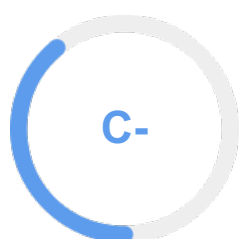


Website Report for adva-therm.com

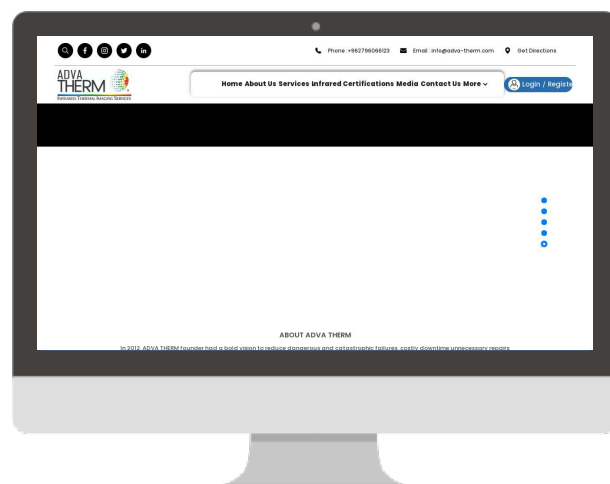
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for adva-therm.com



Your page could be better

Recommendations: 23



On-Page SEO



Links



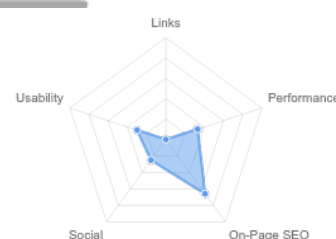
Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Reduce your total page file size

Performance

Medium Priority

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Add Canonical Tag	On-Page SEO	Medium Priority
Use your main keywords across the important HTML tags	On-Page SEO	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 images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create Google Business Profile	Other Improvements	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority

Create and link associated Instagram profile

Social

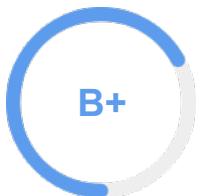
Low Priority

Create and link an associated YouTube channel

Social

Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. 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 of optimal length (between 10 and 70 characters).



advatherm | Home Page

Length : 21

Meta Description Tag

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



Certified Infrared Thermography Training Courses. Increase your knowledge and infrared (IR) skills with the aid of our certification training courses.

Length : 150

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://adva-therm.com

[advatherm | Home Page](#)

Certified Infrared Thermography Training Courses. Increase your knowledge and infrared (IR) skills with the aid of our certification training...

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 making use of multiple levels of header tags.

Header Tag	Frequency	
H2	14	<div></div>
H3	1	<div></div>
H4	0	
H5	4	<div></div>
H6	20	<div></div>

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	
read	×	×	×	35	<div></div>
thermal	×	×	✓	22	<div></div>
infrared	×	✓	✓	21	<div></div>
imaging	×	×	✓	18	<div></div>
systems	×	×	✓	15	<div></div>
services	×	×	✓	14	<div></div>
training	×	✓	✓	13	<div></div>
data	×	×	✓	8	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
thermal imaging	×	×	✓	18	<div></div>
read more ir	×	×	×	14	<div></div>
ir thermal imaging	×	×	✓	10	<div></div>
ir thermal	×	×	✓	10	<div></div>
systems read	×	×	×	8	<div></div>
data centers	×	×	✓	8	<div></div>
infrared thermal	×	×	✓	8	<div></div>
infrared thermal i maging	×	×	✓	8	<div></div>

Amount of Content



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

Word Count: 766

Image Alt Attributes



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

We found 57 images on your page and 3 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 not using the Canonical Tag.

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

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://adva-therm.com/robots.txt>

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.

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	
thermal imaging camera images	EN	93	14,800	31	<div></div>
thermal imaging camera images	EN	79	9,900	20	<div></div>
adva	EN	91	5,400	11	<div></div>
adva	ES	61	5,400	11	<div></div>
thermal imaging camera images	EN	62	1,900	3	<div></div>
thermal imaging camera images	EN	73	1,900	3	<div></div>
infrared camera	DE	32	880	1	<div></div>
therm all	EN	55	880	1	<div></div>
therm-all	EN	52	880	1	<div></div>
thermal vs infrared	EN	82	880	1	<div></div>

Total Traffic From Search

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



112

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	0
Position 2-3	0
Position 4-10	0
Position 11-20	0
Position 21-30	3
Position 31-100	81

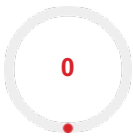
Links

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



6

Backlinks



3

Referring Domains



6

Nofollow Backlinks



0

Dofollow Backlinks



0

Edu Backlinks



0

Gov Backlinks



4

Subnets



4

IPs

Top Backlinks



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

Domain strength	Referring Page URL
-----------------	--------------------

11	http://irinformir.blogspot.com/2014/10/best-of-inframation-live-webcast-cold.html
5	https://www.engimeta.com/JO/Amman/160451444103330/Adva--Therm

Top Pages by Backlinks



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

URL	Backlinks
http://www.adva-therm.com/	3
https://adva-therm.com/	3

Top Anchors by Backlinks



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

Anchor	Backlinks
Adva Therm	1
Jeries Dayeh	1
www.adva-therm.com	1

Top Referring Domain Geographies

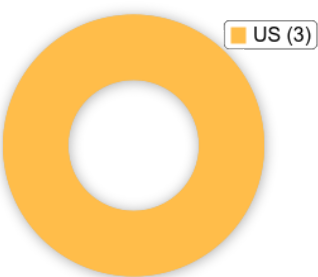


These are the Top Geographies we have found linking to your site.

Top TLDs



Top Countries



On-Page Link Structure



We found 120 total links. 18% 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.

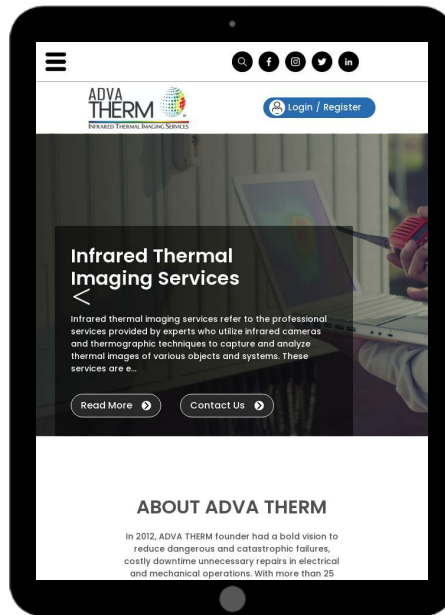


Your usability could be better

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 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.



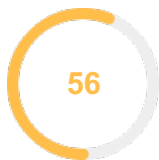
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5.1 s	Properly size images	234.07 s
Speed Index	16.7 s	Defer offscreen images	43.92 s
Largest Contentful Paint	23.6 s	Serve images in next-gen formats	33.93 s
Time to Interactive	43 s	Efficiently encode images	7.89 s
Total Blocking Time	0.85 s	Eliminate render-blocking resources	3.33 s
Cumulative Layout Shift	0.005	Reduce initial server response time	0.86 s
		Reduce unused JavaScript	0.53 s
		Reduce unused CSS	0.26 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	2.1 s		
Speed Index	5.7 s	Properly size images	37.06 s
Largest Contentful Paint	7.4 s	Serve images in next-gen formats	5.27 s
Time to Interactive	3 s	Reduce initial server response time	2.09 s
Total Blocking Time	0.01 s	Efficiently encode images	1.19 s
Cumulative Layout Shift	0.017	Eliminate render-blocking resources	0.76 s
		Reduce unused CSS	0.17 s
		Reduce unused JavaScript	0.17 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 could be better

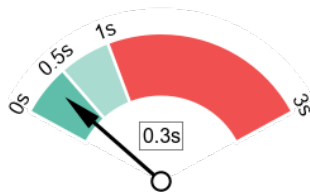
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

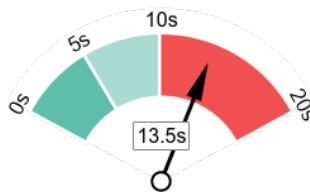
Your page loads in a reasonable amount of time.



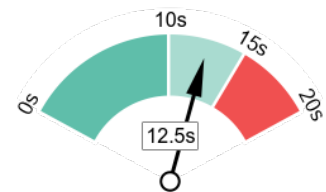
Server Response



All Page Content Loaded



All Page Scripts Complete



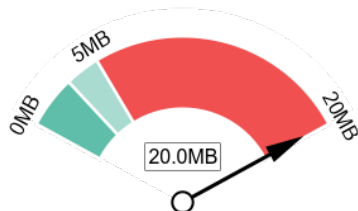
Download Page Size

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

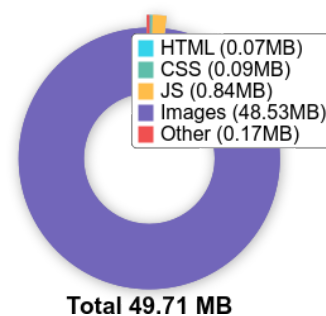


A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown

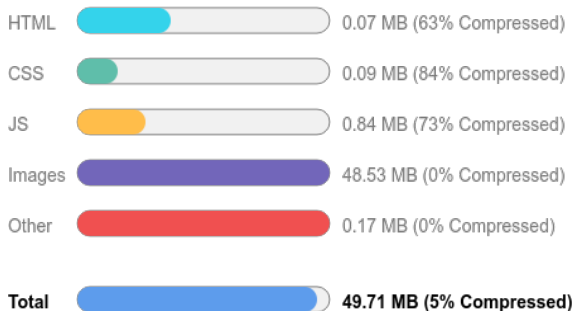


Website Compression (Gzip, Deflate, Brotli)

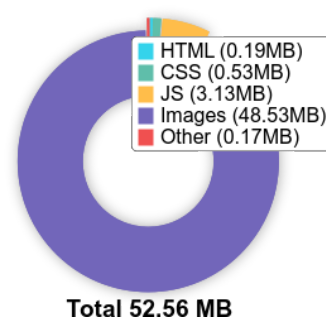
Your website appears to be using a reasonable level of compression.



Compression Rates



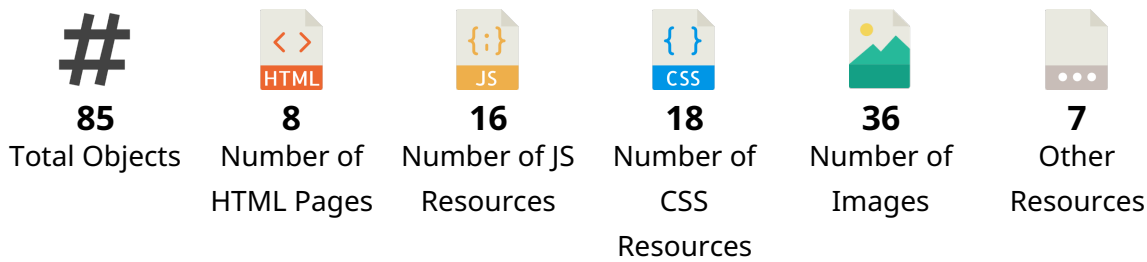
Raw Page Size Breakdown



Number of Resources



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



Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

JavaScript Errors



Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

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



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 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

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.

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards 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 Twitter.

Instagram Connected

No associated Instagram profile found linked on your page



LinkedIn Connected

Your page has a link to a LinkedIn profile.



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

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



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
 AOS	2.3.1
 Bootstrap	
 cdnjs	
 Cloudflare	
 FancyBox	
 Font Awesome	
 GSAP	
 HTTP/3	
 jQuery	
 jQuery CDN	
 jsDelivr	
 LiteSpeed	

	Moment.js	
	PHP	8.2.12
	Slick	
	SweetAlert	
	Three.js	
	Unpkg	

Server IP Address

185.34.216.205

i

DNS Servers

eu2.ns.ramnode.com
eu1.ns.ramnode.com

i

Web Server

LiteSpeed

i

Charset

text/html; charset=UTF-8

i