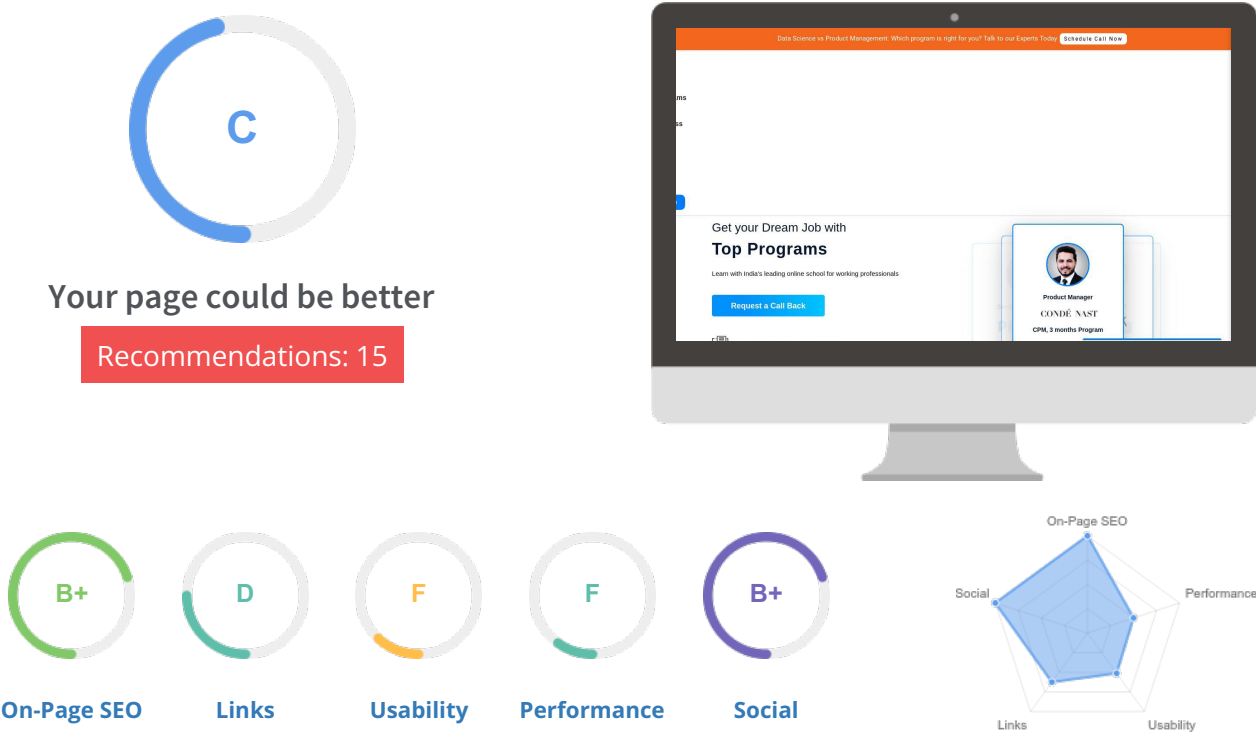


Website Report for www.insaid.co

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

Audit Results for www.insaid.co

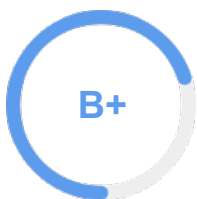


Recommendations

Optimize for Core Web Vitals	Usability	Medium Priority
Reduce your total page file size	Performance	Medium Priority
Execute a Link Building Strategy	Links	Medium Priority
Implement a robots.txt file	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority

Improve server response time	Performance	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Grow your Twitter following	Social	Low Priority
Remove any Deprecated HTML	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Remove inline styles	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	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).



Online programs in Data Science, AI & Product Management | INSAID

Length : 69

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

Join INSAID online courses with certificates and learn Data Analytics, Data Science, ML, AI, Product Management, and top industry skills!

Length : 137

SERP Snippet Preview



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

<https://www.insaid.co> :

Online programs in Data Science, AI & Product ...

Join INSAID online courses with certificates and learn Data Analytics, Data Science, ML, AI, Product Management, and top industry skills!

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: en-US

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	9	<div></div>
H3	57	<div></div>
H4	77	<div></div>
H5	135	<div></div>
H6	41	<div></div>

Keyword Consistency



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

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
data	✓	✓	✓	23	<div></div>
science	✓	✓	✓	21	<div></div>
product	✓	✓	✓	18	<div></div>
management	✓	✓	✓	14	<div></div>
program	✓	✗	✓	14	<div></div>
months	✗	✗	✓	13	<div></div>
pgp	✗	✗	✓	12	<div></div>
certificate	✗	✓	✓	9	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
data science	✓	✓	✓	21	<div></div>
product management	✓	✓	✓	14	<div></div>
global certificate	✗	✗	✓	6	<div></div>
online admission	✗	✗	✓	6	<div></div>
months online admission	✗	✗	✗	6	<div></div>
online admission deadline	✗	✗	✓	6	<div></div>
admission deadline 24	✗	✗	✗	6	<div></div>
program now	✗	✗	✓	6	<div></div>

Amount of Content



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

Word Count: 659

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 151 images on your page and 143 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.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.insaid.co/>

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



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

Robots.txt



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

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

XML Sitemaps



Your website appears to have an XML sitemap.

http://www.insaid.co/sitemap_index.xml

Analytics



Your page is using an analytics tool.

 Google Analytics

Links

Number of Backlinks



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

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

Backlink data provided by [MOZ](#)



1.1k

External
Backlinks



322

Referring
Domains



19

Moz Domain
Authority

On-Page Link Structure



We found 108 total links. 12% 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.

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.

Usability



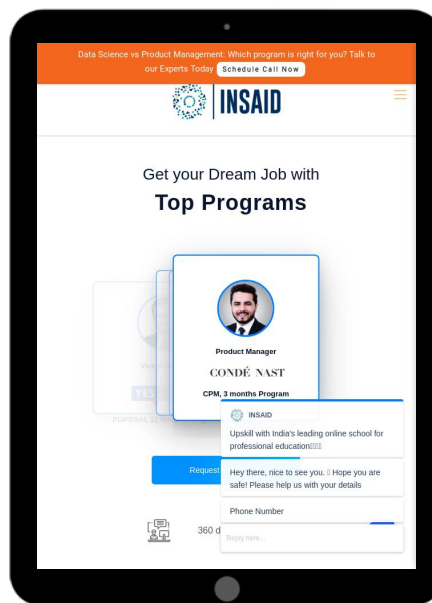
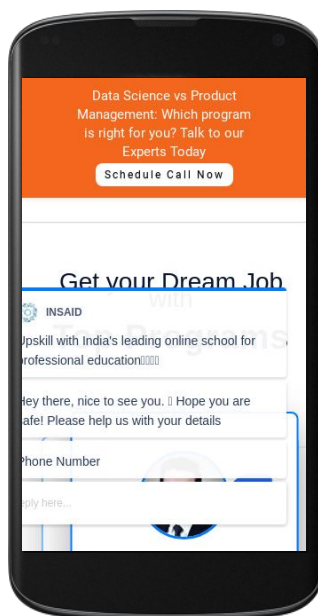
Your usability needs improvement

Your page has usability issues 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.



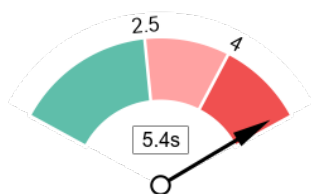
Google's Core Web Vitals



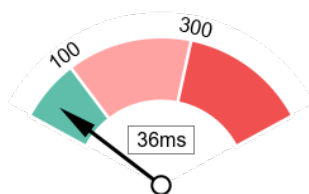
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics that Google considers important in a visitor's 'page experience' and have subsequently become a ranking factor. They assess the appearance of content, interactivity of the page and visual stability from the moment of page load.

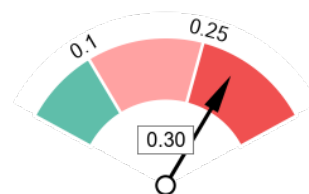
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports



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

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	13.6 s	Enable text compression	16.5 s
Speed Index	23.9 s	Reduce unused CSS	10.65 s
Largest Contentful Paint	19.4 s	Eliminate render-blocking resources	9.6 s
Time to Interactive	45.1 s	Reduce unused JavaScript	8.7 s
Total Blocking Time	0.006 s	Defer offscreen images	3.23 s
Cumulative Layout Shift	0.174	Reduce initial server response time	2.65 s
		Properly size images	2.55 s
		Serve images in next-gen formats	2.25 s
		Avoid serving legacy JavaScript to modern browsers	0.3 s

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	2.5 s	Enable text compression	2.68 s
Speed Index	6.1 s	Reduce initial server response time	2.42 s
Largest Contentful Paint	2.8 s	Reduce unused CSS	1.52 s
Time to Interactive	8.5 s	Eliminate render-blocking resources	1.48 s
Total Blocking Time	0.4 s	Reduce unused JavaScript	1.36 s
Cumulative Layout Shift	0.088	Properly size images	0.36 s
		Serve images in next-gen formats	0.24 s
		Defer offscreen images	0.16 s

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

Email addresses have been found in plain text.



We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

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.

Tap Target Sizing



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

Performance Results



Your performance needs improvement

Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

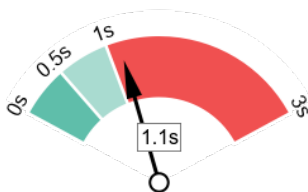
Page Speed Info



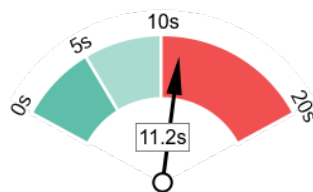
Your page's server response time is slow.

There are a variety of technical factors such as the web server engine and routing rules that can affect server responsiveness. Website performance and usability is becoming a more important ranking signal.

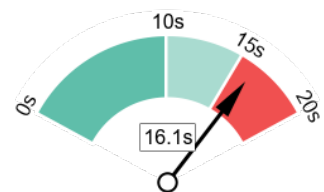
Server Response



All Page Content Loaded



All Page Scripts Complete



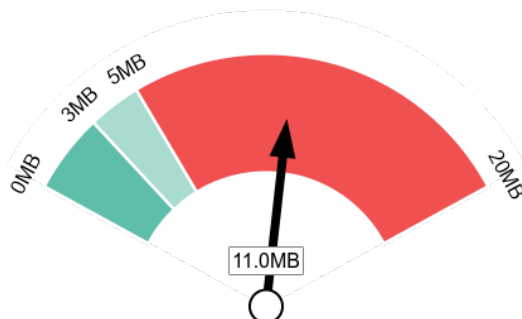
Page Size Info



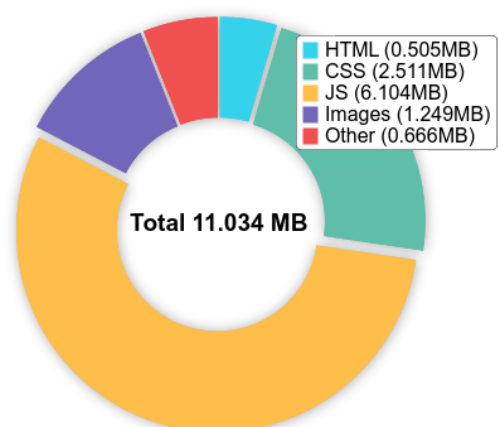
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

Total Page Size









Page Size Breakdown



Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

					
241	9	66	47	80	39
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



Optimize Images

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



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

Deprecated HTML tags have been found within your page.



These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

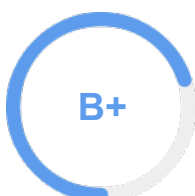
Inline Styles

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.

Social Results



Your social is good

You have a reasonably good social presence. Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page, and work to build a larger following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.

✓

Twitter Connected

Your page has a link to a Twitter profile.

✓

Twitter Activity

You have a low level of followers on Twitter.

✗



83

Followers

Instagram Connected

Your page has a link to an Instagram profile.

✓

YouTube Connected

Your page has a link to a YouTube channel.

✓

YouTube Activity

You have a good number of YouTube channel subscribers

✓



12,400

Followers



467,142

View Count

LinkedIn Connected

Your page has a link to a LinkedIn profile.















✓

Technology Results

Technology List



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

Technology	Version
 Apache	
 Bootstrap	
 Facebook	
 Font Awesome	
 Google Analytics	
 Google Font API	
 jQuery	
 Moment.js	
 MySQL	
 OWL Carousel	
 PHP	
 reCAPTCHA	
 Trackjs	
 WordPress	

Server IP Address



148.72.246.142

DNS Servers



ns33.domaincontrol.com
ns34.domaincontrol.com

Web Server



Apache

Charset



text/html; charset=UTF-8