

Website Report for hainescustomcoatings.netlify.app

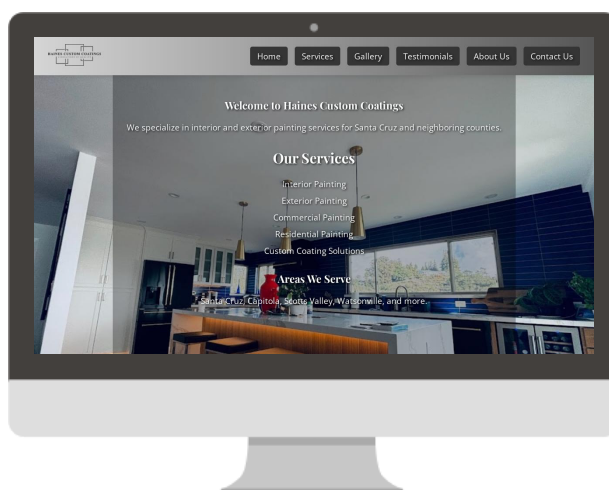
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade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

Audit Results for hainescustomcoatings.netlify.app



Your page needs improvement

Recommendations: 27



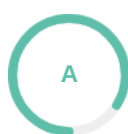
On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Include a meta description tag

On-Page SEO

High Priority

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Implement a robots.txt file	On-Page SEO	Medium Priority
Increase length of title tag	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Add a DMARC mail record	Other	Low Priority
Add an SPF record	Other	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add a favicon	Usability	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 clear text Email Addresses

Usability

Low Priority

Add business address and phone number

Other

Low Priority

Add Local Business Schema

Other

Low Priority

Create Google Business Profile

Other

Low Priority

On-Page SEO Results



Your On-Page SEO needs improvement

Your page is not well optimized from an On-Page SEO perspective. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag, but ideally it should be between 50 and 60 characters in length (including spaces).



Haines Custom Coatings

Length : 22

Title tags are very important for search engines to correctly understand and categorize your content.

Meta Description Tag

Your page appears to be missing a meta description tag.



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.

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://hainescustomcoatings.netlify.app> :

[Haines Custom Coatings](https://hainescustomcoatings.netlify.app)

Hreflang Usage

Your page is not making use of Hreflang attributes.



Language

Your page is using the lang attribute.



Declared: English

H1 Header Tag Usage

Your page has a H1 Tag.



H2-H6 Header Tag Usage

Your page is not making use of multiple levels of Header Tags.



HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	2
H3	0
H4	0
H5	0
H6	0

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	
painting	×	×	×	5	
services	×	×	✓	3	
custom	✓	×	✓	3	
haines	✓	×	✓	2	
coatings	✓	×	✓	2	
interior	×	×	×	2	
exterior	×	×	×	2	
santa	×	×	×	2	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
haines custom	✓	✗	✓	2	<div></div>
custom coatings	✓	✗	✓	2	<div></div>
exterior painting	✗	✗	✗	2	<div></div>
santa cruz	✗	✗	✗	2	<div></div>
haines custom coatings	✓	✗	✓	2	<div></div>

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 63

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes



You do not have any images missing Alt attributes on your page.

Canonical Tag



Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

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.

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

Analytics

We could not detect an analytics tool installed on your page.



Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

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.

Links

Backlink Summary

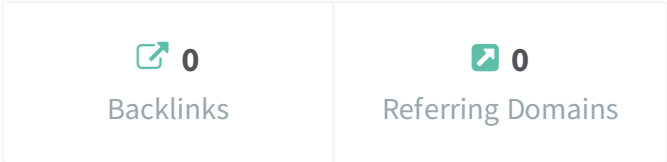


You have a reasonably weak level of backlink activity to this page.

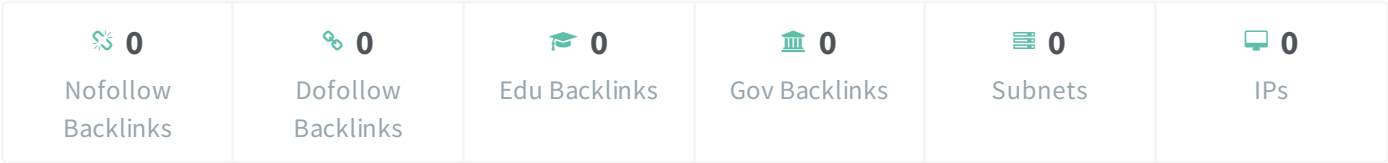
Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



Domain Strength Page Strength



Backlinks Referring Domains



Nofollow Backlinks Dofollow Backlinks Edu Backlinks Gov Backlinks Subnets IPs

Top Backlinks



We haven't found any backlinks to report for this site.

Top Pages by Backlinks



We haven't found any Top Pages data for this site.

Top Anchors by Backlinks



We haven't found any Anchor Text data for this site.

Top Referring Domain Geographies



We haven't found any Geographic Data for this site.

On-Page Link Structure

We found 6 total links. 0% 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

Your link URLs appear friendly (easily human or search engine readable).



Usability

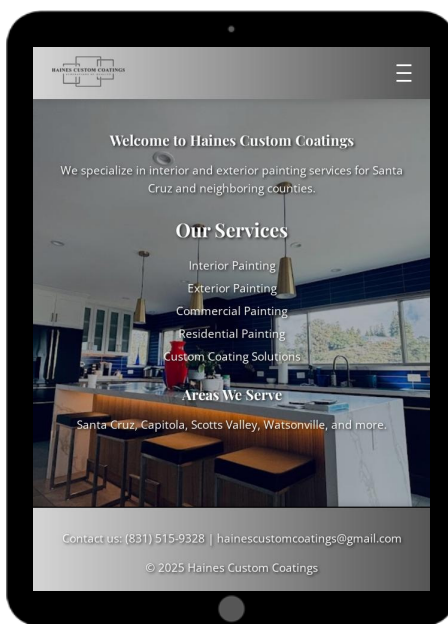


Your usability could be better

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.



Google's Core Web Vitals

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawlable by Google.



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.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

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	2.8 s	Serve images in next-gen formats	2.11 s
Speed Index	3.7 s	Eliminate render-blocking resources	1.64 s
Largest Contentful Paint	5.2 s	Avoid multiple page redirects	0.63 s
Time to Interactive	5.2 s	Efficiently encode images	0.45 s
Total Blocking Time	0 s	Properly size images	0.45 s
Cumulative Layout Shift	0.042		

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.9 s	Eliminate render-blocking resources	0.51 s
Speed Index	0.9 s	Avoid multiple page redirects	0.19 s
Largest Contentful Paint	0.9 s		
Time to Interactive	0.9 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0.019		

Flash Used?



No Flash content has been identified on your page.

iFrames Used?



There are no iFrames detected on your page.

Favicon

We have not identified a favicon on your page.



Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.

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

The text on your page appears to be legible 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.



Performance Results



Your performance is good

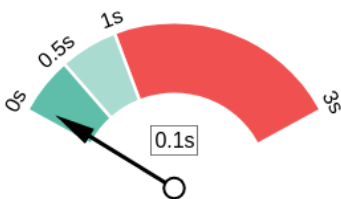
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

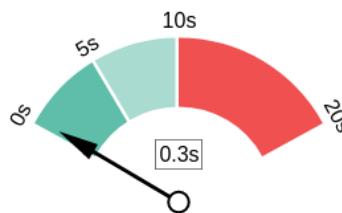
Your page loads in a reasonable amount of time.



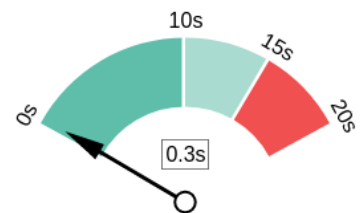
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

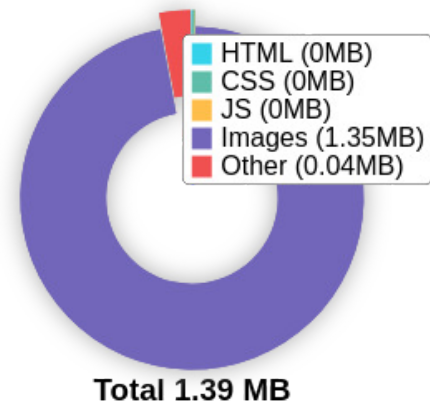
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

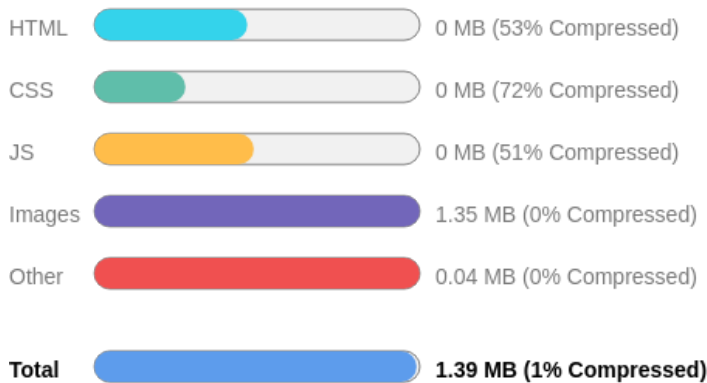


Website Compression (Gzip, Deflate, Brotli)

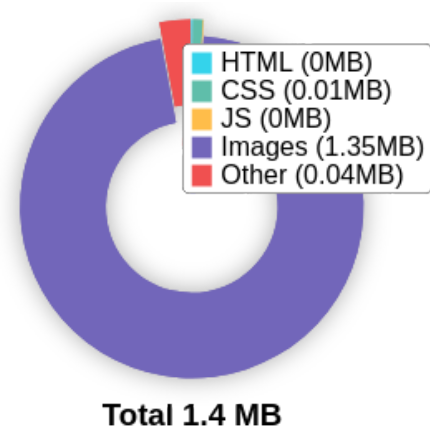
Your website appears to be using a reasonable level of compression.



Compression Rates

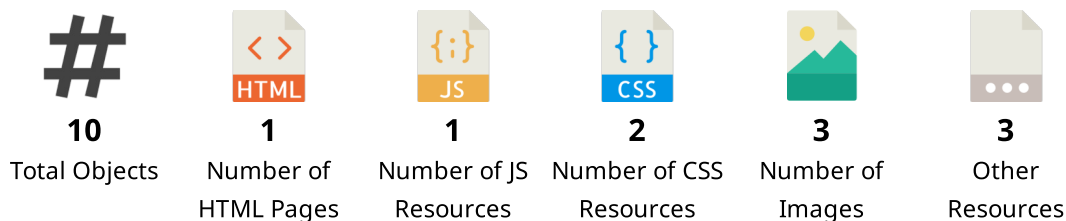


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

No inline styles have been found within your page's HTML tags.



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 Page Linked

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



Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

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.

X (formerly Twitter) Account Linked

No associated X profile found as a link on your page.



Instagram Linked

No associated Instagram profile found linked on your page



LinkedIn Page Linked

No associated LinkedIn profile found linked on your page.



YouTube Channel Linked

No associated YouTube channel found linked on your page.



YouTube Channel Activity

No associated YouTube channel found linked on your page.



Local SEO

Address & Phone Shown on Website



We can't identify one or both of these components on the page. Missing: Address

Phone	+1 831 515 9328
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Local Business Schema



No Local Business Schema identified on the page.

Google Business Profile Identified



No Google Business Profile was identified that links to this website.

Google Business Profile Completeness



No Google Business Profile was identified that links to this website.

Google Reviews




No Google Business Profile was identified that links to this website.

Technology Results

Technology List



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

Technology	Version
HSTS	
 Netlify	

Server IP Address



54.215.62.21

DNS Servers



ns-tld1.charlestonroadregistry.com
ns-tld4.charlestonroadregistry.com
ns-tld2.charlestonroadregistry.com
ns-tld5.charlestonroadregistry.com
ns-tld3.charlestonroadregistry.com

Web Server



Netlify

Charset



text/html; charset=UTF-8

DMARC Record



This site does not appear to have a DMARC record in place.

DMARC records are important to improve email deliverability and combat spoofing.

SPF Record



This site does not appear to have an SPF record.

SPF records are important to improve email deliverability and combat spoofing.