# On-Page SEO Summary:

**Failed Items**

| **Priority** | **UX/SEO** | **Factor** | **Result (1-3)** | **Notes** | **Time** |
| --- | --- | --- | --- | --- | --- |
| 41 | UX | Mobile version passes Google PageSpeed Insights test | 1 | 62/100 address size tap targets appropriately and use legible font sizes <http://bit.ly/1sCnxT9> |  |
| 33 | SEO | XML sitemap exists with no errors | 1 | Did not locate an XML sitemap | 1 |
| 58 | SEO | Blog posts feature Google+ authorship markup that validates | 1 | Missing authorship | 1 |
| 9 | UX | Mobile version provides an acceptable user experience | 1 | Address size tap targets appropriately and use legible font sizes <http://bit.ly/1sCnxT9> |  |
| 10 | UX | Website uses responsive design with @media queries or a mobile stylesheet | 1 | Address size tap targets appropriately and use legible font sizes |  |
| 65 | UX | Image scr tags contain alt attributes for accessibility | 1 |  | 1 |
| 68 | SEO | Social buttons linking out to social networks exist and are NOT nofollowed | 1 | Not linking to their properties from website | 1 |
| 19 | SEO | Keyword selling page: keyword prominence in title, meta, h1 and content | 1 | All website pages missing <h1> tags recommend 1 per page | 1 |
| 46 | UX | Keyword selling page: relevant image exists with keyword-themed name | 1 | Images are not labeled | 1 |
| 47 | UX | Keyword selling page: includes trust logos, testimonials, and strong call-to-action | 1 | Missing all recommended elements | 1 |
| 48 | SEO | Keyword topic page: title and meta invoke writing & character limit principles | 1 | Page title too short, missing call to action and value proposition |  |
| 49 | SEO | Keyword topic page: keyword prominence in title, meta, h1 and content | 1 | All website pages missing <h1> tags recommend 1 per page |  |
| 50 | SEO | Keyword topic page: keyword density is strongest with focus search term(s) | 1 | Pages do not contain any content |  |
| 51 | SEO | Keyword topic page: 2+ related keywords are used in H2/subheadings | 1 | All but 4 of the pages do not contain any <h2> tags |  |
| 53 | UX | Keyword topic page: relevant image exists with keyword-themed name | 1 | Images are not labeled | x |
| 54 | UX | Keyword topic page: includes downloads, email opt-in, and cross-links to selling page | 1 | Missing all elements | x |
| 17 | UX | Website uses a CDN to deliver content more efficiently | 1 | Missing CDN | x |
| 7 | UX | Custom 404 page exists and offers an acceptable user experience | 1 | Did not find a custom 404 page | 1 |
| 23 | UX | Call to action is prominent and simple on homepage and selling pages | 1 | Missing compelling call to action | x |
| 25 | SEO | Base content uses search engine-friendly URLs | 1 | Need to label permalinks properly <http://bit.ly/1gBOSiv> | 0 |
| 30 | SEO | Canonical trailing slash ("/" and no-"/" versions resolve to the same URL) | 1 | Remove /MCommerce to display as aredstore.com | 0 |
| 31 | SEO | Privacy policy exists within global navigation | 1 | Link to privacy policy page redirects to <http://bit.ly/1h58xqs> | 1 |
| 34 | SEO | HTML sitemap exists and is optimized for SE's | 1 | Did not locate an html sitemap | 0 |
| 37 | SEO | Trust logos are prominent on homepage | 1 | Missing trust logos | x |
| 40 | SEO | Common homepage variations not linked to or indexed (default.aspx, index.htm, etc) | 1 | Remove /MCommerce to display as aredstore.com | 0 |
| 43 | SEO | Users have a way to subscribe to the brand in G+, FB & Twitter without leaving | 1 | Missing sharing and subscription modules | 1 |
| 11 | SEO | Mobile view optimized with viewport meta tag | 1 | Missing name="viewport" |  |
| 32 | SEO | Website template contains only one H1 tag per page, unique to each page | 1 | All website pages missing <h1> tags recommend 1 per page | 0 |
| 38 | SEO | Breadcrumb navigation exists with schema.org/breadcrumbs markup | 1 | Missing breadcrumbs in nav | 1 |
| 55 | SEO | Site uses Facebook open graph (og) tags (title uses the same as HTML page title) | 1 | Missing og tags | 2 |
| 56 | SEO | Site uses Twitter Card tags | 1 | Missing Twitter card tags |  |