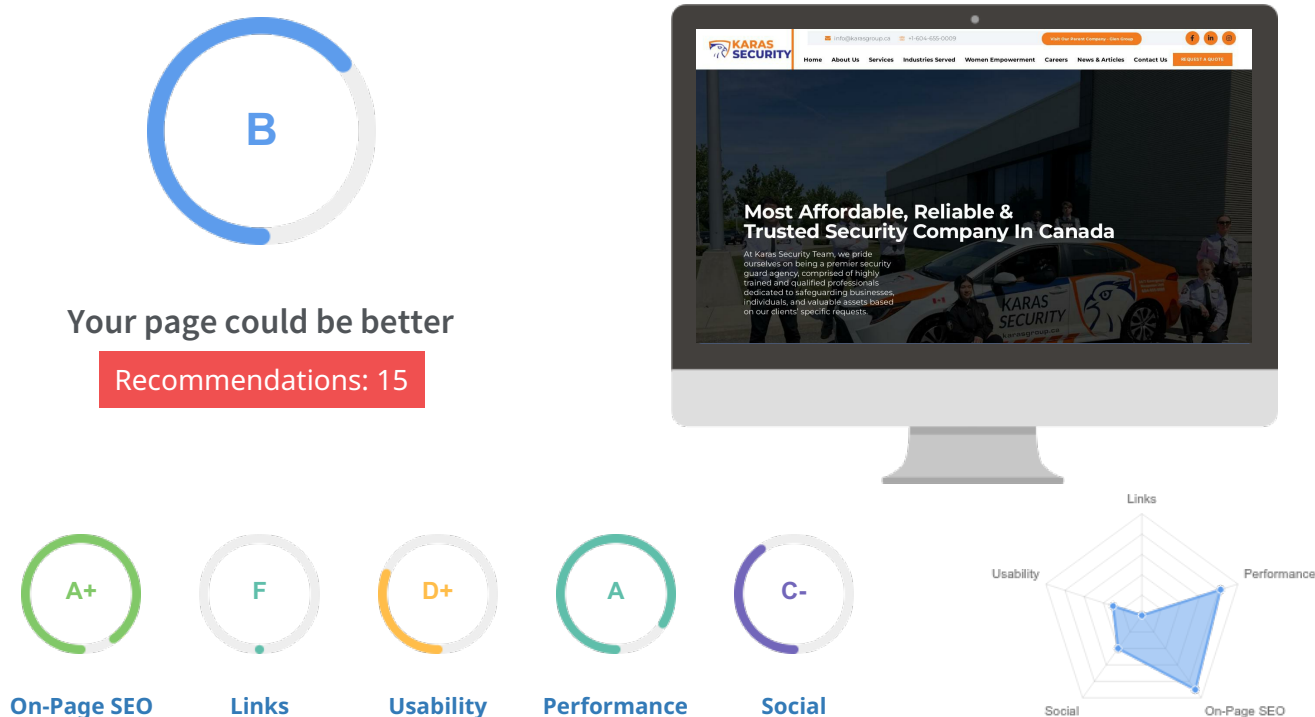# Website Report for www.karasgroup.ca

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.karasgroup.ca

**B**

### Your page could be better

Recommendations: 15

| A+ | F | D+ | A | C- |
|----|---|----|----|----|
| **On-Page SEO** | **Links** | **Usability** | **Performance** | **Social** |

## Recommendations

| Execute a Link Building Strategy | Links | High 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 Mobile PageSpeed Insights | Usability | Low Priority |

| | | |
|---|---|---|
| Optimize your page for Desktop PageSpeed Insights | Usability | Low Priority |
| Use your main keywords across the important HTML tags | On-Page SEO | Low Priority |
| Create and link your Twitter profile | Social | Low Priority |
| Review and Increase Font Sizes across devices | Usability | Low Priority |
| Remove clear text Email Addresses | Usability | Low Priority |
| Setup & Install a Facebook Pixel | Social | Low Priority |
| Remove inline styles | Performance | Low Priority |
| Minify your CSS and JS Files | Performance | Low Priority |
| Create and link an associated YouTube channel | Social | Low Priority |
| Add Local Business Schema | Other Improvements | Low Priority |
| Improve Google Business Profile Rating & Review Count | Other Improvements | Low Priority |

## On-Page SEO Results

**A+**
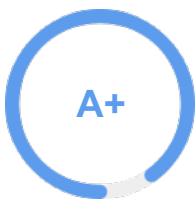
### Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. 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 build on your strong position through testing content improvements for gradual gains.

**Title Tag** ✓

You have a title tag of optimal length (between 10 and 70 characters).

Unlock Security Excellence with Karas: Your Trusted Security Company

Length : 68

## Meta Description Tag ✓

Your page has a meta description of optimal length (between 70 and 160 characters).

Elevate safety with Karas Security Group - Your go-to security company. Comprehensive solutions tailored for your protection needs. Explore now!

Length : 144

## SERP Snippet Preview ℹ

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.karasgroup.ca ⋮

**Unlock Security Excellence with Karas: Your Trusted ...**

23 Jun 2023 — Elevate safety with Karas Security Group - Your go-to security company. Comprehensive solutions tailored for your protection needs. Explore now!

## Hreflang Usage ℹ

Your page is not making use of Hreflang attributes.

## Language ✓

Your page is using the lang attribute.

Declared: en-CA

## H1 Header Tag Usage ✓

Your page has a H1 Tag.

## H2-H6 Header Tag Usage ✓

Your page is making use multiple levels of Header Tags.

| Header Tag | Frequency | |
|---|---|---|
| H2 | 17 | |
| H3 | 11 | |
| H4 | 10 | |
| H5 | 10 | |
| H6 | 8 | |

## 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 | |
|---------|:-----:|:--------------------:|:-------------:|:--------------:|---|
| security | ✓ | ✓ | ✓ | 51 | ▬▬▬▬▬▬ |
| services | ✗ | ✗ | ✓ | 14 | ▬ |
| karas | ✓ | ✓ | ✓ | 11 | ▬ |
| guards | ✗ | ✗ | ✓ | 11 | ▬ |
| company | ✓ | ✓ | ✓ | 10 | ▬ |
| guard | ✗ | ✗ | ✓ | 9 | ▬ |
| team | ✗ | ✗ | ✓ | 8 | ▬ |
| safety | ✗ | ✓ | ✓ | 7 | ▬ |

## Phrases

| Phrase | Title | Meta Description Tag | Headings Tags | Page Frequency | |
|--------|:-----:|:--------------------:|:-------------:|:--------------:|---|
| security guard | ✗ | ✗ | ✓ | 9 | ▬▬▬▬▬ |
| security solutions | ✗ | ✗ | ✓ | 7 | ▬▬▬▬ |
| security guards | ✗ | ✗ | ✓ | 6 | ▬▬▬ |
| security company | ✓ | ✓ | ✓ | 6 | ▬▬▬ |
| karas security | ✗ | ✓ | ✓ | 6 | ▬▬▬ |
| guard agency | ✗ | ✗ | ✓ | 5 | ▬▬ |
| security guard agency | ✗ | ✗ | ✓ | 5 | ▬▬ |
| at karas | ✗ | ✗ | ✗ | 4 | ▬ |

## Amount of Content ✓

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

Word Count: 1005

## Image Alt Attributes ✗

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

We found 34 images on your page and 16 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.karasgroup.ca/

## Noindex Tag Test
Your page is not using the Noindex Tag which prevents indexing.

## Noindex Header Test
Your page is not using the Noindex Header which prevents indexing.

## SSL Enabled
Your website has SSL enabled.

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

## Robots.txt
Your website appears to have a robots.txt file.

> http://www.karasgroup.ca/robots.txt

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

## XML Sitemaps
Your website appears to have an XML sitemap.

> https://www.karasgroup.ca/sitemap.xml

https://www.karasgroup.ca/sitemap.rss

## Analytics
Your page is using an analytics tool.

> 📊 Google Analytics

## Schema.org Structured Data
You are using JSON-LD Schema on your page.

# Rankings

## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

| Keyword | Country & Language | Position | Total Searches | Estimated Traffic | |
|---|---|---|---|---|---|
| karas | 🇨🇦 FR | 5 | 5,400 | 253 | |
| smart serve | 🇨🇦 EN | 22 | 90,500 | 187 | |
| smart serve | 🇨🇦 FR | 41 | 90,500 | 178 | |
| kara's | 🇨🇦 EN | 10 | 5,400 | 61 | |
| karas | 🇨🇦 EN | 11 | 5,400 | 49 | |
| karas security | 🇨🇦 FR | 1 | 140 | 42 | |
| serity | 🇨🇦 FR | 78 | 14,800 | 31 | |
| smart serve certificate | 🇨🇦 EN | 40 | 9,900 | 20 | |
| smart serve certificate | 🇨🇦 FR | 50 | 9,900 | 19 | |
| smartserve | 🇨🇦 EN | 44 | 90,500 | 18 | |

## Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

**1,056**
Monthly
Traffic
Volume
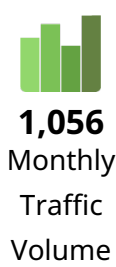
## Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

| Position | Keywords | |
|---|---|---|
| Position 1 | 1 | | |
| Position 2-3 | 0 | |
| Position 4-10 | 4 | ▮ |
| Position 11-20 | 8 | ▮ |
| Position 21-30 | 18 | ▮▮ |
| Position 31-100 | 155 | ▬▬▬▬▬▬▬ |

# 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

| 9 | 1 |
|---|---|
| **Domain Strength** | **Page Strength** |

| ☑ **376** | ☑ **45** |
|---|---|
| Backlinks | Referring Domains |

| ⚡ **77** | 🔗 **299** | 🎓 **1** | 🏛 **0** | ▤ **42** | 🖥 **49** |
|---|---|---|---|---|---|
| Nofollow Backlinks | Dofollow Backlinks | Edu Backlinks | Gov Backlinks | Subnets | IPs |

## Top Backlinks

*i*

These are the highest value external pages we have found linking to your site.

| Domain strength | Referring Page URL |
|---|---|
| 90 | https://clutch.co/profile/karas-security-group |
| 90 | https://www.adpost.com/ca/cameras_optics/11057/ |
| 88 | https://themanifest.com/real-estate/companies?page=12 |
| 86 | https://www.jobbank.gc.ca/jobsearch/jobposting/39468362 |
| 80 | http://ttlink.com/karasgroup |
| 76 | https://zumvu.com/marketplace/ca/v281947/karas-security-group-your-trusted-security-guard-agency-in-canada-providing-the-best-security-services-nationwide/ |
| 74 | http://connect.releasewire.com/company/karas-group-307189.htm |
| 74 | http://www.websitescrawl.com/domain-list-13637 |

## Top Pages by Backlinks

*i*

These are the pages on your site with the most the backlinks from other sites.

| URL | Backlinks | |
|---|---|---|
| https://www.karasgroup.ca/ | 279 | ████████████ |
| https://karasgroup.ca/ | 20 | ▉ |
| http://karasgroup.ca/ | 12 | ▊ |
| https://www.karasgroup.ca/mystery-shopping-malls-security/ | 10 | ▍ |
| http://www.karasgroup.ca/ | 9 | ▍ |
| https://www.karasgroup.ca/services/healthcare/ | 6 | ▏ |
| https://www.karasgroup.ca/services/industrial-security | 6 | ▏ |
| https://karasgroup.ca/cannsell/ | 5 | ▏ |
| https://www.karasgroup.ca/services/office-security-service/ | 4 | ▏ |
| https://karasgroup.ca/smart-serve/ | 3 | ▏ |

## Top Anchors by Backlinks

*i*

These are the top pieces of Anchor Text we found used to link to your site.

| Anchor | Backlinks | |
|---|---|---|
| security services in Canada | 236 | |
| https://www.karasgroup.ca/ | 21 | |
| https://karasgroup.ca/ | 11 | |
| Website | 7 | |
| https://www.karasgroup.ca/services/industrial-security | 6 | |
| https://www.karasgroup.ca | 5 | |
| Concierge Security Services \| Karas Security Group | 4 | |
| https://www.karasgroup.ca/services/office-security-service/ | 4 | |
| Karas Security | 3 | |

## Top Referring Domain Geographies

*i*

These are the Top Geographies we have found linking to your site.

### Top TLDs

- com (33)
- ca (4)
- co.in (1)
- info (1)
- Other (6)

### Top Countries

- US (28)
- DE (11)
- IN (2)
- CA (1)
- Other (3)

## On-Page Link Structure

*i*

We found 179 total links. 4% 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

**D+**

**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                                                    *i*

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.
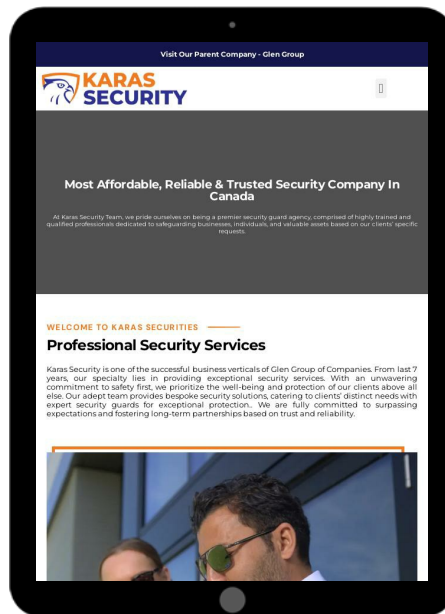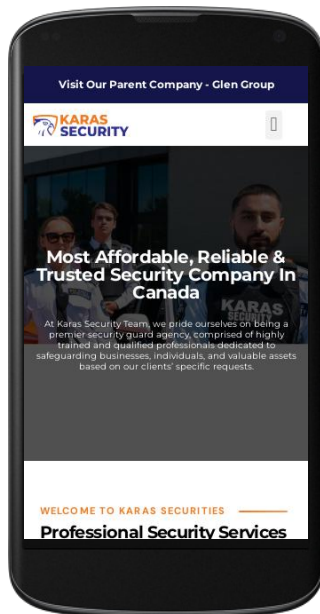


## Google's Core Web Vitals                                            *i*

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 crawl-able 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.
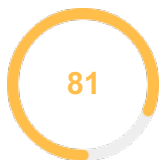
**39**

| Lab Data | Value |
| --- | --- |
| First Contentful Paint | 9.3 s |
| Speed Index | 10.1 s |
| Largest Contentful Paint | 12.3 s |
| Time to Interactive | 9.3 s |
| Total Blocking Time | 0 s |
| Cumulative Layout Shift | 0.331 |

| Opportunities | Estimated Savings |
| --- | --- |
| Eliminate render-blocking resources | 8.88 s |
| Serve images in next-gen formats | 1.25 s |
| Reduce initial server response time | 0.96 s |
| Reduce unused CSS | 0.47 s |
| Properly size images | 0.16 s |
| Minify CSS | 0.16 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.

**81**

| Lab Data | Value | | Opportunities | Estimated Savings |
|---|---|---|---|---|
| First Contentful Paint | 1.2 s | | Reduce initial server response time | 1.36 s |
| Speed Index | 2 s | | Preload Largest Contentful Paint image | 0.67 s |
| Largest Contentful Paint | 2.4 s | | Eliminate render-blocking resources | 0.5 s |
| Time to Interactive | 1.3 s | | Reduce unused CSS | 0.31 s |
| Total Blocking Time | 0 s | | Serve images in next-gen formats | 0.15 s |
| Cumulative Layout Shift | 0.006 | | | |

## 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

**A**

## 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).
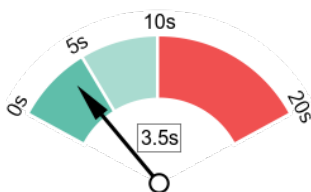
## Page Speed Info ✓

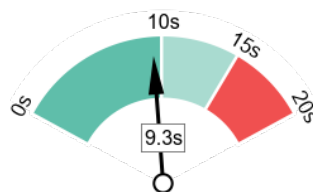Your page loads in a reasonable amount of time.

### Server Response
0.1s
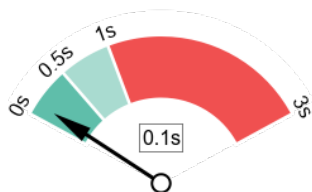
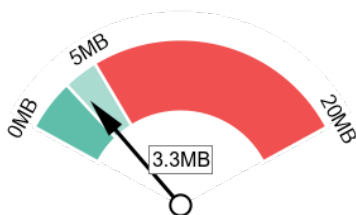### All Page Content Loaded
3.5s

### All Page Scripts Complete
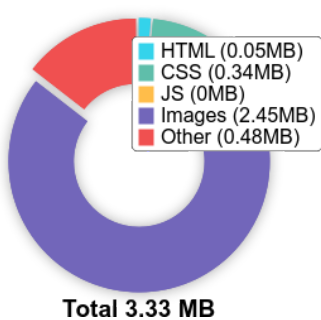9.3s

## Download Page Size ✓

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

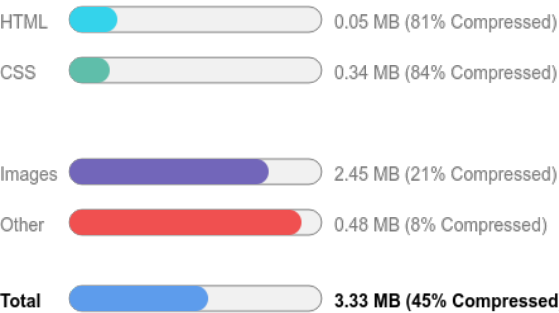### Download Page Size
3.3MB

### Download Page Size Breakdown
- HTML (0.05MB)
- CSS (0.34MB)
- JS (0MB)
- Images (2.45MB)
- Other (0.48MB)

**Total 3.33 MB**

## Website Compression (Gzip, Deflate, Brotli) ✓

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

### Compression Rates
| | |
|---|---|
| HTML | 0.05 MB (81% Compressed) |
| CSS | 0.34 MB (84% Compressed) |
| Images | 2.45 MB (21% Compressed) |
| Other | 0.48 MB (8% Compressed) |
| **Total** | **3.33 MB (45% Compressed)** |

### Raw Page Size Breakdown
- HTML (0.26MB)
- CSS (2.12MB)
- JS (0MB)
- Images (3.11MB)
- Other (0.52MB)

**Total 6.01 MB**
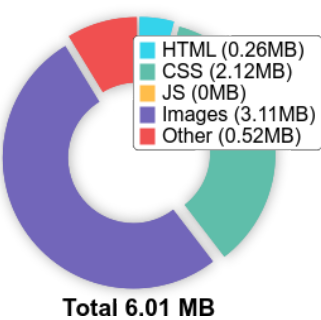
## Number of Resources

*i*

This check displays the total number of files that need to be retrieved from web servers to load your page.
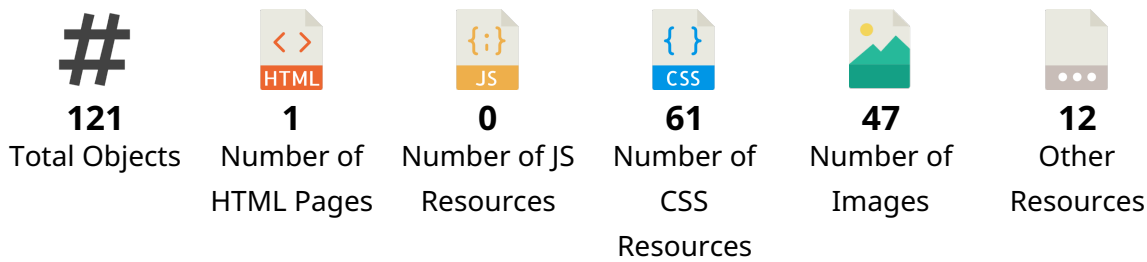
| # | HTML | JS | CSS | | |
|---|---|---|---|---|---|
| **121** | **1** | **0** | **61** | **47** | **12** |
| Total Objects | Number of HTML Pages | Number of JS Resources | Number of CSS Resources | Number of Images | Other Resources |

## Google Accelerated Mobile Pages (AMP)

*i*

This page does not appear to have AMP Enabled.

## JavaScript Errors

✓

Your page is not reporting any JavaScript errors.

## HTTP2 Usage

✓

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

## Optimize Images

✓

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

## Minification

✗

Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.

## Deprecated HTML

✓

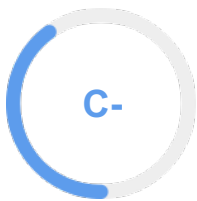No deprecated HTML tags have been found within your page.

## 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

**C-**

**Your social could be better**

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

**Facebook Connected** ✓

Your page has a link to a Facebook Page.

**Facebook Open Graph Tags** ✓

Your page is using Facebook Open Graph Tags.

**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.

**Twitter Connected** ✗

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

**Twitter Activity** *i*

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

**Twitter Cards** ✓

Your page is using Twitter Cards.

**Instagram Connected** ✓

Your page has a link to an Instagram profile.

**LinkedIn Connected** ✓

Your page has a link to a LinkedIn profile.

**YouTube Connected** ✗

No associated YouTube channel found linked on your page.

**YouTube Activity** *i*

No associated YouTube channel found linked on your page.

# Local SEO

**Local Business Schema** ✗

No Local Business Schema identified on the page.

## Google Business Profile Identified ✓

A Google Business Profile was identified that links to this website.

🏪 Karas Security Group

## Google Business Profile Completeness ✓

The important business details are present on the Google Business Profile.

| | |
|---|---|
| Address | 6751 Graybar Rd Unit 140, Richmond, BC V6W 1H3 |
| Phone | +1 604 655 0009 |
| Site | http://www.karasgroup.ca/ |

## Google Reviews ✗

Your Google Business Profile has a low rating or low number of reviews.

4.0  ★★★★☆  5 reviews

**Rating**

| | |
|---|---|
| 5 | ████████████████ |
| 4 | ████ |
| 3 | |
| 2 | |
| 1 | ████ |
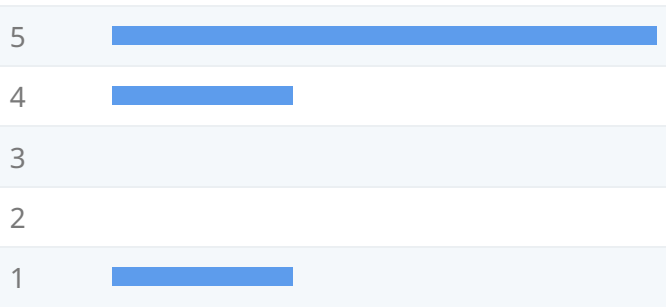
# Technology Results

## Technology List  *i*

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

| Technology | Version |
|---|---|
| **B** Bootstrap | |
| 🏴 Font Awesome | |
| Google Tag Manager | |
| jQuery | |
| MySQL | |
| Ⓝ Nginx | |

| OWL Carousel | |
| PHP | |
| Slider Revolution | 6.6.10 |
| WordPress | |

**Server IP Address** *i*
34.120.190.48

**DNS Servers** *i*
d.ca-servers.ca
j.ca-servers.ca
c.ca-servers.ca
any.ca-servers.ca

**Web Server** *i*
nginx

**Charset** *i*
text/html; charset=UTF-8