Exact keyword found in H1, H2, or H3 tag

✓ There are no duplicate heading tags

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www.itsdispatch.com

Keyword: freight broker Software

COPY ANALYSIS

! You should have 2,000+ words on this page

! Only use exact keyword 2-4 times

✓ Exact keyword is bolded, italicized, or underlined

✓ Exact keyword found in the first 100 words

✓ Exact keyword found in anchor text

✓ Link to a sitemap.html found

CODE ANALYSIS

✓ HTML is W3C validated

✓ No flash found

! Remove inline CSS

! Text to HTML ratio is too low (< 25%)

! Add schemaorg markup

✓ Link to a sitemap.xml found

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Keyword: freight broker Software

COPY ANALYSIS

! You should have 2,000+ words on this page

! Only use exact keyword 2-4 times

! Bold, italicize, or underline exact keyword

✓ Exact keyword found in the first 100 words

! Add your exact keyword to anchor text

✓ Link to a sitemap.html found

CODE ANALYSIS

✓ HTML is W3C validated

✓ No flash found

! Remove inline CSS

! Text to HTML ratio is too low (< 25%)

! Add schemaorg markup

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SOCIAL ANALYSIS

in	0	f	59	g+	358
Page Shares		Page Shares		Page +1's	

in	0	f	59	g+	358
Domain Shares		Domain Shares		Domain +1's	

✔ Tweet button found

✔ Facebook share button found

✔ Google+ button found

✔ We found a link to a blog

MOBILE ANALYSIS

✔ We found a mobile sitemap

! Server should use compression (e.g., gzip)

! Add an Apple icon

✔ We found a viewport metatag

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Keyword: freight broker Software

SOCIAL ANALYSIS

in	0	f	0	g+	0
Page Shares		Page Shares		Page +1's	

in	0	f	0	g+	0
Domain Shares		Domain Shares		Domain +1's	

✔ Tweet button found

✔ Facebook share button found

! Add a Google+ button

✔ We found a link to a blog

MOBILE ANALYSIS

✔ We found a mobile sitemap

! Server should use compression (e.g., gzip)

! Add an Apple icon

✔ We found a viewport metatag

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www.itsdispatch.com

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PAGE LINK ANALYSIS



- ✓ Found 110 links from other sites
- ✓ Found 70 links from unique domains
- ✓ This page has 11 outbound links
- ✓ This page has 11 outbound follow links
- ✓ MozTrust page score: 5.32
- ✓ MozRank page score: 4.9
- ✓ Moz Page Authority: 39.49

ROOT DOMAIN LINK ANALYSIS

- ✓ Found 164 links from other sites
- ✓ Found 95 links from unique domains
- ✓ MozTrust domain score: 4.16
- ✓ MozRank domain score: 4.11
- ✓ Moz Domain Authority: 28.28

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PAGE LINK ANALYSIS



- ! 0 links from other sites
- ! 0 links from unique domains
- ✓ This page has 5 outbound links
- ✓ This page has 5 outbound follow links
- ! MozTrust page score: 0
- ! MozRank page score: 0
- ! Moz Page Authority: 1

ROOT DOMAIN LINK ANALYSIS



- ✓ Found 57081 links from other sites
- ✓ Found 1366 links from unique domains
- ✓ MozTrust domain score: 5.82
- ✓ MozRank domain score: 5.53
- ✓ Moz Domain Authority: 50.52

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www.itsdispatch.com

Keyword: freight broker Software

DOMAIN ANALYSIS

www.itsdispatch.com

! Domain should be < 15 characters in length

! Domain should contain exact keyword

✓ This domain is 14 years, 146 days old

✓ This domain expires in 2 years, 219 days

✓ Preferred domain set

✓ IP redirects to your URL

✓ Site is accessible via HTTPS (SSL)

✓ robots.txt file found

✓ Favicon found

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Keyword: freight broker Software

DOMAIN ANALYSIS

www.webersystems-net.vps-loadman...

! Domain should be < 15 characters in length

! Domain should contain exact keyword

✓ This domain is 8 years, 18 days old

✓ This domain expires in 8 years, 348 days

! Preferred domain is not set

! Canonicalize your IP address

! Site should be accessible via HTTPS (SSL)

✓ robots.txt file found

✓ Favicon found

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www.itsdispatch.com

Keyword: freight broker Software

TASKS

- ☐ This page should load quicker
- ☐ Exact keyword not found in this URL
- ☐ Title tag should begin with keyword
- ☐ Title tag should be 70 characters or less
- ☐ Every image on this page needs an alt tag
- ☐ Add exact keyword to an image file name
- ☐ Remove any underscores in image file names
- ☐ Add a H1, H2, and H3 tag to this page
- ☐ Add exact keyword to H1, H2, or H3 tag
- ☐ You should have 2,000+ words on this page
- ☐ Only use exact keyword 2-4 times
- ☐ Remove inline CSS
- ☐ Text to HTML ratio is too low (< 25%)
- ☐ Add schemaorg markup
- ☐ Server should use compression (e.g., gzip)

55 / 100

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Keyword: freight broker Software

TASKS

- ☐ This page should load quicker
- ☐ Reduce the page size
- ☐ Exact keyword not found in this URL
- ☐ Remove any underscores in URL
- ☐ Title tag should begin with keyword
- ☐ Description tag should be 160 characters or less
- ☐ Description tag needs exact keyword
- ☐ Every image on this page needs an alt tag
- ☐ Add your exact keyword to an alt tag
- ☐ Add exact keyword to an image file name
- ☐ Remove any underscores in image file names
- ☐ Add a H1, H2, and H3 tag to this page
- ☐ You should have 2,000+ words on this page
- ☐ Only use exact keyword 2-4 times
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TASKS

- ☐ Domain should be < 15 characters in length
 - ☐ Domain should contain exact keyword
-

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TASKS

- ☐ Remove inline CSS
 - ☐ Text to HTML ratio is too low (< 25%)
 - ☐ Add schemaorg markup
 - ☐ Link to a sitemap.xml
 - ☐ Add a Google+ button
 - ☐ Server should use compression (e.g., gzip)
 - ☐ Add an Apple icon
 - ☐ 0 links from other sites
 - ☐ 0 links from unique domains
 - ☐ MozTrust page score: 0
 - ☐ MozRank page score: 0
 - ☐ Moz Page Authority: 1
 - ☐ Domain should be < 15 characters in length
 - ☐ Domain should contain exact keyword
-

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TASKS

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www.webersystems-net.vps-loadmanager-com.vps.ez...

Keyword: freight broker Software

TASKS

☐ Canonicalize your IP address

☐ Site should be accessible via HTTPS (SSL)