Netstager Technologies

31
IMPORTANT FIXES

165
SEMI-IMPORTANT FIXES

21	**234**
CRAWLED PAGES	PASSED CHECKS

https://www.plunes.com/
ON-SITE AUDIT REPORT

53 /100

REPORT CREATED ON: OCT-05 2019 07:25:42

PLUNES

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labs around you.
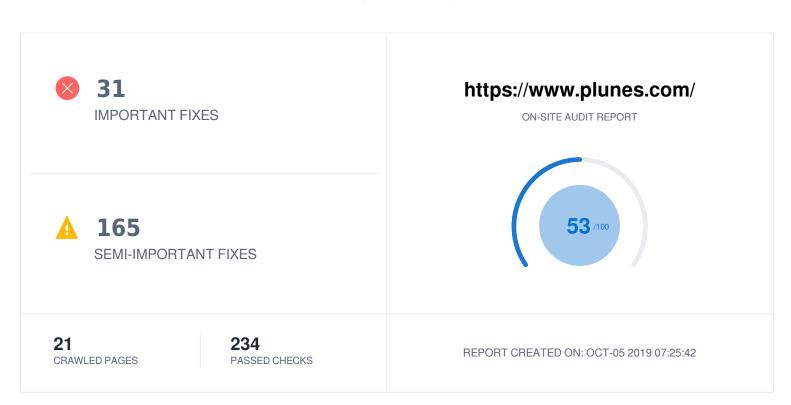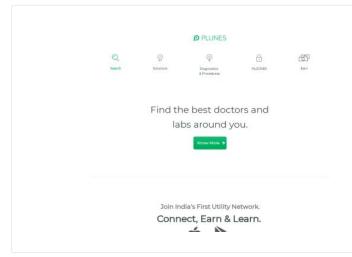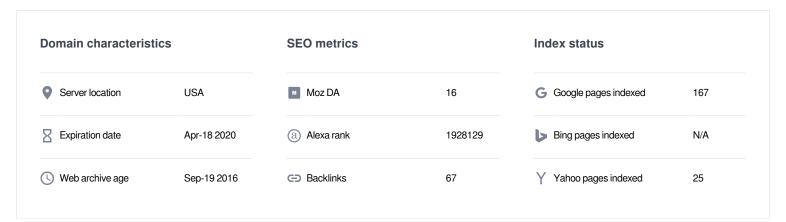
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Comprehensive website analysis will help to identify all the factors that may impede your website from reaching the TOP.
Without this analysis, successful website promotion is basically impossible and the external optimization positive effect can literally be reduced to zero.
Please, read the given information carefully. Follow the recommendations made by experienced SEO experts and your website positions growth won't take long!

Domain characteristics

Server location	USA	
Expiration date	Apr-18 2020	
Web archive age	Sep-19 2016	

SEO metrics

Moz DA	16	
Alexa rank	1928129	
Backlinks	67	

Index status

Google pages indexed	167	
Bing pages indexed	N/A	
Yahoo pages indexed	25	

Health check

⊗ **5** IMPORTANT FIXES   ⚠ **0** SEMI-IMPORTANT FIXES

> Wondering how well your website is performing? Here you can check your website against the major SEO parameters and see whether your site has the proper WWW redirect, SEO and user-friendly URLs with trailing slashes, functional robots.txt file, XML sitemap, duplicate content, etc. Take advantage of the website health check to eliminate all possible errors, and follow our recommendations on how to increase your search engine visibility.

⊗ **WWW redirect**

This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.

> Make sure that your website with www doesn't redirect to the website without www. Try to choose a preferred domain name with www or without www. Search engines consider both websites as two different ones that's why it is important to use 301 redirect from www.website.com to website.com or you can redirect from website.com to www.website.com. It is crucial to avoid duplicate content.

✓ **URL rewrite**

Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs.
Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear for users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLS.

✓ **Trailing slashes**

If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.

⊗ **Does not redirect HTTP traffic to HTTPS**

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially announced that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions.

> Move your site to https using this guide.

⊗ **Robots.txt**

Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and index the maximum number of the website's pages.

> Make sure you have created a robots.txt file. You can check here if your robots.txt file contains syntax errors.

⊗ XML sitemap

You should specify the change frequency for each URL, time when you have made the last changes and the importance of the URLs. You will help search engines to crawl the site easily and intelligently.

> You should generate an XML sitemap for the website and submit them to Google Search Console and Bing Webmaster Tools. Make sure you have specified the sitemap's location in your robots.txt file.

✓ No flash

Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

✓ No frame

Try not to use frames on your website as search engines can't index or crawl your website content via them.

⊗ Common homepage variations

Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

> We recommend you to use a canonical URL as the preferred version of a page. Use the rel=canonical attribute to forward your URL with duplicate content to the preferred URL. Use this attribute for all repeated URLs with duplicate content.

Pages analysis

⊗ 0 IMPORTANT FIXES   ⚠ 0 SEMI-IMPORTANT FIXES

> Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

✓ **9 Pages with 2xx response**

✓ **0 Pages with 3xx response**

✓ **0 Pages with 4xx response**

✓ **0 Pages with 5xx response**

✓ **0 Pages with too big size**

✓ **0 Pages with too long URL**

✓ **0 Pages blocked by robots.txt**

✓ **0 Pages blocked by meta noindex**

✓ **0 Pages blocked by meta nofollow**

✓ **0 Pages with meta refresh redirect**

✓ **0 Pages with rel="canonical"**

✓ **9 Pages without rel="canonical"**

✓ **0 Pages with the same canonical URL rel="canonical"**

✓ **0 Pages with duplicate rel="canonical" tag**

✓ **0 Pages with rel="alternate"**

✓ **0 Pages with the hreflang attribute**

✓ **9 Pages with no hreflang attribute**

✓ **0 Pages with errors in the hreflang attribute**

Meta analysis

⊗ **9** IMPORTANT FIXES   ⚠ **18** SEMI-IMPORTANT FIXES

> Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 50-320 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence your search results. Check your titles and meta descriptions with Google Search Console for warning messages about duplicate content.

⊗ **9 Pages with duplicate title**

Plunes

- http://www.plunes.com/
- http://www.plunes.com/search.html
- http://www.plunes.com/solutions.html

- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html
- http://www.plunes.com/earn.html
- http://www.plunes.com/careers.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✓ **0 Pages with missing or empty Title**

✓ **0 Pages with Title too long > 70**

⚠ **9 Pages with Title too short < 10**

- http://www.plunes.com/
- http://www.plunes.com/search.html
- http://www.plunes.com/solutions.html
- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html
- http://www.plunes.com/earn.html
- http://www.plunes.com/careers.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✓ **0 Pages with missing or empty Description**

⚠ **9 Pages with duplicate Description**

Unique platform for Users & Professionals across categories to Connect, build a network, Ask professionals, Get consultations, Book Service at transparent & Competitive pricing via artificial intelligence

- http://www.plunes.com/
- http://www.plunes.com/search.html
- http://www.plunes.com/solutions.html
- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html
- http://www.plunes.com/earn.html
- http://www.plunes.com/careers.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✓ **0 Pages with Description too short < 50**

✓ **0 Pages with Description too long**

Content analysis   ✕ 11 IMPORTANT FIXES   ⚠ 15 SEMI-IMPORTANT FIXES

> Keep in mind that unique content plays a vital role in search engine results. You website structure should include HTML headings (h1-h6). Try to use important keywords in your headings. The tag H1 must have the most important keywords. Don't use duplicate content for your heading tags. The best variant is just to use h1-h3.
> Write only unique content, no duplicate and rewritten content. Keep your content with 400 words and more. Too long articles are not good either. It is better to keep a happy medium. Try to minimize the number of spelling and grammar mistakes.

✕ **2 Pages with duplicate content**

- http://www.plunes.com/
- http://www.plunes.com/index.html

⚠ **8 Pages with a low word count < 250**

- http://www.plunes.com/
- http://www.plunes.com/search.html
- http://www.plunes.com/solutions.html
- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html
- http://www.plunes.com/earn.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✓ **0 Pages with empty H1 tag**

✓ **0 Pages with no H1 tag**

✓ **0 Pages with H1 too long**

✕ **9 Pages with duplicate H1 tag**

Available On

- http://www.plunes.com/
- http://www.plunes.com/search.html

- http://www.plunes.com/solutions.html
- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html
- http://www.plunes.com/earn.html
- http://www.plunes.com/careers.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✅ **0 Pages with empty H2 tag**

⚠️ **7 Pages with no H2 tag**

- http://www.plunes.com/
- http://www.plunes.com/solutions.html
- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html
- http://www.plunes.com/earn.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✅ **0 Pages with H2 too long**

Links analysis

❌ 0   IMPORTANT FIXES   ⚠️ 60   SEMI-IMPORTANT FIXES

> Make sure you have no more than 100 external links per each page. Try to link only to quality website. Use Nofollow tag for external links if you don't want to show unsolicited links to search engines. Optimize the anchor text of your links with important keywords. Avoid keyword stuffing. Don't use too spammy links for your website. Analyze the structure of your interlinking here: Google Search Console: Search Traffic > Internal links.

✅ **0 Pages with too many outgoing links > 100**

✅ **0 URLs with the excessive number of redirects > 5**

✅ **0 Internal links with missing anchor**

⚠️ **59 External links with missing anchor**

- https://in.linkedin.com/company/plunes-com

- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- http://epaper.livemint.com/Home/ArticleView
- https://www.vccircle.com/healthcare-services-aggregator-plunes-raises-angel-funding/
- https://www.entrepreneur.com/article/312898
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://www.civilsocietyonline.com/business/lawyers-and-doctors-when-you-need-them/
- https://yourstory.com/2018/05/gurugram-based-plunes-helps-find-solution-legal-medical-p...
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com
- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com
- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com
- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com
- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com
- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com

- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/
- https://play.google.com/store/apps/details?id=com.plunes&hl=en
- https://apps.apple.com/us/app/plunes/id1463747553?ls=1
- https://in.linkedin.com/company/plunes-com
- https://www.instagram.com/plunes_utility_network/
- https://www.facebook.com/plunes076/

✓ **0 Internal links use rel="nofollow"**

✓ **0 External links use rel="nofollow"**

⚠ **1 Page with no inbound internal links**

- http://www.plunes.com/

✓ **77 External links use rel="dofollow"**

✓ **0 External links with 4xx status**

✓ **0 External links with 5xx status**

✓ **77 External links**

✓ **0 Links in the XML site map**

Images analysis

❌ 0 IMPORTANT FIXES   ⚠ 66 SEMI-IMPORTANT FIXES

Keep your Alt text and Image titles unique per each image. Use no more than 7 words for Alt text. Avoid keyword stuffing. Make your images informative and detailed with important keywords. Get good-quality images with a specified width and height for each one.

⚠ **66 Images with missing ALT text**

- http://www.plunes.com/
- http://www.plunes.com/search.html
- http://www.plunes.com/solutions.html
- http://www.plunes.com/procedure.html
- http://www.plunes.com/plocker.html

- http://www.plunes.com/earn.html
- http://www.plunes.com/careers.html
- http://www.plunes.com/about.html
- http://www.plunes.com/index.html

✅ **0 Images with 4xx status**

✅ **0 Images with 5xx status**

Mobile-Friendly Test

> Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

📱 MOBILE   ❌ 4 IMPORTANT FIXES   ⚠ 3 SEMI-IMPORTANT FIXES

❌ **Enable text compression**

❌ **Serve static assets with an efficient cache policy**

❌ **Eliminate render-blocking resources**

❌ **`[id]` attributes on the page are not unique**

⚠ **Minify JavaScript**

⚠ **JavaScript execution time**

⚠ **Minimizes main-thread work**

✅ **Avoid multiple page redirects**

✅ **Server response times are low (TTFB)**

✅ **Minify CSS**

✅ **Efficiently encode images**

✅ **Page isn't blocked from indexing**

✅ **Defer offscreen images**

✅ **Properly size images**

✅ **Avoids an excessive DOM size**

🖥️ **DESKTOP**   ❌ **3** IMPORTANT FIXES   ⚠️ **1** SEMI-IMPORTANT FIX

❌ **Enable text compression**

❌ **Serve static assets with an efficient cache policy**

❌ **`[id]` attributes on the page are not unique**

⚠️ **Eliminate render-blocking resources**

✅ **Avoid multiple page redirects**

✅ **Server response times are low (TTFB)**

✅ **Minify CSS**

✅ **Minify JavaScript**

✅ **Efficiently encode images**

✅ **Page isn't blocked from indexing**

✅ **Defer offscreen images**

✅ **Properly size images**

✅ **JavaScript execution time**

✅ **Minimizes main-thread work**

✅ **Avoids an excessive DOM size**

Usability and technologies

> This section covers usability and technical requirements that apply to a properly functioning website. Start from checking whether your website has a favicon in its place, valid markup and custom 404 error page. Also check your website loading and running speed as it directly affects the rankings, and test whether it's secure for browsing.

✅ Favicon

Make sure that you have a favicon for your website and it is consistent with your brand. The favicon should give your website a professional look, an easy identification and branding.

> Create a perfect logo for your website and use free favicon generators like favicon.cc or favicon-generator.org. Make the generation with 16×16 pixels and upload the favicon file in your root directory with the .ico format.

✅ Custom 404 page

Use a Custom 404 page. If you correctly create your Custom 404 page, it will help people find all proper content, provide other useful information and encourage them to stay your website further.

✅ Website speed avg: 12 ms

It is important to have a fast website speed as it has a great impact on your website ranking. Good website speed will bring you more visitors and reward you with high conversion rates.

> Optimize your website loading time: image size, image file format, no text graphics, unnecessary plugins, caching, use JavaScript at the end of the document, no redirects, unnecessary CSS and HTML, no multiple tracking scripts, G-zip encoding, cache-control headers, the reduction of cookie size and CMS software update.

✅ Safe browsing

Try to avoid phishing and malware for your website. You can make your website work safe with Google Safe browsing.

⚠ W3C HTML validation

Make sure that you use valid markup that doesn't contain HTML errors. With syntax errors you make your page difficult to get indexed by search engines.

> You can check website errors with W3C validation service and make sure your website meets the web standards.