Website Report for advanceddentistry.com

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.
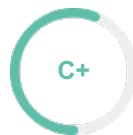
advanceddentistry.com's Audit Results

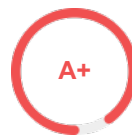**A-**

Your page is good
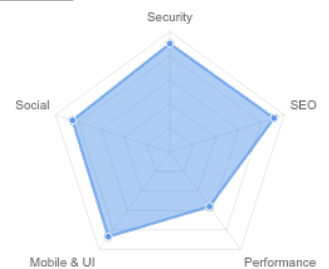
You have 9 Improvements Recommended

A+ SEO

A Usability

C+ Performance

A Social

A+ Security

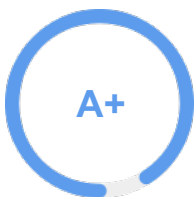Security

SEO

Social

Performance

Mobile & UI

SEO Results

A+

Your SEO is very good!

Congratulations, your page is well optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your strong position through further application of SEO strategies like content generation and link building.

HTML HEADER

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

Dentist Las Vegas | Advanced Dentistry | Dr. Lazar

Length : 50

Meta Description Tag ✓

Your page has a meta description of optimal length (between 70 and 320 characters).

Advanced Dentistry in Las Vegas, NV cares about you and your smile by providing excellent dental care for your whole family. Call (702) 476-2700 or book an appointment online with Dr. Steven Lazar.

Length : 199

BODY CONTENT

Header Tags ✓

Your page is making good use 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	
H1	4	
H2	7	
H3	7	
H4	0	
H5	0	
H6	0	

Tag	Value
H1	
H1	
H1	We care about you and your smile
H1	You're invited to join us
H2	Experience Invisalign at Advanced Dentistry
H2	Teeth Grinding
H2	Dental Implants
H2	Accelerated Invisalign
H2	★★★★★
H2	Patient Reviews
H2	Take a spin around the office
H3	Welcome to Advanced Dentistry
H3	Advanced treatment options
H3	Our Practice
H3	Office Tour
H3	Location
H3	Hours of Operation
H3	Follow us

Keyword Consistency ✔

Your page's main keywords are 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	
dentistry	✓	✓	✓	27	
lazar	✓	✓	✗	16	
advanced	✓	✓	✓	13	
visit	✗	✗	✗	10	
care	✗	✓	✓	8	
office	✗	✗	✓	8	
oral	✗	✗	✗	8	
teeth	✗	✗	✓	7	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
dr lazar	✗	✗	✗	13	
advanced dentistry	✓	✓	✓	9	
las vegas	✓	✓	✗	7	
our practice	✗	✗	✓	7	
cosmetic dentistry	✗	✗	✗	6	
lazar is	✗	✗	✗	5	
first visit	✗	✗	✗	5	
office tour	✗	✗	✓	5	

Image Alt Attributes ✔

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

LINKS

On-Page Link Structure *i*

We found 132 total links. 8% 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.

Anchor	Type	Follow/Nofollow
http://advanceddentistry.com	Internal	Follow
http://advanceddentistry.com/first-visit	Internal	Follow

URL	Type	Follow
http://advanceddentistry.com/forms	Internal	Follow
http://advanceddentistry.com/financial-info	Internal	Follow
http://advanceddentistry.com/meet-dr-lazar	Internal	Follow
http://advanceddentistry.com/before-after	Internal	Follow
http://advanceddentistry.com/office-tour-1	Internal	Follow
http://advanceddentistry.com/reviews	Internal	Follow
http://advanceddentistry.com/ask-the-doctor	Internal	Follow
http://advanceddentistry.com/cleaning-and-prevention	Internal	Follow
http://advanceddentistry.com/family-dentistry	Internal	Follow
http://advanceddentistry.com/cosmetic-dentistry	Internal	Follow
http://advanceddentistry.com/tooth-replacement	Internal	Follow
http://advanceddentistry.com/extractions-preservation	Internal	Follow
http://advanceddentistry.com/oral-appliances	Internal	Follow
http://advanceddentistry.com/orthodontics	Internal	Follow
http://advanceddentistry.com/sedation-dentistry	Internal	Follow
http://advanceddentistry.com/technology	Internal	Follow
http://advanceddentistry.com/blog	Internal	Follow
http://advanceddentistry.com/contact-us	Internal	Follow
https://twitter.com/ADVdentistryLV	External	Follow
https://www.facebook.com/advanceddentistrylasvegas	External	Follow
https://www.youtube.com/advanceddentistry	External	Follow
https://plus.google.com/+Advanceddentistry	External	Follow
http://advanceddentistry.com/implants	Internal	Follow
http://advanceddentistry.com/invisalign	Internal	Follow
http://advanceddentistry.com/teeth-grinding	Internal	Follow
https://www.google.com/maps/dir/Current+Location/Advance	External	Follow
http://legworkprm.com	External	Follow
http://advanceddentistry.com/oral-cancer-screening	Internal	Follow
http://advanceddentistry.com/home-care	Internal	Follow
http://advanceddentistry.com/teeth-cleaning	Internal	Follow
http://advanceddentistry.com/periodontal-therapy	Internal	Follow
http://advanceddentistry.com/childrens-dentistry	Internal	Follow
http://advanceddentistry.com/teens-dentistry	Internal	Follow
http://advanceddentistry.com/adults-dentistry	Internal	Follow
http://advanceddentistry.com/ortho-screenings	Internal	Follow
http://advanceddentistry.com/sealants	Internal	Follow
http://advanceddentistry.com/porcelain-veneers	Internal	Follow

http://advanceddentistry.com/porcelain-veneers	Internal	Follow
http://advanceddentistry.com/porcelain-crowns	Internal	Follow
http://advanceddentistry.com/composite-fillings	Internal	Follow
http://advanceddentistry.com/onlays	Internal	Follow
http://advanceddentistry.com/teeth-whitening	Internal	Follow
http://advanceddentistry.com/gum-contouring	Internal	Follow
http://advanceddentistry.com/porcelain-bridges	Internal	Follow
http://advanceddentistry.com/full-partial-dentures	Internal	Follow
http://advanceddentistry.com/extraction-preservation	Internal	Follow
http://advanceddentistry.com/extractions	Internal	Follow
http://advanceddentistry.com/oral-surgery	Internal	Follow
http://advanceddentistry.com/root-canals	Internal	Follow
http://advanceddentistry.com/bone-grafting	Internal	Follow
http://advanceddentistry.com/oral-sedation	Internal	Follow
http://advanceddentistry.com/nitrous-oxide	Internal	Follow
http://advanceddentistry.com/intra-oral-camera	Internal	Follow
http://advanceddentistry.com/digital-x-ray	Internal	Follow
http://advanceddentistry.com/soft-tissue-laser	Internal	Follow
http://advanceddentistry.com/cancer-screening-light	Internal	Follow

Broken Links ✖

We have found 1 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Anchor	URL
Google Plus	https://plus.google.com/+Advanceddentistry

OTHER

Robots.txt ✔

Your website appears to have a robots.txt file.

http://advanceddentistry.com/robots.txt

XML Sitemaps ✔

Your website appears to have an XML sitemap.

https://advanceddentistry.com/sitemap.xml

Analytics

Your page is using an analytics tool.
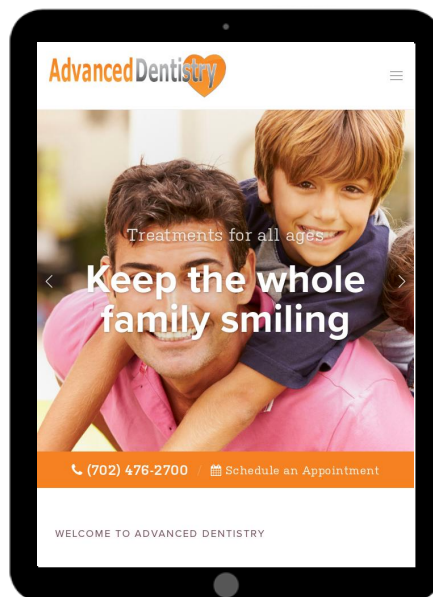
Google Analytics ✓

Usability

Your usability is good

Your page is mostly 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.

Use of Mobile Viewports ✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Flash Used? ✓

No Flash content has been identified on your page.

Favicon ✓

Your page has specified a favicon.

Legible Font Sizes ✓

The text on your page appears to be legible across devices.

Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.

HTML Block

```
<div>Rotate the view</div>
```
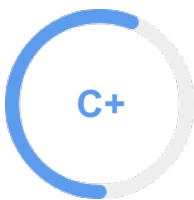
```
<div>Rotate the view</div>
```

```
<div>Rotate the view</div>
```

```
<div>Rotate the view</div>
```

```
<button type="button" class="gm-control-act...m-compass-turn"></button>
```
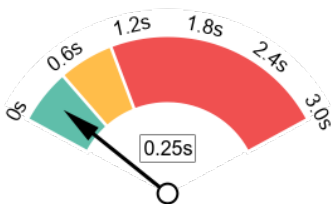
```
<a href="https://twitte...ADVdentistryLV">Twitter</a>
```

Performance Results

Your performance could be better

C+

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.
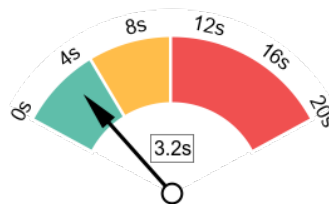
Page Speed Info

Your page's server response time is reasonably low which is good for load speed and user experience.
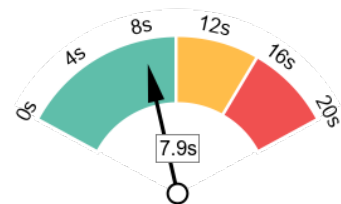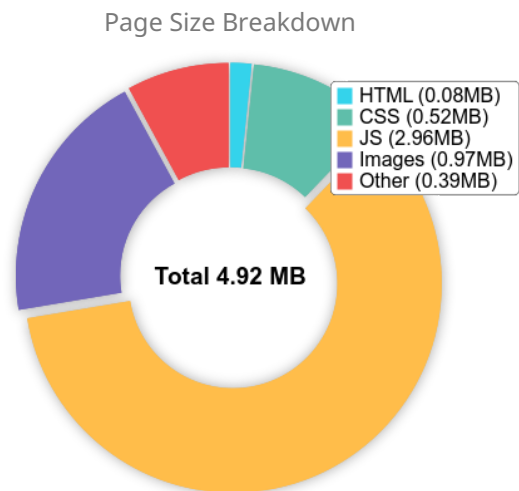
Server Response
0s 0.6s 1.2s 1.8s 2.4s 3.0s
0.25s

All Page Content Loaded
0s 4s 8s 12s 16s 20s
3.2s

All Page Scripts Complete
0s 4s 8s 12s 16s 20s
7.9s

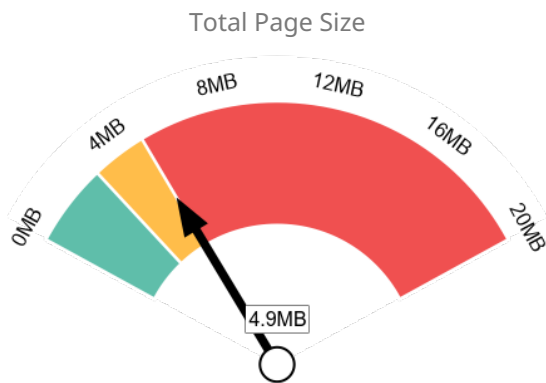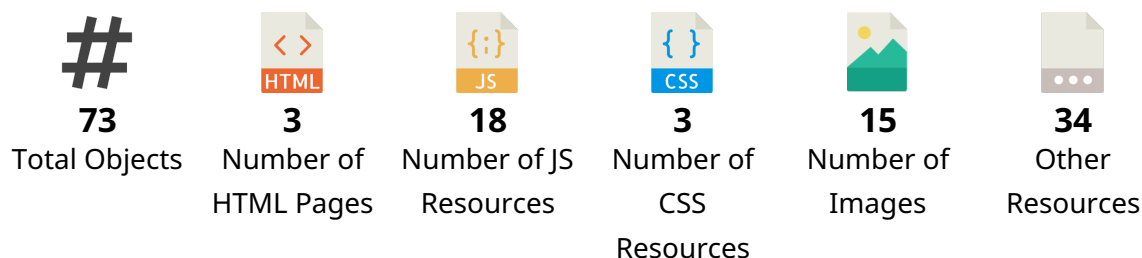#### Page Size Info

Your page's file size is acceptable though could be improved. We recommend minimizing file size as much as possible to optimize load speed.

Total Page Size

8MB   12MB

4MB   16MB

0MB   20MB

4.9MB

Page Size Breakdown

HTML (0.08MB)
CSS (0.52MB)
JS (2.96MB)
Images (0.97MB)
Other (0.39MB)

Total 4.92 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. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

#	HTML	JS	CSS		
73	**3**	**18**	**3**	**15**	**34**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors ✔

Your page is not reporting any JavaScript errors.

GZIP Compression ✘

We could not identify GZIP compression being used on your website.

We recommend enabling this feature as it can reduce page size by 70% and significantly speed up page load for users.

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.

Image	Save Size	Save Percentage
https://static1.squarespace.com/static/58e2d2a11b10e32ed671719e/58e3c17203 596e5486611ab8/58e571d959cc682206657136/1491432009811/62299022_l.jpg?fo rmat=1500w	74.7KiB	28%
https://static1.squarespace.com/static/58e2d2a11b10e32ed671719e/58e3c17203 596e5486611ab8/58e52d979f7456f42d8ec783/1491417046230/33549017_l.jpg?fo rmat=1500w	69.5KiB	23%
https://static1.squarespace.com/static/58e2d2a11b10e32ed671719e/t/58f4f617e 4fcb5d1c4c76846/1551302898164/?format=1500w	13.8KiB	46%
https://static1.squarespace.com/static/58e2d2a11b10e32ed671719e/t/58e4224f 1b631b3fb5b40648/1491345999477/implants.png	5.9KiB	50%
https://static1.squarespace.com/static/58e2d2a11b10e32ed671719e/t/58e42254 3e00beb355ae4724/1491346004322/Invisalign.png	5.4KiB	49%
https://static1.squarespace.com/static/58e2d2a11b10e32ed671719e/t/58f4f12ae 3df28f241c41eff/1492447530290/teeth-grinding.png	1.4KiB	21%

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.

Line	Style
863	display: none !important;
916	max-width:535.0px;
918	padding-bottom:99.62616729736328%;" class="image-block-wrapper has-aspect-ratio" data-description=" Meet Dr. Lazar at Advanced Dentistry in Las Vegas.

Social Results

Your social is good

You have a reasonably good social presence. 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, and work to build a larger following on those networks.

Facebook Connected ✓
Your page has a link to a Facebook Page.

Twitter Connected ✓
Your page has a link to a Twitter profile.

Twitter Activity ✗
You have a low level of followers on Twitter.

89
Followers

Instagram Connected ✗
No associated Instagram profile found linked on your page

LinkedIn Connected ✗
No associated LinkedIn profile found linked on your page.

Social Shares ✓
Your page appears to be being shared on social networks.

| **6014** | **0** | **0** | **0** |
| Facebook | LinkedIn | Pinterest | Stumbleupon |

Security Results
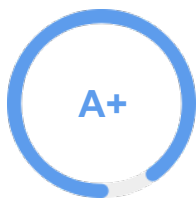
Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

A+

SSL Enabled ✓

Your website has SSL enabled.

HTTPS Redirect ✓

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

Malware Check ✓

Your website has been flagged as safe by popular malware scanners

Google Safe Browsing ✓ McAfee ✓ Norton by Symantec ✓ AVG ✓

Critical Software Up To Date ✓

No outdated software versions were identified on your server.

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.

Line	Email
41	steve@smilelv.com
1052	steve@smilelv.com

Technology Results

Technology List

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

i

	Technology	Version
	Font Awesome	
	Google Analytics	UA
	Modernizr	
	Squarespace	
	Typekit	
	jQuery	3.1.1
	webpack	

Server IP Address *i*
198.49.23.145

DNS Servers *i*
ns14.domaincontrol.com
ns13.domaincontrol.com

Web Server *i*
envoy

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

Recommendations

SEO	**Fix identified broken links**	**Medium Priority**
Performance	**Optimize your images to reduce their file size**	**Low Priority**
Performance	**Make use of GZIP compression**	**Low Priority**
Social	**Grow your Twitter following**	**Low Priority**
Social	**Create and link an associated LinkedIn profile**	**Low Priority**
Security	**Remove clear text Email Addresses**	**Low Priority**
Performance	**Remove inline styles**	**Low Priority**
Mobile & UI	**Improve the size of tap targets**	**Low Priority**
Social	**Create and link associated Instagram profile**	**Low Priority**