



100% White Label

Your website score

84.2

Add your Logo

Option to remove the ranking

## Review of mailchimp.com

Generated on Tuesday, February 5 2013 10:50 AM GMT

### Introduction

Edit the introduction with your company data

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

### Table of Contents

👤 Visitors

🔗 Social Monitoring

📱 Mobile

🔍 SEO Basics

☰ SEO Content

➡ SEO Links

# SEO Keywords

👤 SEO Authority

↩ SEO Backlinks

🔍 Usability

🔒 Security

⚙ Technologies

### Iconography

Option to add or remove each criteria & to edit the tips for each criteria

✅ Pass

⚠ Moderate

❌ Fail

📺 FYI

/// High impact

/// Medium impact

/// Low impact

🔴 Very hard to solve

🟡 Hard to solve

🟢 Easy to solve

## Visitors

✓ Traffic Estimations Low  High

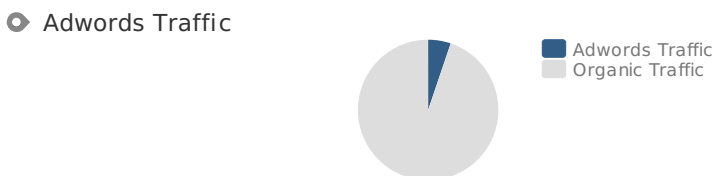
We use multiple tools to estimate web traffic, including [Google™ Trends](#) and [Alexa™](#).  
Nevertheless, your analytics will provide the most accurate traffic data.

🔍 Traffic Rank **436th** most visited website in **the World**  
**367th** most visited website in  United States

A low rank means that your website gets a lot of visitors.  
Your [Alexa Rank](#) is a good estimate of the worldwide traffic to your website, although it is [not 100 percent accurate](#).  
Reviewing the [most visited websites](#) by country can give you valuable insights.  
[Quantcast](#) provides similar services.

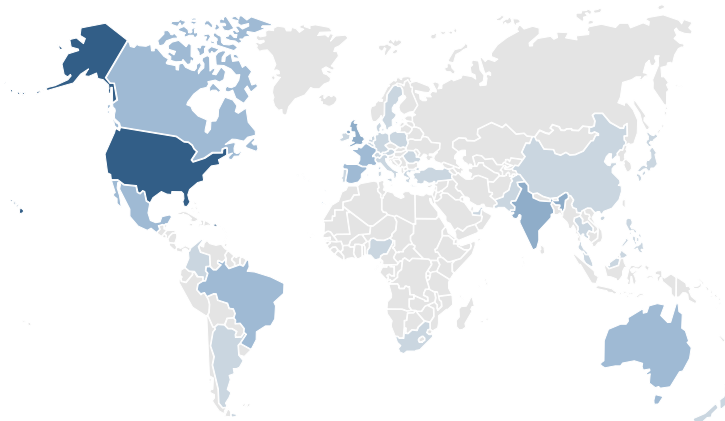
🔍 Distinctive Audience This website tends to be popular amongst:  
females aged between 25 and 34 connecting from work

Relative to the general internet population, the above audience is over-represented at [mailchimp.com](#). This data is provided by [Alexa™](#).



This is an estimation of the traffic that is being bought through [AdWords™](#) vs. unpaid Organic Traffic.  
This data is provided by [SEMRush™](#).

📍 Visitors Localization










2  26

N°	Popular Countries (ccTLD)	Status	Expiration
1	mailchimp.us	Domain Not Available	0 Year(s) 12 Month(s) 1 Day(s)
2	mailchimp.in	Domain Not Available	1 Year(s) 4 Month(s) 21 Day(s)
3	mailchimp.co.uk	Domain Not Available	-
4	mailchimp.com.br	Domain Not Available	0 Year(s) 4 Month(s) 19 Day(s)
5	mailchimp.es	Domain Not Available	-
6	mailchimp.fr	Domain Not Available	-

We recommend that you [book the domain names](#) for the countries [where your website is popular](#). This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

## Social Monitoring

### ✔ Social Impact

 <b>Facebook Likes</b>	131	 <b>Facebook Shares</b>	388
 <b>Facebook Comments</b>	135	 <b>Twitter Backlinks</b>	2796
 <b>Delicious Bookmarks</b>	3472	 <b>StumbleUpon</b>	84980
 <b>Google™ +</b>	5245		

The impact of social media is huge for certain industries.

[Learn](#) how to [further engage](#) your social media audiences and create a consistent fan base. [Check these helpful tools](#) for managing your social media campaign.

Note: This data represents [social media influences](#) from your website's URL, it does not represent data from specific brand pages.

### ✔ Twitter™ Account

The Twitter™ Account **@MailChimp** is booked and it is linked to your website.

<b>Name</b>	<a href="#">MailChimp</a>
<b>Followers</b>	86043
<b>Tweets</b>	16922
<b>Bio</b>	MailChimp is the best way to design, send, and share email newsletters. Email is serious business, which is why we never smile.
<b>Location</b>	Atlanta, GA
<b>Account Age</b>	4 years, 9 months, 23 days ago

Your Twitter usage statistics look great. You can enhance them even more by [building connections with industry experts](#) and exchanging expertise or content. [Learn](#) from today's top Twitter-using brands.

Plus, here are a [few tips](#) to help create a Twitter promotion plan.

Latest Tweets



**teamMPA@twitter.com (Mid Pennine Arts)**

The Platform Gallery in Clitheroe are looking for a part time Gallery and Information Centre Supervisor. <http://t.co/pbde09RO>  
Tue, 05 Feb 2013 10:45:55



**TheCrazyHog@twitter.com (The Crazy Hog )**

We're loving our new menu suggestions for 2013,looking for more marquee partners to work with <http://t.co/rWEQvoaF>  
Tue, 05 Feb 2013 10:40:26



**Liljahpg@twitter.com (Lilja)**

RT @lyw: Merkel föreslår frysta gröna subventioner inför valet. Varför? Elpriset. Både företag och konsumenter upprörda. [http://t.co/FRr ...](http://t.co/FRr...)  
Tue, 05 Feb 2013 10:17:05



**ActiveCitizen\_@twitter.com (ActiveCitizen)**

RT @martintisne: check out newsletter of the #OGP civil society coordinator here <http://t.co/Vq4Zser3> @maassenpaul @opengovpart  
Tue, 05 Feb 2013 10:13:45



**lyw@twitter.com (Lydia Wålsten)**

Merkel föreslår frysta gröna subventioner inför valet. Varför? Elpriset. Både företag och konsumenter upprörda. <http://t.co/FRrnIj3q>  
Tue, 05 Feb 2013 10:12:22



**xzy\_@twitter.com (Denis Parfenov)**

RT @martintisne: check out newsletter of the #OGP civil society coordinator here <http://t.co/Vq4Zser3> @maassenpaul @opengovpart  
Tue, 05 Feb 2013 10:12:20

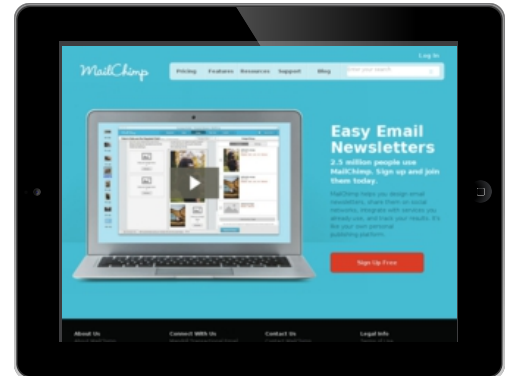
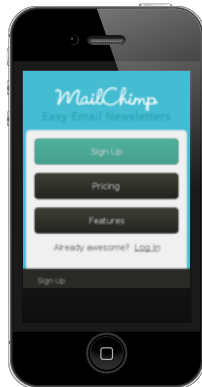
Latest tweets mentioning your website.

# Mobile

## 🕒 Mobile Load Time Slow Fast

Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will **lose 74 percent of your audience!** Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. **Make sure your site loads fast** and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum. Here are [two useful tips](#) from Google™ for optimizing your mobile site speed.

## 📱 Mobile Rendering



The number of people using the Mobile Web is huge; over **75 percent** of consumers have access to smartphones. **Your website** should **look nice** on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## ✅ Mobile Optimization Great, your web page is super optimized for Mobile Visitors

- |                 |                      |
|-----------------|----------------------|
| ✗ Mobile CSS    | ✓ Meta Viewport Tag  |
| ✓ Apple Icon    | ✓ Mobile Redirection |
| ✓ Flash content |                      |

Click each category for tips on how to [optimize the mobile experience](#) even further:

- [Mobile CSS](#)
- [Meta Viewport Tag](#)
- [Apple Icon](#)
- [Mobile Redirection](#)
- [No Flash content](#)

# SEO Basics

## ✓ WWW Resolve

Perfect! Your website with and without www redirects to the same page.

Great, your website directs [www.mailchimp.com](http://www.mailchimp.com) and [mailchimp.com](http://mailchimp.com) to the same URL.

[Redirecting requests](#) from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

## ✓ URL Rewrite

Perfect, your URLs look clean.

Great! You have clean (user-friendly) URLs which do not contain query strings. Clean URLs are not only [SEO-friendly](#) but are also important for usability.

## ✓ IP Canonicalization

Yes

Good, your website's IP address is forwarding to your website's domain name.

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

## ✗ robots.txt

*Missing*

Your website doesn't have a [robots.txt](#) file - this can be problematic.

A [robots.txt](#) file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

[Click here](#) to check your robots.txt file for syntax errors.

## ✓ XML Sitemap

<http://www.mailchimp.com/sitemap.xml>

Great, your website has an [XML sitemap](#).

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

## ✓ Underscores in the URLs

No

Great, you are not using underscores (these\_are\_underscores) in your URLs. While Google™ treats hyphens (these-are-hyphens) as word separators, it does not treat underscores as word separators.

# SEO Content



## Title

Email Marketing and Email List Manager | MailChimp

**Length:** 50 character(s)

Great, your title contains between 10 and 70 characters.

Make sure your title is explicit and contains your [most important keywords](#).

Be sure that each page has a unique title.



## Description

*Missing*

Your [meta description](#) should contain between 70 and 160 characters (spaces included).

[Meta descriptions](#) allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Ensure that your meta description is explicit and contains your [most important keywords](#). Also, each page should have a unique meta description relevant to the content of that page.



## Meta Keywords

email, marketing, HTML newsletters, stats, resources, postcards, campaigns, list, listserv, distribution, subscription, tool, opt-in, unsubscribe, signup, forms, hosted, database, free, account

**Length:** 193 character(s)

[Meta keywords](#) are used to indicate keywords that are relevant to your website's content. Because search engine spammers have abused this tag, however, it provides [little to no benefit](#) to your search rankings.

You can safely avoid the use of this tag for new web pages. For existing web pages, make sure the meta keywords do not appear to be spammy.



## Headings

H1	H2	H3	H4	H5
2	0	0	0	4

- [H1] MailChimp Email Marketing and Email List Manager, MailChimp.com
- [H1] Easy Email Newsletters
- [H5] About Us
- [H5] Connect With Us
- [H5] Contact Us
- [H5] Legal Info

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords. Never duplicate your title tag content in your header tag.

For more effective SEO, use only one <H1> tag per page.



## ✔ Images

No images found on this website.

Good, most or all of your images have alternative text ([the alt attribute](#)).

[Alternative text](#) describes your images so they can appear in [Google™ Images](#) search results.

## ✖ Text/HTML Ratio

6.22 %

This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.

A ratio between [25 and 70 percent](#) is ideal. When it goes beyond that, the page might run the risk of being considered spam.

As long as the [content is relevant](#) and gives essential information, it is a plus to have more of it.

## ✔ Flash

No

Good, no [Flash content](#) has been detected on this page.

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be [properly indexed](#) by search engines. Avoid full Flash websites to maximize SEO.

This advice also applies to [AJAX](#).

## ✔ Frames

No

Great, there are no frames detected on this page.

Frames can cause problems on your web page because [search engines](#) will not crawl or index the content within them.

Avoid frames whenever possible and use a [NoFrames tag](#) if you must use them.

## ✔ Blog

We found a Blog on this website.

Starting a blog is a great way to [boost your SEO](#) and attract qualified visitors.

Use these [great tips](#) to boost the SEO performance of your blog.

## ✓ Inside Pages Analysis

Title	Description	Text/HTML
<a href="#">Geo-locate, geo target and translate email marketing   MailChimp Version 5.0</a>	Segment email campaign delivery by geolocation with MailChimp and deliver emails based on your subscribers' local time.	20.74 %
<a href="#">Email Marketing and Email List Manager   MailChimp</a>	Free email marketing service from MailChimp. Design, send, and track HTML email campaigns with our simple tools. Get a fully functional free account.	8.79 %
<a href="#">MailChimp Integrations Directory</a>	100,000 people access MailChimp's email-marketing platform via integrations with PayPal, Twitter, Google, Salesforce and more.	13.09 %

No [duplicate content](#) has been detected on the pages of your website.

Use [Google™ Webmaster Tools](#) to improve the way search engines index your website.

## SEO Links

### ✓ In-Page Links

We found a total of 27 link(s) including 0 link(s) to files



■ External Links: noFollow  
■ External Links: Passing Juice  
■ Internal Links

Anchor	Type	Juice
<a href="#">Log In</a>	Internal Links	Passing Juice
<a href="#">MailChimp Email Marketing and Email List Manager, MailChimp.com</a>	Internal Links	Passing Juice
<a href="#">Pricing</a>	Internal Links	Passing Juice
<a href="#">Features</a>	Internal Links	Passing Juice
<a href="#">Resources</a>	Internal Links	Passing Juice
<a href="#">Support</a>	Internal Links	Passing Juice

Limit the number of links to 200 per page. Use [Nofollow](#) to optimize the [juice](#) that you want to pass to each link.







# SEO Keywords

## Keywords Cloud

sign email newsletters contact resources **mailchimp** policy press

This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the [keywords](#) with the greatest probability of ranking high in the search engines.

## Keywords Consistency

Keywords	Content	Title	Description	H
 mailchimp	9	✓	✗	✓
 email	5	✓	✗	✓
 press	2	✗	✗	✗
 sign	2	✗	✗	✗
 contact	2	✗	✗	✓
Keywords (2 words)	Content	Title	Description	H
 email newsletters	2	✗	✗	✓

This table highlights the importance of being [consistent with your use of keywords](#). To improve the chance of ranking high in search results with a specific keyword, you should use the most [important keywords consistently](#) in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

## Google™ Ranking

Keywords	Rank	Trend	URL
<a href="#">mailchimp</a>	1		<a href="http://mailchimp.com/">http://mailchimp.com/</a>
<a href="#">mail chimp</a>	1		<a href="http://mailchimp.com/">http://mailchimp.com/</a>
<a href="#">mailchimp.com</a>	1		<a href="http://mailchimp.com/">http://mailchimp.com/</a>
<a href="#">omnivore</a>	3		<a href="http://mailchimp.com/omnivore/">http://mailchimp.com/omnivore/</a>
<a href="#">southern savers</a>	5		<a href="http://mailchimp.com/about/c..">http://mailchimp.com/about/c..</a>
<a href="#">facebook sign up</a>	9		<a href="http://kb.mailchimp.com/arti..">http://kb.mailchimp.com/arti..</a>

Your website ranks highest with these keywords.

This data is provided by [SEMRush™](#).

## Competitors in Google™

N°	URL
1	<a href="http://campaignmonitor.com">http://campaignmonitor.com</a>
2	<a href="http://activecampaign.com">http://activecampaign.com</a>
3	<a href="http://benchmarkemail.com">http://benchmarkemail.com</a>
4	<a href="http://aweber.com">http://aweber.com</a>
5	<a href="http://constantcontact.com">http://constantcontact.com</a>
6	<a href="http://comm100.com">http://comm100.com</a>

This is an estimation of the websites who are ranking above yours in the organic search results in Google™. You can consider that these websites are your online competitors since they are ranking high with the same keywords as yours.

We recommend that you visit these websites and conduct an in-depth analysis of them in order to understand why they are ranking high. This will help you learn about your market and your keywords.

This data is provided by [SEMRush™](#).

# SEO Authority

## ✔ PageRank

Low



High

PageRank: 9

Your website's PageRank is impressive.

[PageRank™](#) (commonly called PR) is a link analysis algorithm used by Google™ to assess the popularity/authority of a website. The PageRank goes from 0 to 10. New websites start at PR0 and authority websites, like Twitter.com, have a PR10.

Websites with a high PageRank™ are crawled more frequently and their outgoing links have more [passing juice](#).

## ✔ Indexed Pages

0 2,500 5,000 7,500 10,000 12,500 15,000 17,500 20,000 22,500 25,000 27,500



Google™

This is the number of pages on your website that are [indexed by Google™](#).

The more pages that search engines index, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's [XML sitemap](#) and submit it to Google™. You must also [build backlinks to your site's internal pages](#) to help Google™ bots crawl and index your web pages.

Check [Google™ Webmaster Tools](#) under Health and Index Status, to keep track of the status of your site's indexed pages.

## ✔ Domain 1st Registered

11 years 8 Month 0 Days ago

Your domain is old enough to encourage search engines to give it a higher rank.

[Domain age matters](#) to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors).

## ✔ Domain Expiration

5 Year(s) 5 Month(s) 4 Day(s)

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

## 🔗 Popular Pages

[MailChimp Email Marketing Blog](#)

[Geo Targeting - MailChimp](#)

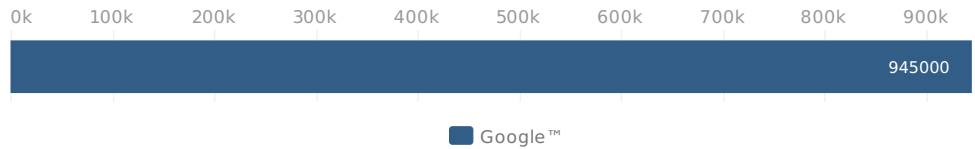
[Testimonials - Email Marketing and Email List Manager | MailChimp](#)

[MailChimp Integrations Directory](#)

This lists your website's popular pages.

## SEO Backlinks

### ✔ Backlinks Counter



Backlinks are [links that point to your website](#) from other websites. They are like letters of recommendation for your site. Since this factor is [crucial to SEO](#), you should have [a strategy](#) to improve the quantity and quality of backlinks.

### ✔ DMOZ

Yes

Your website is listed in [DMOZ](#), a multilingual [open content directory](#) constructed and maintained by a community of volunteer editors. Make sure your company's title and description are up-to-date because search engines take DMOZ listings into account.

# Usability

## 🕒 URL

<http://mailchimp.com>

**Length:** 9 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable" by Google™](#).

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

## ✅ Favicon

Yes

Great, your website has a [favicon](#). Make sure this favicon is [consistent with your brand](#).

Resource: Check out this [amazing idea](#) for improving the user experience with a special favicon.

## ❌ 404 Error Page

Your website does not have a custom 404 Error Page.

Apparently your site does not have a 404 Error Page - this is [bad in terms of usability](#).

Take the opportunity to provide visitors with a [beautiful and helpful](#) 404 Error Page to increase user retention.

## ❌ Conversion Forms

We could not find a Conversion Form on this page.

Add a [conversion form](#) for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. [Converting visitors](#) into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you [optimize your website](#) to boost conversions.

## 🕒 Page Size

13.5 Kb (World Wide Web average is 600 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below the global average.

Tip: Use images with a small size and optimize their download with [gzip](#).



## ✔ Load Time

0.01 second(s) (1465.37 Kb/s)

Your website is fast. Well done.

Site speed is becoming an [important factor](#) for ranking high in Google™ search results and enriching the user experience.

Resources: Check out Google™'s developer tutorials [for tips](#) on how to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a [web monitoring service](#).

## ✔ Language

**Declared:** *en*

**Detected:** *en*

Great, you have declared the language.

Make sure your declared language is the same as the [language detected by Google™](#).

[Tips](#) for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

## ✖ Microformats

We found 0 type(s) of Microformat

This page does not take advantage of Microformats.

A [microformat](#) is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to microformats, Google™ regularly [improves](#) its presentation of search results.

## ✖ Dublin Core

*Missing*

This page does not take advantage of [Dublin Core](#).

[Dublin Core](#) is a set of standard metadata elements used to describe the contents of a website. It can help with some internal search engines and it does not bloat your code.

# Security

## Server IP

50.22.201.236

Server location:  DALLAS

Your server's IP address [has little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

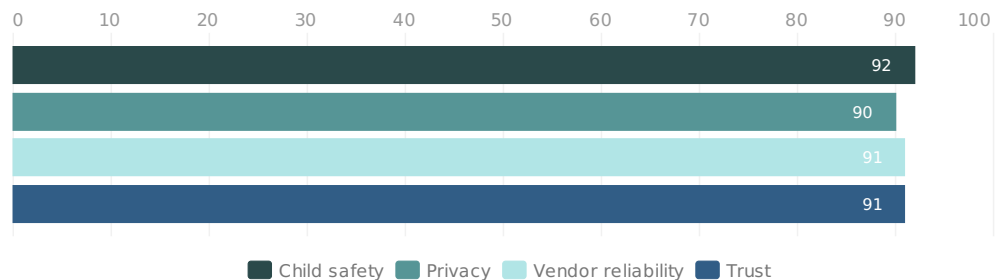
Use [DNSstuff](#) for comprehensive reports on your server.

## Spam Block

Your IP is not Blacklisted in the [Spammer Directory](#).

If you send email campaigns or [transactional emails](#) from your servers, you will quickly be flagged as a spammer. Use professional [email software](#) to keep your IP clean and improve the deliverability of your emails.

## Trust Indicators



This [data](#) is provided by WOT™.

## Safe Browsing

Yes

Great, your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.

## Domain Availability

Domains (TLD)	Status	Expiration
mailchimp.net	Domain Not Available	0 Year(s) 12 Month(s) 2 Day(s)
mailchimp.org	Domain Not Available	3 Year(s) 7 Month(s) 26 Day(s)
mailchimp.info	Domain Not Available	0 Year(s) 12 Month(s) 2 Day(s)
mailchimp.biz	Domain Not Available	0 Year(s) 12 Month(s) 1 Day(s)
mailchimp.eu	Domain Not Available	-

[Register](#) the various extensions of your domain to protect your brand from cybersquatters.

## 🔍 Typo Availability

Domains ( <b>Typo</b> )	Status	Expiration
nailchimp.com	Domain Not Available	-
mzilchimp.com	Domain Not Available	-
maulchimp.com	Domain Not Available	-
maikchimp.com	Domain Not Available	-
mailchim.com	Domain Not Available	-
mailcjimp.com	Domain Not Available	-

[Register](#) the various typos of your domain to protect your brand from cybersquatters.

## 🔍 Whois Privacy

**Owner Name:** ROCKET SCIENCE GROUP  
**Company:** 512 Means Street  
**Owner Address:** Suite 404, Atlanta, GA 30318, US  
**Admin Name:** ROCKET SCIENCE GROUP  
**Company:** 512 Means Street  
**Admin Address:** Suite 404, Atlanta, GA 30318, US  
**Admin Phone:** 678-999-0141  
**Admin Email:** info@rocketsciencigroup.com  
**Tech Name:** ROCKET SCIENCE GROUP  
**Company:** 512 Means Street  
**Tech Address:** Suite 404, Atlanta, GA 30318, US  
**Tech Phone:** 678-999-0141  
**Tech Email:** info@rocketsciencigroup.com

Website ownership records are available to the public. Contact your domain provider to request to make your domain records private. Depending on your industry, you may choose to [keep your records public](#) in order to increase your website's ownership credibility.

## 🔍 Email Privacy

Good, no email address has been found in plain text.

Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

## ✅ Directory Browsing

No

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

✔ Server Signature

No

Good, your server signature is off. This is excellent from a security standpoint.





# Technologies

✖ Google™ Analytics No

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

⦿ Technologies

 Google Analytics	Analytics
 jQuery	JavaScript framework
 Modernizr	JavaScript framework
 Nginx	Web server
 RequireJS	JavaScript framework

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

✖ W3C Validity **Invalid:** 10 Errors, 2 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To fix the detected errors, run the [W3C validation service](#).

[W3C](#) is a consortium that sets web standards.

⦿ Doctype HTML5

Declaring a [doctype](#) helps web browsers to render content correctly.

✔ Encoding UTF-8

Great, language/character encoding is specified.

Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

## ✔ Speed Tips

Congratulations! Your website's speed is fully optimized.

- ✔ Perfect, your server is using a caching method to speed up page display.
- ✔ Perfect, your website doesn't use nested tables.
- ✔ Perfect, your website does not use inline styles.
- ✔ Perfect, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✔ Perfect, your website takes advantage of [gzip](#).

Website speed has a huge effect on SEO. [Speed-up your website](#) so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.