

Review of minerals123.com

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.







The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.











Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Iconography

- | | | |
|--|---|--|
|  Pass |  High impact |  Very hard to solve |
|  Moderate |  Medium impact |  Hard to solve |
|  Fail |  Low impact |  Easy to solve |
|  FYI | | |



Title



Minerals123.com buys mineral rights, especialy Eagle Ford shale and Haynesville shale

Length: 85 character(s)

Ideally, your title should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your [most important keywords](#).

Be sure that each page has a unique title.

Resource: Use this [snippet-optimizer](#) to see how your titles and descriptions will look in Google™ search results.



Description



Minerals123.com buys mineral rights, especially Haynesville shale and Eagle Ford shale, North Louisiana and Texas

Length: 113 character(s)

Great, your [meta description](#) contains between 70 and 160 characters (spaces included).

[Meta descriptions](#) allow you to influence how your web pages are described and displayed in search results.

Ensure that your meta description is explicit and contains your [most important keywords](#).

Check your Google™ Webmaster Tools account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.



Google Preview



[Minerals123.com buys mineral rights, especialy Eagle Ford shale a..](#)
[minerals123.com/](#)

Minerals123.com buys mineral rights, especially Haynesville shale and Eagle Ford shale, North Louisiana and Texas

This is an example of what your title and description will look like in Google™ search results.

✔ Headings

🔍 ⚙️ ⚙️ ⚙️ ⚙️ ⚙️

<H1>	<H2>	<H3>	<H4>	<H5>
1	3	0	0	0
<H1> Why Sell Mineral Rights?				
<H2> Why would anyone consider selling mineral rights?				
<H2> Haynesville Shale, North Louisiana & East Texas				
<H2> Eagle Ford Shale, South Texas				

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

For more [effective SEO](#), use only one <H1> tag per page.

👁 Keywords Cloud



This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the [keywords](#) with the greatest probability of ranking high in the search engines.

Keywords Consistency



	Keywords	Freq	Title	Desc	<H>
★★★★	mineral	24			
★★★★	rights	24			
★★★	county	18	:	:	:
★★★	oil	14	:	:	:
★★★	gas	13	:	:	:
	Keywords (2 words)	Freq	Title	Desc	<H>
★★★★	mineral rights	23			
★★★	oil gas	13	:	:	:
★★★	sell mineral	7	:	:	
★★★★	haynesville shale	6			
★★★★	eagle ford	5			
	Keywords (3 words)	Freq	Title	Desc	<H>
★★★	sell mineral rights	7	:	:	
★★★	selling mineral rights	5	:	:	
★★★★	eagle ford shale	5			
★★★	san augustine county	3	:	:	:
★★★	oil gas production	3	:	:	:

This table highlights the importance of being [consistent with your use of keywords](#). To improve the chance of ranking high in search results with a specific keyword, you should use the most [important keywords consistently](#) in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

Alt Attribute



We found **2** images on this web page.

No ALT attributes are empty or missing.

Good, most or all of your images have alternative text ([the alt attribute](#)).

[Alternative text](#) describes your images so they can appear in [Google™ Images](#) search results.

Text/HTML Ratio



47.1%

Great, this page's ratio of text to HTML code is higher than 15 percent.

Although your text to code ratio is good, you can always improve it by adding more text content to your pages.

A ratio between [25 and 70 percent](#) is [ideal](#). When it goes beyond that, the page might run the risk of being considered spam.

As long as the [content is relevant](#) and gives essential information, it is a plus to have more of it.

✖ Indexed Pages

2



This is the number of pages on your website that are indexed by search engines. The more pages that are indexed, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's [XML sitemap](#) and submit it to the major search engines. You must also [build backlinks to your site's internal pages](#) to help search bots [crawl and index](#) your web pages.

Check [Google™ Webmaster Tools](#) under Health and Index Status, to keep track of the status of your site's indexed pages.

✖ Google+ Publisher

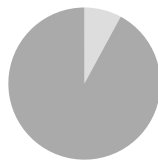
Your website is missing a rel="Publisher" tag for linking to your Google+ Page.



Your website is missing a rel="Publisher" link to your [Google+ Page](#). This type of authorship markup is great for your brand. It ensures that your company is featured in SERPs, as opposed to only individual authors as is common with rel="Author".

✔ In-Page Links

We found a total of 12 link(s) including 0 link(s) to files



External Links: NoFollow (0%)
External Links: Follow (7.9%)
Internal Links (92.1%)

Anchor	Type	Follow
why sell mineral rights	External Links	Follow
html hit counter	External Links	Follow
Haynesville shale / Eagle Ford shale Oil and gas leasing / s...	External Links	Follow
Haynesville shale play and Eagle Ford shale play: Oil and g..	External Links	Follow
sell mineral rights	External Links	Follow
buy Eagle Ford shale mineral rights	Internal Links	Follow
selling mineral rights in Nacogdoches county Texas	Internal Links	Follow
sell mineral rights	Internal Links	Follow
selling mineral rights in Wetzel County WV	Internal Links	Follow
sell Wyoming mineral rights	Internal Links	Follow
selling mineral rights in San Augustine County Texas	Internal Links	Follow
sell mineral rights in Karnes county Texas	Internal Links	Follow

Limit the number of links to 200 per page. Use [Nofollow](#) to optimize the [juice](#) that you want to pass to each link.

✔ Broken Links

No broken links were found on this web page

🔍 ⚙️ ⚙️

Congrats, your web page does not contain any [broken links](#).

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

! Backlinks Counter

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🔍 ⚙️ ⚙️

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is [crucial to SEO](#), you should have a [strategy](#) to improve the quantity and quality of backlinks.

! WWW Resolve

Be careful. Your website without www doesn't redirect to www (or the opposite). It is duplicate content!

🔍 ⚙️ ⚙️

Be sure that [www.minerals123.com](#) and [minerals123.com](#) are not running in parallel.

[Redirecting requests](#) from a non-preferred hostname is [important](#) because search engines consider URLs with and without "www" as two different websites.

Once your preferred domain is set, use a [301 redirect](#) for all traffic to your non-preferred domain.

✔ IP Canonicalization

Yes

🔍 ⚙️ ⚙️

Good, your website's IP address is forwarding to your website's domain name.

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an [htaccess 301 redirect](#) to make sure the IP does not get indexed.

✖ Robots.txt

Missing

🔍 ⚙️ ⚙️

Your website doesn't have a [robots.txt](#) file - this can be problematic.

A [robots.txt file](#) allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

[Click here](#) to check your robots.txt file for syntax errors.

XML Sitemap

Missing



Your website does not have an [XML sitemap](#) - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you [generate](#) an XML sitemap for your website and submit it to both [Google™ Webmaster Tools](#) and [Bing Webmaster Tools](#). It is also good practice to specify your [sitemap's location](#) in your robots.txt file.

URL Rewrite

Perfect, your URLs look clean.



Great! You have [clean \(user-friendly\) URLs](#) which do not contain query strings. Clean URLs are not only [SEO-friendly](#) but are also important for usability.

Underscores in the URLs

We found underscores in this URL and/or in your in-page URLs.



http://minerals123.com/sell_mineral_rights_nacogdoches_county_texas.html

http://minerals123.com/sell_mineral_rights_karnes_county.html

We have detected [underscores](#) (these_are_underscores) in this URL and/or in your in-page URLs. You should rather use hyphens (these-are-hyphens) to optimize your SEO.

While Google™ treats hyphens as word separators, it does not treat underscores as word separators.

Blocking Factors



Flash: No

Frames: No

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be [properly indexed](#) by search engines. Avoid full Flash websites to maximize SEO. This advice also applies to [AJAX](#).

Frames can cause problems on your web page because [search engines](#) will not crawl or index the content within them. Avoid frames whenever possible and use a [NoFrames tag](#) if you must use them.

Domain Registration



Created 7 years ago

 Expires in a month

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a [second-hand domain name](#).

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Blog



We have not found a Blog on this website.

Your website does not have a blog.

In this tough and competitive internet marketing world content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site garners more benefits.

Starting a blog is a great way to [boost your SEO](#) and attract qualified visitors.

Use these [great tips](#) to boost the SEO performance of your blog.



Related Websites

URL	Pages	Backlinks	PR	Score
http://paydayminerals.com	25	27	-	-
http://swarthmore.edu	214k	2m	-	81.6
http://haynesvilleshalelease.com	12	8	-	-
http://eagle-ford-shale.com	12	14	-	-
http://whysellmineralrights.com	12	18	-	-

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to [learn more about your competitors'](#) web marketing strategies.

Mobile Rendering



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Mobile Load Time

Very Fast

Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose 74 percent of your audience!

Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. [Make sure your site loads fast](#) and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum.

Here are two [useful tips](#) from Google™ for optimizing your mobile site speed.

Mobile Optimization

This website is not optimized for Mobile Visitors

✗ Mobile CSS

✗ Mobile Redirection

Additional mobile optimization techniques:

✗ Meta Viewport Tag

✗ Apple Icon

Flash content

Make sure that your [website is prepared](#) for mobile browsing. These are the different aspects that can be optimized for mobile users:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash content

👁 URL <http://minerals123.com>
Length: 11 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable"](#) by Google™.

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

✅ Favicon  Great, your website has a favicon.

Great, your website has a [favicon](#). Make sure this favicon is [consistent with your brand](#).

Resource: Check out this [amazing idea](#) for improving the user experience with a special favicon.

✅ Custom 404 Page Great, your website has a custom 404 error page.

Take advantage of the opportunity to provide a [beautiful](#) 404 Error Page for your visitors.

❌ Conversion Forms We could not find a Conversion Form on this page.

Add a [conversion form](#) for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. [Converting visitors](#) into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you [optimize your website](#) to boost conversions.

Above the Fold Content



Place the most important content **above the fold line**.



When designing your homepage, make sure that your most important content is placed above the fold (the top section, which is visible without scrolling).

Tip: Check Google Analytics to find out what the most common screen resolutions are among your site visitors.

Page Size



7.8 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 300 Kb.

Tip: Use images with a small size and optimize their download with [gzip](#).

Load Time



0.13 second(s) (57.9 kB/s)

Your website is fast. Well done.

Site speed is becoming an **important factor** for ranking high in Google™ search results and enriching the user experience.

Resources: Check out Google™'s developer tutorials for [tips](#) on how to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a [web monitoring service](#).

✓ Language

Declared: *English*

Detected: *English*

Great, you have declared the language.

Make sure your declared language is the same as the [language detected by Google™](#).

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

👁 Printability

We could not find a Print-Friendly CSS

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

✗ Metadata

No Metadata have been detected

Metadata is used to generate [Rich Snippets](#) in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Google™ supports rich snippets for the following content types: [Reviews](#), [People](#), [Products](#), [Businesses and Organizations](#), [Recipes](#), [Events](#) and [Music](#). If your website covers one of these topics, then we suggest that you annotate it with [Schema.org](#) using [microdata](#).

👁 Domain Availability

Domains (TLD)	Status
minerals123.net	Available. Book it now! ✓
minerals123.org	Available. Book it now! ✓
minerals123.info	Available. Book it now! ✓
minerals123.biz	Available. Book it now! ✓
minerals123.eu	Available. Book it now! ✓

[Register](#) the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability



Domains (TLD)	Status	
ninerals123.com	Available. Book it now!	✓
munerals123.com	Available. Book it now!	✓
miberals123.com	Available. Book it now!	✓
minwrals123.com	Available. Book it now!	✓
minerals1w3.com	Available. Book it now!	✓
minerals132.com	Available. Book it now!	✓
minerwls123.com	Available. Book it now!	✓

[Register](#) the various typos of your domain to protect your brand from cybersquatters.

Email Privacy

Good, no email address has been found in plain text.


Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

Safe Browsing



Great, your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.


 Server IP



192.232.218.184

Server location:  Salt Lake City


Your server's IP address [has little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.


Use [DNSStuff](#) for comprehensive reports on your server.

 Technologies

 HeadJS	JavaScript framework
 Nginx	Web server

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

 Speed Tips



Congratulations! Your website's speed is fully optimized.

- Perfect, your server is using a caching method to speed up page display.
- Perfect, your website doesn't use nested tables.
- Perfect, your website does not use inline styles.
- Perfect, your website has few CSS files.
- Perfect, your website has few JavaScript files.
- Perfect, your website takes advantage of [gzip](#).

Website speed has a huge effect on SEO. [Speed-up your website](#) so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.

 Analytics

 StatCounter



Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

W3C Validity

Invalid: 13 Errors, 16 Warning(s)



Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To find the detected errors, run the [W3C validation service](#), or check [Validator.nu](#) to make sure you don't miss an error.

W3C is a consortium that sets web standards.

Doctype

HTML 3.2 Final

Declaring a [doctype](#) helps web browsers to render content correctly.

Encoding

You didn't specify any encoding.



Language/character encoding is not specified, this may cause problems with the rendering of [special characters](#).

Directory Browsing

No



Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

Server Signature

No



Good, your server signature is off. This is excellent from a security standpoint.

SSL Secure



Your website is SSL secured (HTTPS), but the [Common Name](#) is set to *.hostgator.com.

- ✗ Your website's URLs do not redirect to HTTPS pages.
- ✗ Your headers are not properly set up to use [STS](#).

The SSL certificate expires in 3 years.

The certificate issuer is COMODO CA Limited.

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014, [Google™](#) announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. When [moving](#) to HTTPS, follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS



✖ Social shareability



This website is not popular on Social Platforms.

	Facebook	0
	Facebook	0
	Facebook	0
	Google™	0

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing.

Make sure you have opened [social media profiles](#) on [Facebook](#), [Twitter](#), [LinkedIn](#), [Google+](#) and other sites that are of interest to your customers.

[Learn](#) how to [engage](#) your social media audiences and create a consistent fan base. You can also [use your website](#) to increase your popularity on social platforms.

[Check these helpful tools](#) for managing your social media campaign.

Note: This data represents [social media influences from your website's URL](#), it does not represent data from specific brand pages.

⚠ Twitter™ Account



The Twitter™ Account @minerals123 is booked but it is not linked to your website!

Tip: Include your URL in your Twitter profile's website field.

Twitter is a fast-growing [social network](#).

If possible, [register](#) a Twitter account in your brand's name now to prevent [brandjacking](#).

Here are a [few tips](#) to help create a Twitter promotion plan. Plus, [learn](#) from today's top Twitter-using brands.

✖ Google+ Page



Not found

This page is your business listing in Google+. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider [managing your profile](#) with [Google My Business](#) (formerly [Google Places](#)).



Local Directories

This is a list of the local directories where your business has been found. [Take care of your listings in local directories](#); since maps are now an integral part of search results, your [G+ Local page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#), [Spain](#), [France](#), [Canada](#), [Australia](#), [Brazil](#), and [India](#)) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.