



Precision Media Marketing

SEO Report for <http://www.morgancollective.co/>

69 / 100

SEO SCORE

33 / 49

PASSED CHECKS

14 / 49

FAILED CHECKS

2 / 49

WARNINGS

COMMON SEO ISSUES

Meta Title



The meta title of your page has a length of 69 characters. Most search engines will truncate meta titles to 70 characters.

→ Morgan Collective – Lifestyle Photography & Videography Duo

Meta Description



The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

Google Search Results Preview

















[Morgan Collective – Lifestyle Photography & Videography Duo](http://www.morgancollective.co/)
http://www.morgancollective.co








Most Common Keywords Test










There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.







→ wedding - 10 times
→ james - 6 times
→ couples - 6 times
→ beautiful - 5 times
→ home - 5 times

Keyword Usage	<p> Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.</p> <hr/> <p> Keyword(s) not included in Title tag</p> <p> Keyword(s) not included in Meta-Description tag</p>
Keywords Cloud	<p> absolute absolutely anniversary announced asked away backyard barbara beautiful bible blessed blog california camped capture categories ceremony childhood christcentered church closest coeur collective college compassionate contact copyright couples courtyard cozy creative danced dancing dani danielle deepen dream— d'alene ecstatic endless engagement family filled friends garden gentlehearted genuinely grow happy home husband images intimate investment jackilyn jackilyn's james january jill josh joshua know lots married moments morgan morgancollective mountains nice night northern office orange passionate past people photography pines planned portfolio powdery propose relationship santa snowcapped stephen sweet tears thrilled tree venue view watching wedding we'd we're we've wife winter year</p>
Related Keywords	<p> There are no indexed keywords for your domain!</p>
Competitor Domains	<p> There are no indexed competitors for your domain!</p>
<h1> Headings Status	<p> Your page does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.</p>
<h2> Headings Status	<p> Your page contains H2 headings. Their contents are listed below:</p> <hr/> <p>→ This is us.</p> <p>→ LATEST BLOG POSTS</p>
Robots.txt Test	<p> Congratulations! Your site uses a "robots.txt" file: http://www.morgancollective.co/robots.txt</p>
Sitemap Test	<p> Your site lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for implementing the sitemap protocol.</p>
Broken Links Test	<p> Congratulations! We have checked 26 links on this web page and none of them are broken.</p>
SEO Friendly URL Test	<p> Congratulations! All links from your webpage are SEO friendly.</p>
Image Alt Test	<p> Your webpage has 24 'img' tags and none of them contain the required 'alt' attribute.</p>
Inline CSS Test	<p> Your webpage is using 28 inline CSS styles!</p>






Deprecated HTML Tags	 Congratulations! Your page does not use HTML deprecated tags.
Google Analytics Test	 A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.
Favicon Test	 Congratulations! Your website appears to have a favicon. 
Backlinks Checker	 We didn't find any backlinks for your domain! Quality backlinks from websites relevant to your topic/niche are critical for strong search engine rankings.
JS Error Checker	 Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	 Congratulations! Your website is connected successfully with social media using: Facebook ;


SPEED OPTIMIZATIONS


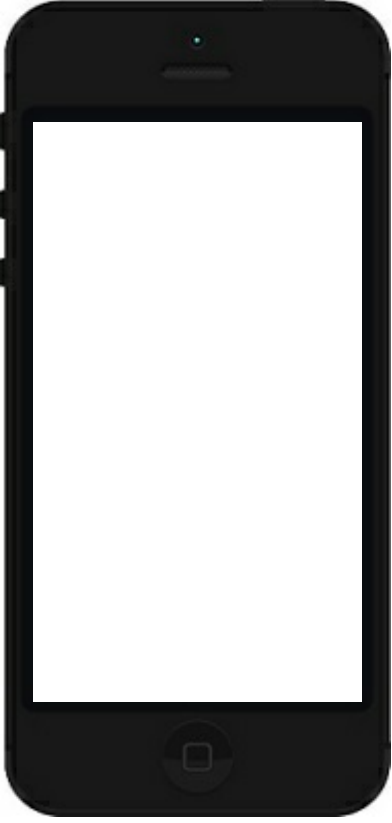
HTML Page Size Test	 Congratulations! The size of your web page's HTML is 12.70 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	 Congratulations! Your page is successfully compressed using gzip compression on your code. Your HTML is compressed from 103.81 Kb to 12.70 Kb (88 % size savings) . This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	 Your site loading time is around 12.92 seconds and is over the average loading speed which is 5 seconds .
Page Objects	 Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images , or combining several external files together into one. <hr/> HTML Pages: 1; CSS Files: 11; Scripts: 13; Images: 34; Flash Files: 0;
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
Flash Test	 Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
Image Expires Tag Test	 Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.




JS Minification Test	 Some of your website's JavaScript files are not minified! <hr/> <p>→ http://www.morgancollective.co/wp-content.../public/js/flo-forms-public.js?ver=1.0.0</p> <p>→ http://www.morgancollective.co/wp-content...ns/flo-instagram/js/scripts.js?ver=4.9.1</p> <p>→ http://www.morgancollective.co/wp-content...heme-files/public/js/vendor.js?ver=0.7.3</p>
CSS Minification Test	 Some of your website's CSS files are not minified! <hr/> <p>→ http://www.morgancollective.co/wp-content...flo-instagram/css/fontello.css?ver=4.9.1</p> <p>→ http://www.morgancollective.co/wp-content...ns/flo-instagram/css/style.css?ver=4.9.1</p> <p>→ http://www.morgancollective.co/wp-content...ontello/css/flo-core-icons.css?ver=0.7.3</p> <p>→ http://fonts.googleapis.com/css?family=Libre+Baskerville</p> <p>→ http://www.morgancollective.co/wp-content.../public/fonts/fontello/css/flo-icons.css</p> <p>→ http://www.morgancollective.co/wp-content...heme-files/public/fonts/default/font.css</p>
Nested Tables Test	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	 Congratulations! Your webpage does not use frames.
Doctype Test	 Congratulations! Your website has a doctype declaration: <hr/> <p>→ <code><!DOCTYPE html></code></p>
URL Redirects Checker	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).




SERVER AND SECURITY

URL Canonicalization Test	 http://www.morgancollective.co and http://morgancollective.co resolve to the same URL.
HTTPS Test	 Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that switching to https is an increasingly good idea and may help improve rankings . Note: if your site relies primarily on adsense income, be aware that using https may be detrimental to ad earnings .
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve your website's security . <hr/> <p>→ Server: nginx/1.12.2</p>
Directory Browsing Test	 Congratulations! Your server has disabled directory browsing.

Plaintext Emails Test	 Congratulations! Your webpage does not include email addresses in plaintext.
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MOBILE USABILITY	
Media Query Responsive Test	 Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
Mobile Snapshot	

ADVANCED SEO	
Microdata Schema Test	 Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for getting started with microdata .
Noindex Checker	 Your webpage use the noindex meta tag. This means that your webpage will be read but not indexed by search engines. <hr/> → <code><meta name='robots' content='noindex,follow' /></code>
Canonical Tag Checker	 Your page is using the canonical link tag. This tag specifies that the URL: http://www.morgancollective.co is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure. <hr/> → <code><link rel="canonical" href="http://www.morgancollective.co/" /></code>

Nofollow Checker	 Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.
Disallow Directive Checker	 Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked. <hr/> → Disallow: /
SPF records checker	 Congratulations! Your DNS server is using an SPF record. This SPF record is listed below: <hr/> → v=spf1 a mx ptr include:bluehost.com ?all

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