Web Site Audit - July 2013

Prepared for www.myclient.com

By Kalena Jordan of Jordan Consulting Group Ltd

MyClient.com

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Executive Summary

I am pleased to present this Web Site Audit for MyClient.com.

Overall, this site is somewhat visible to local target markets, but not to global target markets across the Internet. For the most part, pages have been optimised to make them search engine friendly, with unique title and meta tags used on some pages. But this content is not easily found in search engines by audiences outside New Zealand, unless it is for brand-related search terms.

The technology used to build the site and the file formats used ensure that content pages can be indexed by the search engines. However, while most of the meta content has been optimised for search engine visibility, the on-page content has not. In particular, the lack of page text on most pages and the lack of target keywords and search terms within the visible text on nearly all pages is sabotaging the site's ability to be found by target markets, both local and international.

One major issue is that much of the site's well optimised product content is duplicated on various URLs. Whole areas of the site have been blocked from search engines via the robots.txt file - in particular, all content within the /Product/ folder - but then this content has been included in the Sitemap.xml file. So on one hand you're asking search engines to index product content, but at the same time, you're preventing them from doing so.

The site has a number of other (solvable) compatibility issues that make it less search engine friendly than it should be in order to attract customers and traffic from target markets.

One issue with the site that needs addressing is the lack of external backlinks pointing to inner site pages. While Google recognises over 1,700 links pointing to your site, over 1,500 of these point to your Home Page. Backlinks to various pages are crucial to build trust in the site as a whole and to influence performance of various site pages in the search engines. With so few web sites linking to any page other than the Home Page, the site is not as visible in search engines as it could be.

Both the search engine visibility and link popularity of the web site can be improved by following the advice found in the Recommendations section.

Traffic to the site and visitor engagement are both lower than they should be and this needs addressing quickly.

The site would benefit from more fresh content in the form of a blog, or a syndicated newsfeed. This would result in more traffic and more regular visits from googlebot and your key target markets. More social engagement and referrals should be encouraged by ensuring site content is better cross-promoted via social media channels. Advice on this can be found in the Recommendations section.

The remainder of issues highlighted in the Audit are mainly technical. These can all be addressed via direct changes to the site code as outlined in the Recommendations section.

I have listed all the major results of the Audit below under *Positive* and *Negative* headings for your ease

of use.

Please refer to each related section of the report for more detail on any of the issues highlighted below.

Kalena Jordan

Positive Results

Robots.txt: Yes

Robots.txt Location: http://www.myclient.com

Pages Indexed by Google: 1,422

Google Webmaster Tools: Yes

Google Analytics: Yes

Bing Webmaster Tools: Yes

WWW Redirect: Yes

A 301 redirect has been correctly put in place to ensure http://myclient.com redirects to http://www.myclient.com and only one version of the site is indexed.

However, a preferred domain has not been selected for Google Webmaster Tools.

XML Sitemap: Yes

Sitemap Location: http://www.myclient.com/sitemap.xml

Mobile Friendly: Yes (6/6 GoMo scale)

Mobile Version: http://m.myclient.com

Indexable URLs: Yes

URL protocols: .htm; .aspx

Comments - Most pages are flat HTML pages, but database driven Active Server Pages are used for the shopping cart area e.g. http://www.myclient.com /default.aspx?Z=C&rnd=13E98669-052F-4A9D-942F-94BDC04574AA&catid=11&pdid=570

Search Friendly Page File Names: Yes

Comments - For the most part, product pages have search-friendly file names containing logical search keywords e.g. http://www.myclient.com/accessories/hats_&_gloves.htm.

There are a few exceptions to this, including the Corporate page: http://www.myclient.com /Corporate/Information/22 and the History page: http://www.myclient.com/History/Information/25.

Unique Title Tags: Yes

Unique Meta Tags: Yes

Broken Internal Links: 3

Broken External Links: 5

Malware Found: No

Average Time on Site: 4 minutes, 9 seconds

No Follow Links: No

Title Tags:

0 pages are missing a Title Tag.

Most page Titles are well optimised for search engines e.g. *"Client Bush Shirts | Wool Ranger Shirts From Client - Mosgiel 100% Wool Bushshirt - Client"* gives a search engine enough specific information and keywords about the page content to be able to match it with relevant search queries.

Most pages contain a unique Title, customised to match the content on the page.

See the *Site Auditor* section of this report for more details.

Meta Description Tags:

Where they exist, Meta Descriptions are optimised for search engines e.g. *"A wide variety of 100% Wool Bushshirts are now available from Client. Find low prices on bushshirts and fast shipping. Mosgiel 100% Wool Bushshirt"*.

This gives a search engine enough specific information about the site content to be able to match it with relevant search queries and gives searchers an incentive to click on the listing in the search results.

Where they exist, Meta Descriptions are customised to match the unique content on the page.

See the *Site Auditor* section of this report for more details.

Meta Keywords Tags:

Where they exist, Meta Keywords Tags are customised to represent the unique keywords found on the page.

Negative Results

Page Speed: The Page Speed report has highlighted a number of issues preventing the site from loading more quickly.

See the *Site Auditor* section of this report for more details.

HTML Validation:

The W3C Markup Validator has highlighted 125 errors and 3 warnings resulting from a review of your site code that is preventing the site from loading and/or displaying correctly across a range of browsers and platforms:

W3C Markup Validation Report for Client

See the *HTML Validation* section of this report for more details.

Visibility:

52 pages appear to be blocked by Robots.txt

All pages containing /default.aspx?Z=C are blocked by robots.text. Also any pages in the /Product/ folder. This appears to be a way to prevent shopping cart sessions being indexed but the blocking of the /Product/ folder has already confused search engine robots.

The problem is, that the sitemap submitted to Google contains pages that are blocked by Robots.txt. For example:

http://www.myclient.com/Product/SW13414Msaf/The-Rocks-Moleskin-Jacket

So Google is trying to index the sitemap but then finding it has been blocked, resulting in a continuous feedback loop and over 5,400 errors displayed for your sitemap in Google Webmaster Tools.

3 page errors were detected.

488 pages have redirects in place.

See the *Site Auditor* section of this report for more details.

Sitemap Submitted: Yes, with issues:

- Sitemap contains urls which are blocked by robots.txt.

- Sitemap shows 5,414 warnings in Google Webmaster Tools (see above).

- Some URLs listed in the Sitemap have a high response time. This may indicate a problem with your server or with the content of the page, or may simply be a feedback loop due to the robots.txt issue.

Bounce Rate: 29.68%

A large number of visitors are leaving the site from the first page they arrived on, without engaging

further with the content.

See the *Google Analytics* section of this report for more details.

Search Friendly Image File Names: No

Comments - Most images on the site are named with numerical characters rather than logical search keywords e.g. http://www.client.com/productimages/medium/1/521_9594_2694.jpg

Wikipedia Page: Yes: http://en.wikipedia.org/wiki/Client

Comments - The Wikipedia entry is a little negative e.g. *"Client has been outsourcing its production to China since 2005. While the packaging and postage reinforces the NZ connection, the washing instructions contain the phrase 'Final construction in China to Client NZ standards'. Thus, the manufacturer no longer qualifies for the NZ government's "Kiwi-made status".*

Duplicate Content: Yes

At least 13 pages have duplicate content issues.

There are duplicate versions of the Home Page that are accessible to visitors and search engines. This is never a good idea:

http://www.myclient.com

http://www.client.com/home-page/Information/1

Also, there seems to be duplicate content for product pages. For example - the following links seem to show the same content but at different URLs:

http://www.myclient.com/Product/SW13414Msaf/The-Rocks-Moleskin-Jacket

http://www.myclient.com/Mens/Jackets_&_Vests/SW13414Msaf/The-Rocks-Moleskin-Jacket.html

While search engines have been prevented from indexing any duplicate content that may exist in the /Product/ folder, this seems to be a temporary measure and unless it is a server-side issue relating to the CMS generated pages, it would be better to have any dupe content removed altogether to prevent further issues.

See the *Site Auditor* section of this report for more details.

Google Reliance: 93.6%

See the *Google Analytics* section of this report for more details.

Page Text:

680 pages have content with a low word count.

Most site pages (including the home page and product category pages) don't have the minimum 250 words of visible text to make the pages search engine friendly.

See the *Site Auditor* section of this report for more details.

Headings:

921 pages have no H1 heading.

See the *Site Auditor* section of this report for more details.

Links:

3 internal links are broken.

5 external links are broken.

62 internal links are missing anchor or ALT text.

9 external links are missing anchor or ALT text.

See the *Site Auditor* section of this report for more details.

Title Tags:

46 pages have a duplicate Title Tag.

41 pages have a page title that is too short or too long.

See the *Site Auditor* section of this report for more details.

Meta Description Tags:

915 pages are missing a Meta Description Tag (including the home page!)

42 pages have a duplicate Meta Description Tag.

937 pages have a meta description that is too short or too long.

See the *Site Auditor* section of this report for more details.

Images:

8608 images are missing Alt Text.

2,681 images are broken.

19,993 images are missing Title Text.

See the *Site Auditor* section of this report for more details.

Visits:

The number of visits to the site over a 30 day period (33,828) may seem above average, but considering the site's age and brand recognition, I feel it could and should be a lot higher. This is an indication that the site may not be visible enough across the Internet and lacks enough links pointing to it.

The site traffic has also tapered off towards the end of June after a steep increase around 10/11 June where traffic actually doubled.

See the *Google Analytics* section of this report for more details.

Search Engine Traffic

Over 93% of search engine traffic to the site is coming from Google. This means you are dangerously reliant on Google as a source of traffic.

See the *Google Analytics* section of this report for more details.

Referral Traffic

Excluding search engines, your site is receiving traffic from very few external sources apart from Facebook.

See the *Google Analytics* section of this report for more details.

Geographic Traffic

Around 78% of visitor traffic comes from New Zealand.

Around 12% of visitor traffic comes from Australia.

The remainder of traffic comes from the rest of the world - i.e. 10%. Assuming you want to increase your reach to target markets outside Australia and New Zealand, there is a bit of work to be done.

See the *Google Analytics Geographic* section of this report for more details.

Search Referrals

Most of the site's top search referrals come from brand-related searches e.g. *[Brand]*, *[Brand] bush shirt*, *[Brand] sale*. This indicates that the site hasn't been optimised for a wide enough range of target search terms.

See the *Google Analytics* section of this report for more details.

Landing Pages

Around 40% of all visitors to the site are arriving via the home page. While this is understandable, the

highish bounce rate for the site (29.68%) indicates that many visitors are not necessarily finding what they're looking for quickly.

See the *Google Analytics* section of this report for more details.

Target Keywords:

On the Home Page in particular, the target keywords of the web site are not immediately obvious to search engines or to visitors. Consider this: the words *clothing*, *shoes* and *jackets* don't appear once on the home page!

2 of the top 3 target search terms as provided by the Requirements Document (*mens clothing & outdoor clothing*) have very high competition from other web sites / advertisers and will be difficult to rank highly for.

See the *Keyword Manager* section of this report for more details.

Related Keywords:

The keywords found in the anchor text of your internal links are not representative of your site content when compared with anchor text found in external links pointing to your site e.g. *account*, *canvas*, *clearance* (internal anchor text) vs. *crusher hat*, *dog coats* (external anchor text). In other words, you are not linking to your internal pages using logical, relevant keywords. This is sabotaging the ability for your pages to be found.

See the *Related Keywords* section of this report for more details.

Competitors:

At least 1 of the top 4 competitor sites as indicated in the Requirements Document (*competitor1.com, competitor2.com & competitor3.co.nz*) is more visible than MyClient.com across the Internet in general.

At least 1 of the top 4 competitor sites as indicated in the Requirements Document (*competitor1.com, competitor2.com & competitor3.co.nz)* is performing as well or better than MyClient.com in social media sites.

With the exception of some Google.co.nz results, MyClient.com is not ranking highly in Google search results pages for target search keywords.

In some Google.co.nz results, at least 1 of the top competitor sites as indicated in the Requirements Document (*competitor1.com, competitor2.com & competitor3.co.nz)* is ranking higher than MyClient.com in Google search results pages for target search keywords.

See the *Competitor Manager, Site Performance* and *Search Engine Positioning* sections of this report for more details.

Please see the *Recommendations* section at the end of this document for specific advice on how to fix the negative issues listed above.

Website Information - General

URL: www.myclient.com

Site Hosting: Snap Internet

Site Design: EStarOnline - http://www.estaronline.com

CMS: Yes

Technology Used: iSAMS ecommerce solution by EStarOnline - http://www.estaronline.com/ecommerce

Name Servers: ns1.discountdomains.com, ns2.discountdomains.com, ns3.discountdomains.com

IP address = 111.111.11.111

Domain Registration: 5 October 2001 via Discount Domains

Number of Unique Site Pages: 1,214 static HTML pages (approx)

WhoIs Lookup:

AllWhoIs Domain Name Registry Limited
Users confirm on submission their agreement to all published Terms

version: 5.00
query_datetime: 2013-07-05T18:45:22+12:00
domain_name: myclient.com
query_status: 200 Active
domain_dateregistered: 2001-10-05T17:30:48+12:00
domain_datebilleduntil: 2014-08-05T17:30:48+12:00
domain_datelastmodified: 2012-11-02T14:56:23+13:00
domain_delegaterequested: yes
domain_signed: no

registrar_name: DiscountDomains.com
registrar_address1: P O Box 25-129
registrar_city: Christchurch
registrar_country: NZ (NEW ZEALAND)
registrar_phone: +64 3 961 9554
registrar_fax: +64 3 961 9553
registrar_email: admin@discountdomains.com

registrant_contact_name: My Client Holdings Ltd
registrant_contact_address1: 10 Streetname Rd
registrant_contact_address2: Town
registrant_contact_city: City
registrant_contact_country: COUNTRY

registrant_contact_phone: +64 3 0800 000
registrant_contact_fax: +64 3 800 000
registrant_contact_email: person@myclient.com

admin_contact_name: My Client Holdings Limited
admin_contact_address1: 10 Streetname Rd
admin_contact_address2: Town
admin_contact_city: City
admin_contact_province: Province
admin_contact_postalcode: 8100
admin_contact_country: COUNTRY
admin_contact_phone: +64 3 0800 000
admin_contact_email: person@myclient.com

technical_contact_name: Longbeach Holdings Limited
technical_contact_address1: 10 Streetname Rd
technical_contact_address2: Town
technical_contact_city: City
technical_contact_province: Province
technical_contact_postalcode: 8100
technical_contact_country: COUNTRY
technical_contact_phone: +64 3 0800 000
technical_contact_email: person@myclient.com

ns_name_01: ns1.discountdomains.com
ns_name_02: ns2.discountdomains.com
ns_name_03: ns3.discountdomains.com

Google Analytics

1/6/2013 - 30/6/2013
Including paid search

The Google Analytics Summary Report is a snapshot of site traffic and activity over the specified time period.

Glossary For Summary Metrics:

Visits   This metric is a count of sessions that have been active on your site for the selected date range.

Page Views   A pageview is an instance of a page being loaded by a browser. The Pageviews metric is the total number of pages viewed; repeated views of a single page are also counted.

Pages Per Visit   The Pages/Visit \(Average Page Depth\) metric displays the average number of pages viewed per visit to your site. Repeated views of a single page are counted in this calculation.

Site Referrals   Site Referrals is a breakdown of traffic, as it was routed to your website from a link on another website.

Search Referrals   Search Referrals is a breakdown of traffic, as it was routed to your website from a search engine.

Bounce Rate   The Bounce Rate is the percentage of bounced visits to your site. A bounce is calculated as a single-page view or single-event trigger in a session or visit.

Average Time on Site   The average duration of visits \(sessions\) for the selected time frame. Session time is calculated by adding up time on page for each page in the session except for the last page in the session.
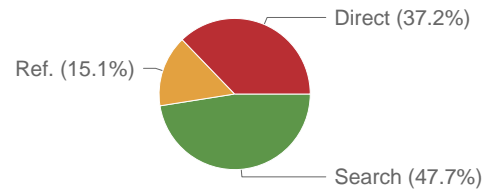
Google Analytics Summary Report

(continued)

33,828 Visits

293,246 Page Views

29.68% Bounce Rate

8.67 Pages/Visit

3:33 Time on Site

Direct (37.2%)
Ref. (15.1%)
Search (47.7%)

5,103 Site Referrals

TOP REFERRERS	%	VISITS
facebook.com	32.5%	1,659
ad.yieldmanager.com	18.0%	917
nz.mg261.mail.yahoo.com	10.4%	530
m.myclient.co.nz	5.0%	256
pggwrightson.co.nz	2.6%	133
m.facebook.com	2.1%	108
google.co.nz	2.0%	
clearance.myclient.co.nz	1.2%	63
search.mywebsearch.com	1.2%	61
nz-mg5.mail.yahoo.com	1.1%	58

16,129 Search Referrals

TOP KEYWORDS	%	VISITS
(not provided)	35.0%	5,645
[brand]	24.6%	3,975
[brands]	6.4%	1,038
[brand] sale	1.3%	208
[brand] bush shirt	1.2%	201
[braand]	0.9%	144
[brand] nz	0.8%	137

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Google Analytics Summary Report

(continued)

TOP KEYWORDS	%	VISITS
[bra nd]	0.8%	135
muck boots nz	0.8%	129
[brand] new zealand	0.6%	103

TOP SEARCH ENGINES	%	VISITS
google	93.6%	15,101
bing	2.8%	459
yahoo	2.2%	355
avg	0.6%	89
ask	0.3%	46
conduit	0.2%	30
babylon	0.1%	18
search-results	0.1%	16
aol	0.0%	3
comcast	0.0%	3

TOP LANDING PAGES	%	VISITS
/	39.6	13,411
/Fielday_Specials_2013.htm	13.9	4,700
/Mens.htm	7.4	2,501
/Clearance.htm	5.7	1,945
/Muckboots.htm	3.0	1,009
/Womens.htm	2.7	905
/Mens/Bushshirts.htm	2.5	837
/Mens/Bushshirts/SSD0103/Original-100-Wool-Bushshirt.html	1.4	469
/Fielday_Specials_2013[0].htm	1.2	412
/stores	1.1	385

Engagement Summary for MyClient.com

1/6/2013 - 30/6/2013

This report gives you an overall summary of how well your site engages your visitors. Engagement is measured by the number of pages visitors viewed and the amount of time they spent on the site.

Glossary For Engagement Metrics:

Page Views: A pageview is an instance of a page being loaded by a browser. The Pageviews metric is the total number of pages viewed; repeated views of a single page are also counted.

Pages Per Visit: The Pages/Visit (Average Page Depth) metric displays the average number of pages viewed per visit to your site. Repeated views of a single page are counted in this calculation.

Average Bounce Rate: The Bounce Rate is the percentage of bounced visits to your site. A bounce is calculated as a single-page view or single-event trigger in a session or visit.

Average Time on Site: The average duration of visits (sessions) for the selected time frame. Session time is calculated by adding up time on page for each page in the session except for the last page in the session.

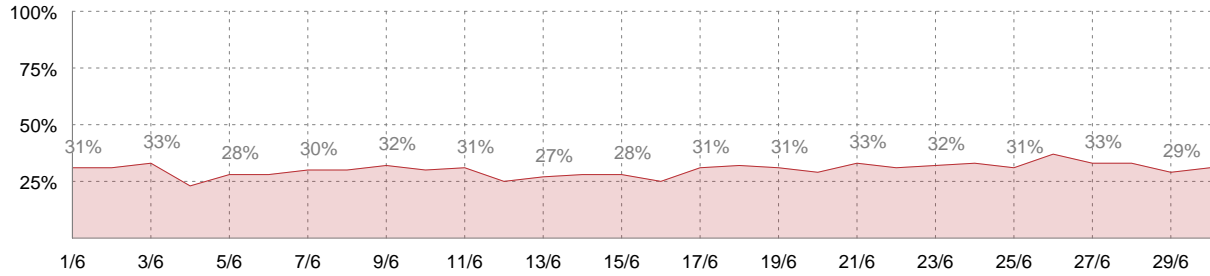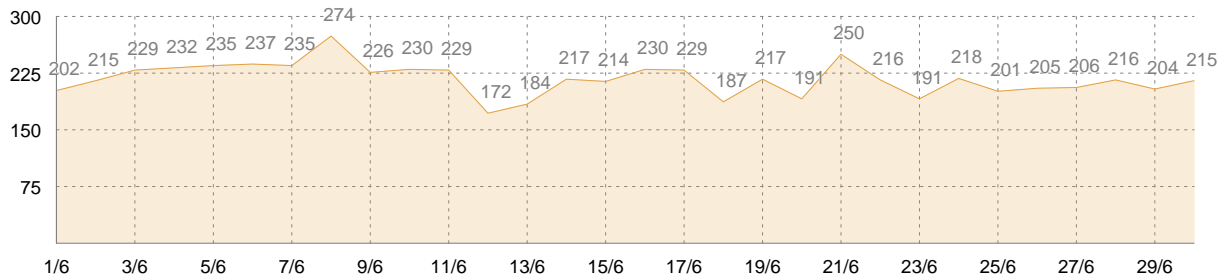## 293,246 Total Page Views

8.67 Average Pages/Visit

Analytics cont.

29.68% Average Bounce Rate

3:33 Average Time on Site

Site Engagement

1/6/2013 - 30/6/2013

The Site Engagement From Organic Traffic Report shows the performance of organic (i.e. non paid) search traffic on the site, including the increase or decrease in visits, page views, time on site and bounce rate.

The Site Engagement report highlights Search Engine Optimisation issues that need improvement. It also gives insight into the keywords that drive the most engaged visitors and result in the most conversions. All metrics in this report are based on organic visits.

Glossary For Site Engagement Metrics:

% Visits   This metric measures the percentage of visits triggered by the keyword.

Visits   This metric is a count of single visitor sessions that have been triggered by the keyword.

Page Views   A pageview is an instance of a page being loaded by a browser. The Pageviews metric is the total number of pages viewed; repeated views of a single page by the same person are also counted.

Unique Views   A unique pageview aggregates pageviews that are generated by the same user during the same session. A unique pageview represents the number of sessions during which that page was viewed one or more times as a result of the keyword.

Pages Per Visit   The Pages/Visit \(Average Page Depth\) metric displays the average number of pages viewed per visit to your site from the selected keyword. Repeated views of a single page are counted in this calculation.

Average Time on Site   The average duration of visits \(sessions\) for the selected time frame. Session time is calculated by adding up time on page for each page in the session except for the last page in the session.

New Visits   This metric measures the number of new visits triggered by the keyword.

Bounce Rate   The Bounce Rate is the percentage of bounced visits to your site after a visit triggered by this keyword. A bounce is calculated as a single-page view or single-event trigger in a session or visit.

Conversion Rate   The conversion rate is the percentage of visits triggered by the keyword that resulted in a conversion *[Data for this column is not available as no conversion goals have been defined in Google Analytics].*

Site Engagement from Organic Traffic Report

(continued)

16,129	**166,893**	**113,339**	**10.35**
Visits	Page Views	Unique Page Views	Pages/Visit

4:09	**8,908**	**23.12%**	**2.90%**
Avg Time on Site	New Visits	Bounce Rate	Conversion Rate

KEYWORD	%	VISITS	PAGE VIEWS	UNIQ VIEWS	PAGES/ VISIT	AVG TIME	NEW VISITS	BOUNCE RATE	CONV RATE
(not provided)	35.00%	5,645	60,428	40,861	10.70	4:23	3,410	21.90%	2.87%
[brand]	24.65%	3,975	48,774	33,119	12.27	4:46	1,926	17.21%	3.42%
[brand]	6.44%	1,038	12,817	9,041	12.35	4:24	493	17.05%	3.37%
[brand] sale	1.29%	208	2,644	1,822	12.71	4:46	118	11.54%	3.85%
[brand] bush shirt	1.25%	201	1,393	935	6.93	3:37	110	25.37%	2.49%
[brand]	0.89%	144	686	505	4.76	1:17	31	76.39%	0.00%
[brand] nz	0.85%	137	1,576	1,096	11.50	4:23	99	9.49%	1.46%
[bra nd]	0.84%	135	1,149	767	8.51	2:44	61	48.15%	0.74%
muck boots nz	0.80%	129	1,372	873	10.64	5:05	81	12.40%	6.20%
[brands] nz	0.64%	103	1,623	1,130	15.76	6:28	57	7.77%	2.91%
gumboots nz	0.56%	91	645	399	7.09	2:39	71	15.38%	1.10%
www.[brand].co.nz	0.52%	84	1,047	693	12.46	4:27	56	15.48%	4.76%
www.myclient.co.nz	0.47%	75	1,016	662	13.55	5:27	33	6.67%	1.33%
http://www.myclient.co.nz/	0.45%	72	903	530	12.54	14:13	1	5.56%	25.00%
[brand] new zealand	0.37%	59	808	503	13.69	5:13	30	1.69%	1.69%
[brand] christchurch	0.35%	56	488	350	8.71	5:32	24	5.36%	1.79%
[brand] uk	0.35%	56	394	293	7.04	4:17	11	55.36%	5.36%
muck boots	0.33%	53	578	352	10.91	4:30	31	5.66%	1.89%
[brannd] new zealand	0.29%	47	810	473	17.23	8:01	23	8.51%	6.38%
[brand] clothing	0.29%	46	690	467	15.00	6:08	28	10.87%	0.00%

Landing Pages

1/6/2013 - 30/6/2013

The Top Landing Pages report shows the URLs on your website that have received the most visits over the specified time period.

33,828 Visits
10,039 Bounces
29.68% Bounce Rate

10 Top Landing Pages

| Top Landing Pages	%	Visits
/	39.6	13,411
/Fielday_Specials_2013.htm	13.9	4,700
/Mens.htm	7.4	2,501
/Clearance.htm	5.7	1,945
/Muckboots.htm	3.0	1,009
/Womens.htm	2.7	905
/Mens/Bushshirts.htm	2.5	837
/Mens/Bushshirts/SSD0103/Original-100-Wool-Bushshirt.html	1.4	469
/Fielday_Specials_2013[0].htm	1.2	412
/stores	1.1	385

Referring Sites Traffic

1/6/2013 - 30/6/2013

The Top Referrers Report shows the external sites / sources that have generated the most visits to your website over the specified time period.
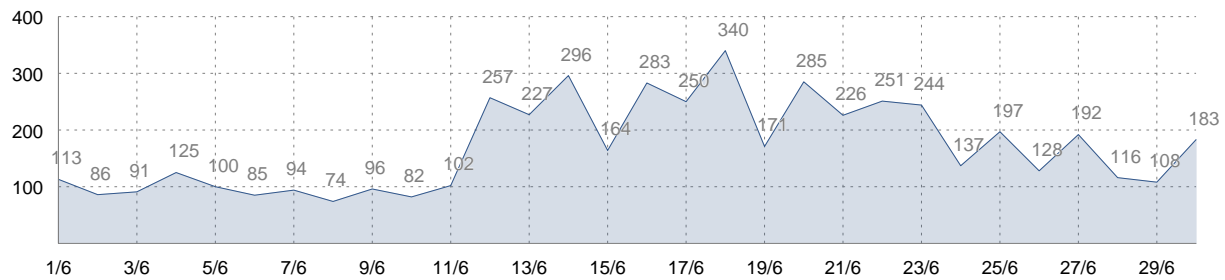
5,103 Visits

29,666 Page Views

5.81 Pages/Visit

44.66% Bounce Rate

2:15 Average Time on Site

10 Top Referrers

Referring Site	%	Visits
facebook.com	32.5%	1,659
ad.yieldmanager.com	18.0%	917
nz.mg261.mail.yahoo.com	10.4%	530
m.myclient.co.nz	5.0%	256
pggwrightson.co.nz	2.6%	133
m.facebook.com	2.1%	108
google.co.nz	2.0%	102
clearance.myclient.co.nz	1.2%	63
search.mywebsearch.com	1.2%	61
nz-mg5.mail.yahoo.com	1.1%	58

Search Engines

1/6/2013 - 30/6/2013

The Top Search Engines Report shows the top search engines that sent traffic to your website over the specified time period.

16,129 Visits

166,893 Page Views

10.35 Pages/Visit

23.12% Bounce Rate

4:09 Average Time on Site

10 Top Search Engines

| Search Engine	%	Visits
google	93.6%	15,101
bing	2.8%	459
yahoo	2.2%	355
avg	0.6%	89
ask	0.3%	46
conduit	0.2%	30
babylon	0.1%	18
search-results	0.1%	16
aol	0.0%	3
comcast	0.0%	3

Google Analytics Top Keywords Report

Search Engine Traffic

1/6/2013 - 30/6/2013

Organic search

The Top Keywords Report shows the top search keywords that sent the most traffic to your website over the specified time period.
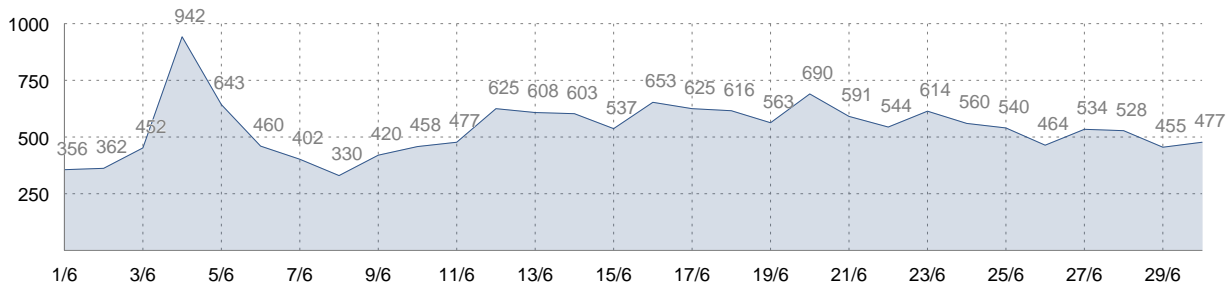
16,129 Visits   **23.12%** Bounce Rate
166,893 Page Views   **4:09** Average Time on Site
10.35 Pages/Visit

10 Top Keywords

Search Keyword	%	Visits
(not provided)	35.0%	5,645
[brand]	24.6%	3,975
[brands]	6.4%	1,038
[brand] sale	1.3%	208
[brand] bush shirt	1.2%	201
[brannd]	0.9%	144
[brand] nz	0.8%	137
[bra nd]	0.8%	135
muck boots nz	0.8%	129
[brand] new zealand	0.6%	103

Keywords for MyClient.com

Keyword	Avg. Rank	Visits	Chart	Local Vol	Global Vol	Adv Comp	Req.	Act.
bush shirt	-		-	590	1,900			
bushshirt	-		-	50	110			
fleece clothing	-		-	50	1,600			
mens clothing	-		-	1,000	165,000			
merino clothing	-		-	1,900	2,900			
muck boots	-		-	390	110,000			
muckboots	-		-	140	9,900			
oilskin jackets	-		-	40	590			
oilskin vests	-		-	70	170			
outdoor clothing	-		-	390	40,500			
[brand]	-		-	30	1,600			
womens clothing	-		-	1,900	368,000			
work shirts	-		-	110	14,800			
workshirt	-		-	10	1,600			

Search Engine Positioning: Mens Clothing

Below is a table showing where your site and your competitors rank for the search term **MENS CLOTHING** on the major search engines.

Rankings on Google.co.nz:

MyClient.com = 29

Competitor1.com = N/A

Competitor2.com = N/A

Competitor3.com = N/A

Competitor4.com = N/A

Geographic Report

1/6/2013 - 30/6/2013

The Google Analytics Geographic Report gives you an overview of what countries your traffic is coming from. The table displays information on a country level, with analytics data for visits, pages/visit, average time on site, percentage of new visits and bounce rate occupying individual columns in the table.

Glossary For Geographic Metrics:

Visits   This metric is a count of sessions that have been active on your site for the selected date range.

Pages Per Visit   The Pages/Visit \(Average Page Depth\) metric displays the average number of pages viewed per visit to your site. Repeated views of a single page are counted in this calculation.

Average Time on Site   The average duration of visits \(sessions\) for the selected time frame. Session time is calculated by adding up time on page for each page in the session except for the last page in the session.

% of New Visits   The percentage of visitors that came from this country that have not visited the site before.

Bounce Rate   The Bounce Rate is the percentage of bounced visits to your site. A bounce is calculated as a single-page view or single-event trigger in a session or visit.

33,828 Visits
10,039 Bounces
29.68% Bounce Rate

83 Countries / Territories

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
New Zealand	26241	8.65	3:26	54.93%	29.66%
Australia	4171	9.89	4:30	51.21%	24.19%
United Kingdom	1270	6.97	2:48	51.81%	38.66%
United States	772	6.52	3:12	61.92%	37.95%
Canada	217	9.09	2:46	61.29%	25.35%
Germany	151	8.14	2:42	71.52%	42.38%

Google Analytics Geographic Report

(continued)

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
France	136	9.44	3:29	52.21%	29.41%
Hong Kong	103	3.84	4:32	10.68%	76.7%
Netherlands	87	7.95	3:00	44.83%	21.84%
Sweden	62	14.26	6:33	53.23%	17.74%
India	45	2.89	1:40	95.56%	44.44%
Switzerland	38	8.79	3:50	65.79%	28.95%
Ireland	35	12.29	7:03	51.43%	14.29%
Japan	32	9.5	5:47	53.13%	34.38%
Italy	31	8.32	2:19	61.29%	38.71%
Norway	27	14.22	4:58	55.56%	25.93%
Belgium	25	4.52	1:07	56%	36%
China	25	3.8	2:51	76%	36%
Denmark	24	7.17	1:52	62.5%	41.67%
Singapore	22	6.18	1:54	54.55%	22.73%
Spain	19	8.37	3:43	47.37%	15.79%
Indonesia	15	10.93	5:07	53.33%	33.33%
Poland	12	11.58	6:49	66.67%	16.67%
Thailand	12	7.17	1:57	83.33%	33.33%
South Africa	11	9.45	2:57	90.91%	36.36%
Austria	10	18.3	4:47	70%	20%
Chile	9	12.67	4:52	100%	11.11%
Greece	9	5.44	3:31	55.56%	0%
Mexico	9	11.89	7:39	100%	44.44%
Pakistan	9	2	1:22	100%	55.56%
Taiwan	9	3.22	0:30	77.78%	44.44%
United Arab Emirates	9	9.67	4:44	77.78%	22.22%
Bangladesh	8	5.25	7:27	87.5%	12.5%
South Korea	7	5.14	0:51	100%	42.86%
Argentina	6	7	2:04	100%	66.67%
Israel	6	16.33	6:07	66.67%	0%
Nepal	6	2.5	12:00	50%	33.33%

Google Analytics Geographic Report

(continued)

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
Russia	6	4	1:02	100%	50%
Fiji	5	4.4	4:07	100%	60%
Finland	5	12.6	6:47	60%	0%
Malaysia	5	1.2	0:05	60%	80%
Philippines	5	1.2	4:36	100%	80%
Vietnam	5	5.6	4:26	80%	40%
Qatar	4	10.25	3:22	75%	0%
Turkey	4	3.75	0:44	50%	25%
Brazil	3	4.33	1:12	100%	66.67%
Bulgaria	3	2	0:10	100%	33.33%
Czech Republic	3	20.33	11:31	66.67%	33.33%
Egypt	3	1	0:00	33.33%	100%
Isle of Man	3	7.67	1:46	100%	0%
Kuwait	3	1.33	1:03	66.67%	66.67%
Ecuador	2	5	1:45	100%	0%
Kenya	2	7	12:12	50%	0%
Papua New Guinea	2	2.5	0:14	50%	50%
Romania	2	2	0:11	100%	50%
Saudi Arabia	2	5	13:58	50%	50%
Slovenia	2	4	0:24	100%	50%
Vanuatu	2	13.5	10:20	100%	0%
Zambia	2	3.5	0:56	50%	50%
Afghanistan	1	2	0:37	100%	0%
Belarus	1	9	1:57	100%	0%
Bermuda	1	4	0:35	100%	0%
Cook Islands	1	1	0:00	100%	100%
Croatia	1	1	0:00	100%	100%
Estonia	1	1	0:00	100%	100%
Ghana	1	1	0:00	100%	100%
Guernsey	1	21	5:09	100%	0%
Hungary	1	8	1:40	100%	0%

Google Analytics Geographic Report

(continued)

Country / Territory	Visits	Pages / Visit	Avg. Time on Site	% New Visits	Bounce Rate
Iceland	1	7	1:36	100%	0%
Jamaica	1	1	0:00	100%	100%
Jersey	1	22	18:16	100%	0%
Kazakhstan	1	3	1:02	100%	0%
Liechtenstein	1	1	0:00	100%	100%
Luxembourg	1	1	0:00	100%	100%
Morocco	1	1	0:00	100%	100%
Peru	1	1	0:00	100%	100%
Portugal	1	19	5:35	100%	0%
Seychelles	1	13	3:22	100%	0%
Slovakia	1	15	3:27	100%	0%
Sudan	1	1	0:00	100%	100%
Trinidad and Tobago	1	1	0:00	100%	100%
Ukraine	1	4	0:18	100%	0%
Venezuela	1	1	0:00	100%	100%

HTML Validation Report

The W3C Markup Validator checks the markup validity of Web documents in HTML, XHTML, SMIL, MathML, etc. The Validator compares your HTML document to the defined syntax of HTML and reports any discrepancies.

The W3C Markup Validation Report (available via the link below) has highlighted 125 errors and 3 warnings resulting from a review of your site code that is preventing the site from loading and/or displaying correctly across a range of browsers and platforms.

Coding issues can impact a search engine's ability to index your site as well as your site's position in the search results.

W3C Markup Validation Report for [MyClient]

What is Markup Validation?

Most pages on the World Wide Web are written in computer languages (such as HTML) that allow Web authors to structure text, add multimedia content, and specify what appearance, or style, the result should have.

As for every language, these have their own grammar, vocabulary and syntax, and every document written with these computer languages are supposed to follow these rules. The (X)HTML languages, for all versions up to XHTML 1.1, are using machine-readable grammars called DTDs, a mechanism inherited from SGML.

However, Just as texts in a natural language can include spelling or grammar errors, documents using Markup languages may (for various reasons) not be following these rules. The process of verifying whether a document actually follows the rules for the language(s) it uses is called validation, and the tool used for that is a validator. A document that passes this process with success is called valid.

With these concepts in mind, we can define "markup validation" as the process of checking a Web document against the grammar (generally a DTD) it claims to be using.

Is validation some kind of quality control? Does "valid" mean "quality approved by W3C"?

Validity is one of the quality criteria for a Web page, but there are many others. In other words, a valid Web page is not necessarily a good web page, but an invalid Web page has little chance of being a good web page.

For that reason, the fact that the W3C Markup Validator says that one page passes validation does not mean that W3C assesses that it is a good page. It only means that a tool (not necessarily without flaws) has found the page to comply with a specific set of rules. No more, no less. This is also why the "valid ..." icons should never be considered as a "W3C seal of quality".

Competitors for MyClient.com

Competitor	Quality	mozRank	Authority	Pages	Links
www.myclient.co.nz	85	5.76	38	5,454	4,924
competitor1.co.nz	75	5.78	31	499	874
competitor2.co.nz	55		37	344	979
competitor3.com	50		28	504	1,410
competitor4.com	75	4.24	37	985	1,477

December 2, 2013

SEO Metrics

MyClient.com	
External Backlinks by Majestic SEO	4,022 backlinks
External Backlinks by Moz	908 backlinks
Citation Flow by Majestic SEO	31 out of 100
Trust Flow by Majestic SEO	21 out of 100
Domain Authority by Moz	38 out of 100
mozRank by Moz	4.30 out of 10
mozTrust by Moz	4.61 out of 10

Site Metrics

MyClient.com	
Load Time by Site Auditor	2.56 seconds
Page Speed by Google	60 overall score
WWW Redirect by Site Auditor	No
Robots.txt by Site Auditor	Yes
Google Analytics by Site Auditor	Yes
Crawlability by Site Auditor	Good

Site Performance

	MyClient.com
Has Malware by Site Auditor	No
Domain Registration by Site Auditor	157 days until expiration

Social Metrics

	MyClient.com
Facebook Integration by Site Auditor	Yes
Twitter Integration by Site Auditor	No
Google+ Integration by Site Auditor	No
LinkedIn Integration by Site Auditor	No
Pinterest Integration by Site Auditor	No
Tweets on Twitter	6 tweets
Likes on Facebook	144 likes
Shares on Facebook	71 shares
Comments on Facebook	43 comments
Like Button on Facebook	258 likes
+1's on Google+	2 pluses
Klout Score by Klout	- overall klout score

Site Auditor Summary

Total Issues: 33,821 (Change: 1%)

1047 Pages Crawled - November 3, 2013

Visibility Issues	META Issues	Content Issues	Link Issues	Image Issues	Semantic Issues
49 3%	**1,960** -0%	**683** 0%	**80** 0%	**31,049** 1%	**0** 0%

Visibility Issues	# of Issues
47 pages were blocked by robots.txt A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. These bots are automated, and before they access your website, they check to see if the robots.txt file blocks them from accessing certain pages.	**47**
2 pages have redirects Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site.	**2**
0 page errors were detected A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server.	**0**
No malware found Kinds of malware include (but are not limited to) viruses, worms, spyware, and Trojan horses. Once a site or computer has been compromised, it can be used to host malicious content such as phishing sites (sites designed to trick users into parting with personal and credit card information).	**0**

Site Auditor Summary

META Issues	# of Issues
30 pages have a duplicate page title Search engines prefer it when your website has a unique page title for each page. Identical page titles could confuse website visitors trying to navigate your site, as well as the algorithm trying to understand the page. Search engines may ignore any pages with the same titles.	**30**
930 pages are missing a meta description The description attribute (a.k.a. meta description) is a short, helpful summary of your page's content. It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results, but in most cases it will.	**930**
19 pages have a meta description that is considered a duplicate Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions.	**19**
36 pages have a page title that is too short or too long Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters.	**36**
945 pages have a meta description that is too short or too long Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a minimum of 50 characters and a maximum 156 characters.	**945**
0 pages are missing a page title Page titles are critical to giving searchers quick insight into the content of a result. It is a primary piece of information they use to decide which result to click on, so it's important to use high-quality, descriptive titles on your pages.	**0**
0 pages are missing Google Analytics Any website can use Google Analytics code to track site usage and visitor behavior. Pages that are missing Google Analytics tracking code don't record that activity.	**0**

Site Auditor Summary

Content Issues	# of Issues
675 pages have content with a low word count Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.	**675**
8 pages have duplicate content issues Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible.	**8**

Site Auditor Summary

Link Issues	# of Issues
3 internal links are broken When internal links are broken, it means that links that point to other pages on your site cannot find the destination page. If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.	**3**
6 external links are broken When external links are broken, it means that links that point to other websites cannot find the destination page (they receive a 404 page error or server error). If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.	**6**
62 internal links are missing anchor or ALT text Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.	**62**
9 external links are missing anchor or ALT text Including text for links helps search engines better understand the context of the page you're linking to. If a text links doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.	**9**
0 internal links use rel="nofollow" The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text. It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your site.	**0**
0 external links use rel="nofollow" The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text.	**0**

Site Auditor Summary

| Image Issues	# of Issues
8,518 images are missing ALT text The ALT attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	**8,518**
2,723 images are broken When images are broken, it means that they are corrupted or no longer exist. If search engine bots find too many broken images, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken images also create a poor user experience.	**2,723**
19,808 images are missing title text The title attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	**19,808**

Site Auditor Summary

Semantic Issues	# of Issues
0 pages use Schema.org microdata Schema.org microdata – a special way of formatting content in HTML – can help search engines better understand page content. For example, you can use structured data to correctly communicate the details of a product review or a recipe. Search engines may also use structured data to enhance the appearance of your search results – known as rich snippets.	**0**
0 pages without headers were detected Headings help communicate and emphasize content themes to search engine algorithms. Not using headings may make it more difficult for those algorithms to comprehend the meaning of the page content.	**0**

YSlow Report for MyClient.com

Overall Score	Total Page Size	Total Requests	Load Time
88	**203.78KB**	**6**	**11.95 Seconds**
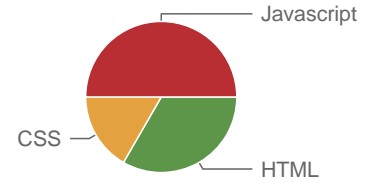
Minimize HTTP Requests

80% of the end-user response time is spent on the front-end. Most of this time is tied up in downloading all the components in the page: images, stylesheets, scripts, Flash, etc. Reducing the number of components in turn reduces the number of HTTP requests required to render the page. This is the key to faster pages.

One way to reduce the number of components in the page is to simplify the page's design. But is there a way to build pages with richer content while also achieving fast response times? Here are some techniques for reducing the number of HTTP requests, while still supporting rich page designs.

Combined files are a way to reduce the number of HTTP requests by combining all scripts into a single script, and similarly combining all CSS into a single stylesheet. Combining files is more challenging when the scripts and stylesheets vary from page to page, but making this part of your release process improves response times.

CSS Sprites are the preferred method for reducing the number of image requests. Combine your background images into a single image and use the CSS `background-image` and `background-position` properties to display the desired image segment.

Image maps combine multiple images into a single image. The overall size is about the same, but reducing the number of HTTP requests speeds up the page. Image maps only work if the images are contiguous in the page, such as a navigation bar. Defining the coordinates of image maps can be tedious and error prone. Using image maps for navigation is not accessible too, so it's not recommended.

Inline images use the `data:URL scheme` to embed the image data in the actual page. This can increase the size of your HTML document. Combining inline images into your (cached) stylesheets is a way to reduce HTTP requests and avoid increasing the size of your pages. Inline images are not yet supported across all major browsers.

Reducing the number of HTTP requests in your page is the place to start. This is the most important guideline for improving performance for first time visitors. As described in Tenni Theurer's blog post Browser Cache Usage - Exposed!, 40-60% of daily visitors to your site come in with an empty cache. Making your page fast for these first time visitors is key to a better user experience.

Use a Content Delivery Network

The user's proximity to your web server has an impact on response times. Deploying your content across multiple, geographically dispersed servers will make your pages load faster from the user's perspective. But where should you start?

As a first step to implementing geographically dispersed content, don't attempt to redesign your web application to work in a distributed architecture. Depending on the application, changing the architecture could include daunting tasks such as synchronizing session state and replicating database transactions across server locations. Attempts to reduce the distance between users and your content could be delayed by, or never pass, this application architecture step.

Remember that 80-90% of the end-user response time is spent downloading all the components in the page: images, stylesheets, scripts, Flash, etc. This is the *Performance Golden Rule*. Rather than starting with the difficult task of redesigning your application architecture, it's better to first disperse your static content. This not only achieves a bigger reduction in response times, but it's

easier thanks to content delivery networks.

A content delivery network (CDN) is a collection of web servers distributed across multiple locations to deliver content more efficiently to users. The server selected for delivering content to a specific user is typically based on a measure of network proximity. For example, the server with the fewest network hops or the server with the quickest response time is chosen.

Some large Internet companies own their own CDN, but it's cost-effective to use a CDN service provider, such as Akamai Technologies, EdgeCast, or level3. For start-up companies and private web sites, the cost of a CDN service can be prohibitive, but as your target audience grows larger and becomes more global, a CDN is necessary to achieve fast response times. At Yahoo!, properties that moved static content off their application web servers to a CDN (both 3rd party as mentioned above as well as Yahoo's own CDN) improved end-user response times by 20% or more. Switching to a CDN is a relatively easy code change that will dramatically improve the speed of your web site.

- www.myclient.co.nz: 4 components, 189.2K

Avoid Empty Image src

Image with empty string **src** attribute occurs more than one will expect. It appears in two form:

1. Straight HTML
   ```
   <img src="">
   ```
2. JavaScript
   ```
   var img = new Image();
   img.src = "";
   ```

Both forms cause the same effect: browser makes another request to your server.

- **Internet Explorer** makes a request to the directory in which the page is located.
- **Safari and Chrome** make a request to the actual page itself.
- **Firefox** 3 and earlier versions behave the same as Safari and Chrome, but version 3.5 addressed this issue[bug 444931] and no longer sends a request.
- **Opera** does not do anything when an empty image src is encountered.

Why is this behavior bad?

1. Cripple your servers by sending a large amount of unexpected traffic, especially for pages that get millions of page views per day.
2. Waste server computing cycles generating a page that will never be viewed.
3. Possibly corrupt user data. If you are tracking state in the request, either by cookies or in another way, you have the possibility of destroying data. Even though the image request does not return an image, all of the headers are read and accepted by the browser, including all cookies. While the rest of the response is thrown away, the damage may already be done.

The root cause of this behavior is the way that URI resolution is performed in browsers. This behavior is defined in RFC 3986 - Uniform Resource Identifiers. When an empty string is encountered as a URI, it is considered a relative URI and is resolved according to the algorithm defined in section 5.2. This specific example, an empty string, is listed in section 5.4. Firefox, Safari, and Chrome are all resolving an empty string correctly per the specification, while Internet Explorer is resolving it incorrectly, apparently in line with an earlier version of the specification, RFC 2396 - Uniform Resource Identifiers (this was obsoleted by RFC 3986). So technically, the browsers are doing what they are supposed to do to resolve relative URIs. The problem is that in this context, the empty string is clearly unintentional.

HTML5 adds to the description of the   tag's src attribute to instruct browsers not to make an additional request in section 4.8.2:

> The src attribute must be present, and must contain a valid URL referencing a non-interactive, optionally animated, image
>
> resource that is neither paged nor scripted. If the base URI of the element is the same as the document's address, then the
>
> src attribute's value must not be the empty string.

Hopefully, browsers will not have this problem in the future. Unfortunately, there is no such clause for <script src=""> and <link href="">. Maybe there is still time to make that adjustment to ensure browsers don't accidentally implement this behavior.

This rule was inspired by Yahoo!'s JavaScript guru Nicolas C. Zakas. For more information check out his article "Empty image src can destroy your site".

Add an Expires or a Cache-Control Header

There are two aspects to this rule:

- For static components: implement "Never expire" policy by setting far future `Expires` header
- For dynamic components: use an appropriate `Cache-Control` header to help the browser with conditional requests

Web page designs are getting richer and richer, which means more scripts, stylesheets, images, and Flash in the page. A first-time visitor to your page may have to make several HTTP requests, but by using the Expires header you make those components cacheable. This avoids unnecessary HTTP requests on subsequent page views. Expires headers are most often used with images, but they should be used on *all* components including scripts, stylesheets, and Flash components.

Browsers (and proxies) use a cache to reduce the number and size of HTTP requests, making web pages load faster. A web server uses the Expires header in the HTTP response to tell the client how long a component can be cached. This is a far future Expires header, telling the browser that this response won't be stale until April 15, 2010.

```
Expires: Thu, 15 Apr 2010 20:00:00 GMT
```

If your server is Apache, use the ExpiresDefault directive to set an expiration date relative to the current date. This example of the ExpiresDefault directive sets the Expires date 10 years out from the time of the request.

```
ExpiresDefault "access plus 10 years"
```

Keep in mind, if you use a far future Expires header you have to change the component's filename whenever the component changes. At Yahoo! we often make this step part of the build process: a version number is embedded in the component's filename, for example, yahoo_2.0.6.js.

Using a far future Expires header affects page views only after a user has already visited your site. It has no effect on the number of HTTP requests when a user visits your site for the first time and the browser's cache is empty. Therefore the impact of this performance improvement depends on how often users hit your pages with a primed cache. (A "primed cache" already contains all of the components in the page.) We measured this at Yahoo! and found the number of page views with a primed cache is 75-85%. By using a far future Expires header, you increase the number of components that are cached by the browser and re-used on subsequent page views without sending a single byte over the user's Internet connection.

- item
    - http://www.myclient.co.nz/Assets/store.css

- http://www.myclient.co.nz/Assets/jquery.js
- http://www.myclient.co.nz/Assets/scripts.js
- http://www.myclient.co.nz/Assets/swfobject.js

Gzip Components

The time it takes to transfer an HTTP request and response across the network can be significantly reduced by decisions made by front-end engineers. It's true that the end-user's bandwidth speed, Internet service provider, proximity to peering exchange points, etc. are beyond the control of the development team. But there are other variables that affect response times. Compression reduces response times by reducing the size of the HTTP response.

Starting with HTTP/1.1, web clients indicate support for compression with the Accept-Encoding header in the HTTP request.

```
Accept-Encoding: gzip, deflate
```

If the web server sees this header in the request, it may compress the response using one of the methods listed by the client. The web server notifies the web client of this via the Content-Encoding header in the response.

```
Content-Encoding: gzip
```

Gzip is the most popular and effective compression method at this time. It was developed by the GNU project and standardized by RFC 1952. The only other compression format you're likely to see is deflate, but it's less effective and less popular.

Gzipping generally reduces the response size by about 70%. Approximately 90% of today's Internet traffic travels through browsers that claim to support gzip. If you use Apache, the module configuring gzip depends on your version: Apache 1.3 uses mod_gzip while Apache 2.x uses mod_deflate.

There are known issues with browsers and proxies that may cause a mismatch in what the browser expects and what it receives with regard to compressed content. Fortunately, these edge cases are dwindling as the use of older browsers drops off. The Apache modules help out by adding appropriate Vary response headers automatically.

Servers choose what to gzip based on file type, but are typically too limited in what they decide to compress. Most web sites gzip their HTML documents. It's also worthwhile to gzip your scripts and stylesheets, but many web sites miss this opportunity. In fact, it's worthwhile to compress any text response including XML and JSON. Image and PDF files should not be gzipped because they are already compressed. Trying to gzip them not only wastes CPU but can potentially increase file sizes.

Gzipping as many file types as possible is an easy way to reduce page weight and accelerate the user experience.

- item
  - http://www.myclient.co.nz/
  - http://www.myclient.co.nz/Assets/store.css
  - http://www.myclient.co.nz/Assets/jquery.js
  - http://www.myclient.co.nz/Assets/scripts.js
  - http://www.myclient.co.nz/homepage.aspx
  - http://www.myclient.co.nz/Assets/swfobject.js

Put Stylesheets at the Top

While researching performance at Yahoo!, we discovered that moving stylesheets to the document HEAD makes pages *appear* to

be loading faster. This is because putting stylesheets in the HEAD allows the page to render progressively.

Front-end engineers that care about performance want a page to load progressively; that is, we want the browser to display whatever content it has as soon as possible. This is especially important for pages with a lot of content and for users on slower Internet connections. The importance of giving users visual feedback, such as progress indicators, has been well researched and documented. In our case the HTML page is the progress indicator! When the browser loads the page progressively the header, the navigation bar, the logo at the top, etc. all serve as visual feedback for the user who is waiting for the page. This improves the overall user experience.

The problem with putting stylesheets near the bottom of the document is that it prohibits progressive rendering in many browsers, including Internet Explorer. These browsers block rendering to avoid having to redraw elements of the page if their styles change. The user is stuck viewing a blank white page.

The HTML specification clearly states that stylesheets are to be included in the HEAD of the page: "Unlike A, [LINK] may only appear in the HEAD section of a document, although it may appear any number of times." Neither of the alternatives, the blank white screen or flash of unstyled content, are worth the risk. The optimal solution is to follow the HTML specification and load your stylesheets in the document HEAD.

Put Scripts at the Bottom

The problem caused by scripts is that they block parallel downloads. The HTTP/1.1 specification suggests that browsers download no more than two components in parallel per hostname. If you serve your images from multiple hostnames, you can get more than two downloads to occur in parallel. While a script is downloading, however, the browser won't start any other downloads, even on different hostnames.

In some situations it's not easy to move scripts to the bottom. If, for example, the script uses `document.write` to insert part of the page's content, it can't be moved lower in the page. There might also be scoping issues. In many cases, there are ways to workaround these situations.

An alternative suggestion that often comes up is to use deferred scripts. The `DEFER` attribute indicates that the script does not contain document.write, and is a clue to browsers that they can continue rendering. Unfortunately, Firefox doesn't support the `DEFER` attribute. In Internet Explorer, the script may be deferred, but not as much as desired. If a script can be deferred, it can also be moved to the bottom of the page. That will make your web pages load faster.

Make JavaScript and CSS External

Many of these performance rules deal with how external components are managed. However, before these considerations arise you should ask a more basic question: Should JavaScript and CSS be contained in external files, or inlined in the page itself?

Using external files in the real world generally produces faster pages because the JavaScript and CSS files are cached by the browser. JavaScript and CSS that are inlined in HTML documents get downloaded every time the HTML document is requested. This reduces the number of HTTP requests that are needed, but increases the size of the HTML document. On the other hand, if the JavaScript and CSS are in external files cached by the browser, the size of the HTML document is reduced without increasing the number of HTTP requests.

The key factor, then, is the frequency with which external JavaScript and CSS components are cached relative to the number of HTML documents requested. This factor, although difficult to quantify, can be gauged using various metrics. If users on your site have multiple page views per session and many of your pages re-use the same scripts and stylesheets, there is a greater potential benefit from cached external files.

Many web sites fall in the middle of these metrics. For these sites, the best solution generally is to deploy the JavaScript and CSS as external files. The only exception where inlining is preferable is with home pages, such as Yahoo!'s front page and My Yahoo!. Home pages that have few (perhaps only one) page view per session may find that inlining JavaScript and CSS results in faster end-user response times.

For front pages that are typically the first of many page views, there are techniques that leverage the reduction of HTTP requests that inlining provides, as well as the caching benefits achieved through using external files. One such technique is to inline JavaScript and CSS in the front page, but dynamically download the external files after the page has finished loading. Subsequent pages would reference the external files that should already be in the browser's cache.

Reduce DNS Lookups

The Domain Name System (DNS) maps hostnames to IP addresses, just as phonebooks map people's names to their phone numbers. When you type www.yahoo.com into your browser, a DNS resolver contacted by the browser returns that server's IP address. DNS has a cost. It typically takes 20-120 milliseconds for DNS to lookup the IP address for a given hostname. The browser can't download anything from this hostname until the DNS lookup is completed.

DNS lookups are cached for better performance. This caching can occur on a special caching server, maintained by the user's ISP or local area network, but there is also caching that occurs on the individual user's computer. The DNS information remains in the operating system's DNS cache (the "DNS Client service" on Microsoft Windows). Most browsers have their own caches, separate from the operating system's cache. As long as the browser keeps a DNS record in its own cache, it doesn't bother the operating system with a request for the record.

Internet Explorer caches DNS lookups for 30 minutes by default, as specified by the `>DnsCacheTimeout` registry setting. Firefox caches DNS lookups for 1 minute, controlled by the `network.dnsCacheExpiration` configuration setting. (Fasterfox changes this to 1 hour.)

When the client's DNS cache is empty (for both the browser and the operating system), the number of DNS lookups is equal to the number of unique hostnames in the web page. This includes the hostnames used in the page's URL, images, script files, stylesheets, Flash objects, etc. Reducing the number of unique hostnames reduces the number of DNS lookups.

Reducing the number of unique hostnames has the potential to reduce the amount of parallel downloading that takes place in the page. Avoiding DNS lookups cuts response times, but reducing parallel downloads may increase response times. My guideline is to split these components across at least two but no more than four hostnames. This results in a good compromise between reducing DNS lookups and allowing a high degree of parallel downloads.

- www.myclient.co.nz: 6 components, 208.6K

Avoid Redirects

Redirects are accomplished using the 301 and 302 status codes. Here's an example of the HTTP headers in a 301 response:

```
HTTP/1.1 301 Moved Permanently
Location: http://example.com/newuri
Content-Type: text/html
```

The browser automatically takes the user to the URL specified in the `Location` field. All the information necessary for a redirect is in the headers. The body of the response is typically empty. Despite their names, neither a 301 nor a 302 response is cached in practice unless additional headers, such as `Expires` or `Cache-Control`, indicate it should be. The meta refresh tag and JavaScript are other ways to direct users to a different URL, but if you must do a redirect, the preferred technique is to use the standard 3xx HTTP status codes, primarily to ensure the back button works correctly.

The main thing to remember is that redirects slow down the user experience. Inserting a redirect between the user and the HTML

document delays everything in the page since nothing in the page can be rendered and no components can start being

downloaded until the HTML document has arrived.

One of the most wasteful redirects happens frequently and web developers are generally not aware of it. It occurs when a trailing slash (/) is missing from a URL that should otherwise have one. For example, going to http://astrology.yahoo.com/astrology results in a 301 response containing a redirect to http://astrology.yahoo.com/astrology/ (notice the added trailing slash). This is fixed in Apache by using `Alias` or `mod_rewrite`, or the `DirectorySlash` directive if you're using Apache handlers.

Connecting an old web site to a new one is another common use for redirects. Others include connecting different parts of a website and directing the user based on certain conditions (type of browser, type of user account, etc.). Using a redirect to connect two web sites is simple and requires little additional coding. Although using redirects in these situations reduces the complexity for developers, it degrades the user experience. Alternatives for this use of redirects include using `Alias` and `mod_rewrite` if the two code paths are hosted on the same server. If a domain name change is the cause of using redirects, an alternative is to create a CNAME (a DNS record that creates an alias pointing from one domain name to another) in combination with `Alias` or `mod_rewrite`.

Remove Duplicate Scripts

It hurts performance to include the same JavaScript file twice in one page. This isn't as unusual as you might think. A review of the ten top U.S. web sites shows that two of them contain a duplicated script. Two main factors increase the odds of a script being duplicated in a single web page: team size and number of scripts. When it does happen, duplicate scripts hurt performance by creating unnecessary HTTP requests and wasted JavaScript execution.

Unnecessary HTTP requests happen in Internet Explorer, but not in Firefox. In Internet Explorer, if an external script is included twice and is not cacheable, it generates two HTTP requests during page loading. Even if the script is cacheable, extra HTTP requests occur when the user reloads the page.

In addition to generating wasteful HTTP requests, time is wasted evaluating the script multiple times. This redundant JavaScript execution happens in both Firefox and Internet Explorer, regardless of whether the script is cacheable.

One way to avoid accidentally including the same script twice is to implement a script management module in your templating system. The typical way to include a script is to use the SCRIPT tag in your HTML page.

```
<script type="text/javascript" src="menu_1.0.17.js"></script>
```

An alternative in PHP would be to create a function called `insertScript`.

```
<?php insertScript("menu.js") ?>
```

In addition to preventing the same script from being inserted multiple times, this function could handle other issues with scripts, such as dependency checking and adding version numbers to script filenames to support far future Expires headers.

Configure ETags

Entity tags (ETags) are a mechanism that web servers and browsers use to determine whether the component in the browser's

cache matches the one on the origin server. (An "entity" is another word a "component": images, scripts, stylesheets, etc.) ETags were added to provide a mechanism for validating entities that is more flexible than the last-modified date. An ETag is a string that uniquely identifies a specific version of a component. The only format constraints are that the string be quoted. The origin server specifies the component's ETag using the `ETag` response header.

```
HTTP/1.1 200 OK
Last-Modified: Tue, 12 Dec 2006 03:03:59 GMT
ETag: "10c24bc-4ab-457e1c1f"
Content-Length: 12195
```

Later, if the browser has to validate a component, it uses the `If-None-Match` header to pass the ETag back to the origin server. If the ETags match, a 304 status code is returned reducing the response by 12195 bytes for this example.

```
GET /i/yahoo.gif HTTP/1.1
Host: us.yimg.com
If-Modified-Since: Tue, 12 Dec 2006 03:03:59 GMT
If-None-Match: "10c24bc-4ab-457e1c1f"
HTTP/1.1 304 Not Modified
```

The problem with ETags is that they typically are constructed using attributes that make them unique to a specific server hosting a site. ETags won't match when a browser gets the original component from one server and later tries to validate that component on a different server, a situation that is all too common on Web sites that use a cluster of servers to handle requests. By default, both Apache and IIS embed data in the ETag that dramatically reduces the odds of the validity test succeeding on web sites with multiple servers.

The ETag format for Apache 1.3 and 2.x is `inode-size-timestamp`. Although a given file may reside in the same directory across multiple servers, and have the same file size, permissions, timestamp, etc., its inode is different from one server to the next.

IIS 5.0 and 6.0 have a similar issue with ETags. The format for ETags on IIS is `Filetimestamp:ChangeNumber`. A `ChangeNumber` is a counter used to track configuration changes to IIS. It's unlikely that the `ChangeNumber` is the same across all IIS servers behind a web site.

The end result is ETags generated by Apache and IIS for the exact same component won't match from one server to another. If the ETags don't match, the user doesn't receive the small, fast 304 response that ETags were designed for; instead, they'll get a normal 200 response along with all the data for the component. If you host your web site on just one server, this isn't a problem. But if you have multiple servers hosting your web site, and you're using Apache or IIS with the default ETag configuration, your users are getting slower pages, your servers have a higher load, you're consuming greater bandwidth, and proxies aren't caching your content efficiently. Even if your components have a far future `Expires` header, a conditional GET request is still made whenever the user hits Reload or Refresh.

If you're not taking advantage of the flexible validation model that ETags provide, it's better to just remove the ETag altogether. The `Last-Modified` header validates based on the component's timestamp. And removing the ETag reduces the size of the HTTP headers in both the response and subsequent requests. This Microsoft Support article describes how to remove ETags. In Apache, this is done by simply adding the following line to your Apache configuration file:

```
FileETag none
```

Make Ajax Cacheable

One of the cited benefits of Ajax is that it provides instantaneous feedback to the user because it requests information asynchronously from the backend web server. However, using Ajax is no guarantee that the user won't be twiddling his thumbs waiting for those asynchronous JavaScript and XML responses to return. In many applications, whether or not the user is kept waiting depends on how Ajax is used. For example, in a web-based email client the user will be kept waiting for the results of an Ajax request to find all the email messages that match their search criteria. It's important to remember that "asynchronous" does not imply "instantaneous".

To improve performance, it's important to optimize these Ajax responses. The most important way to improve the performance of Ajax is to make the responses cacheable, as discussed in Add an Expires or a Cache-Control Header. Some of the other rules also apply to Ajax:

- Gzip Components
- Reduce DNS Lookups
- Minify JavaScript
- Avoid Redirects
- Configure ETags

Let's look at an example. A Web 2.0 email client might use Ajax to download the user's address book for autocompletion. If the user hasn't modified her address book since the last time she used the email web app, the previous address book response could be read from cache if that Ajax response was made cacheable with a future Expires or Cache-Control header. The browser must be informed when to use a previously cached address book response versus requesting a new one. This could be done by adding a timestamp to the address book Ajax URL indicating the last time the user modified her address book, for example, `&t=1190241612`. If the address book hasn't been modified since the last download, the timestamp will be the same and the address book will be read from the browser's cache eliminating an extra HTTP roundtrip. If the user has modified her address book, the timestamp ensures the new URL doesn't match the cached response, and the browser will request the updated address book entries.

Even though your Ajax responses are created dynamically, and might only be applicable to a single user, they can still be cached. Doing so will make your Web 2.0 apps faster.

Use GET for AJAX Requests

The [Yahoo! Mail](#) team found that when using `XMLHttpRequest`, POST is implemented in the browsers as a two-step process: sending the headers first, then sending data. So it's best to use GET, which only takes one TCP packet to send (unless you have a lot of cookies). The maximum URL length in IE is 2K, so if you send more than 2K data you might not be able to use GET.

An interesting side affect is that POST without actually posting any data behaves like GET. Based on the [HTTP specs](#), GET is meant for retrieving information, so it makes sense (semantically) to use GET when you're only requesting data, as opposed to sending data to be stored server-side.

Reduce the Number of DOM Elements

A complex page means more bytes to download and it also means slower DOM access in JavaScript. It makes a difference if you

loop through 500 or 5000 DOM elements on the page when you want to add an event handler for example.

A high number of DOM elements can be a symptom that there's something that should be improved with the markup of the page without necessarily removing content. Are you using nested tables for layout purposes? Are you throwing in more `<div>`s only to fix layout issues? Maybe there's a better and more semantically correct way to do your markup.

A great help with layouts are the YUI CSS utilities: grids.css can help you with the overall layout, fonts.css and reset.css can help you strip away the browser's defaults formatting. This is a chance to start fresh and think about your markup, for example use `<div>`s only when it makes sense semantically, and not because it renders a new line.

The number of DOM elements is easy to test, just type in Firebug's console:
```
document.getElementsByTagName('*').length
```

And how many DOM elements are too many? Check other similar pages that have good markup. For example the Yahoo! Home Page is a pretty busy page and still under 700 elements (HTML tags).

No 404s

HTTP requests are expensive so making an HTTP request and getting a useless response (i.e. 404 Not Found) is totally unnecessary and will slow down the user experience without any benefit.

Some sites have helpful 404s "Did you mean X?", which is great for the user experience but also wastes server resources (like database, etc). Particularly bad is when the link to an external JavaScript is wrong and the result is a 404. First, this download will block parallel downloads. Next the browser may try to parse the 404 response body as if it were JavaScript code, trying to find something usable in it.

Reduce Cookie Size

HTTP cookies are used for a variety of reasons such as authentication and personalization. Information about cookies is exchanged in the HTTP headers between web servers and browsers. It's important to keep the size of cookies as low as possible to minimize the impact on the user's response time.

For more information check "When the Cookie Crumbles" by Tenni Theurer and Patty Chi. The take-home of this research:

- Eliminate unnecessary cookies
- Keep cookie sizes as low as possible to minimize the impact on the user response time
- Be mindful of setting cookies at the appropriate domain level so other sub-domains are not affected
- Set an Expires date appropriately. An earlier Expires date or none removes the cookie sooner, improving the user response time

Use Cookie-free Domains for Components

When the browser makes a request for a static image and sends cookies together with the request, the server doesn't have any use for those cookies. So they only create network traffic for no good reason. You should make sure static components are requested with cookie-free requests. Create a subdomain and host all your static components there.

If your domain is www.example.org, you can host your static components on static.example.org. However, if you've already set cookies on the top-level domain example.org as opposed to www.example.org, then all the requests to static.example.org will include those cookies. In this case, you can buy a whole new domain, host your static components there, and keep this domain cookie-free. Yahoo! uses yimg.com, YouTube uses ytimg.com, Amazon uses images-amazon.com and so on.

Another benefit of hosting static components on a cookie-free domain is that some proxies might refuse to cache the components

that are requested with cookies. On a related note, if you wonder if you should use example.org or www.example.org for your

home page, consider the cookie impact. Omitting www leaves you no choice but to write cookies to *.example.org, so for

performance reasons it's best to use the www subdomain and write the cookies to that subdomain.

Don't Scale Images in HTML

Don't use a bigger image than you need just because you can set the width and height in HTML. If you need `<img width="100" height="100" src="mycat.jpg" alt="My Cat" />` then your image (mycat.jpg) should be 100x100px rather than a scaled down 500x500px image.

Make favicon.ico Small and Cacheable

The favicon.ico is an image that stays in the root of your server. It's a necessary evil because even if you don't care about it the browser will still request it, so it's better not to respond with a `404 Not Found`. Also since it's on the same server, cookies are sent every time it's requested. This image also interferes with the download sequence, for example in IE when you request extra components in the onload, the favicon will be downloaded before these extra components.

So to mitigate the drawbacks of having a favicon.ico make sure:

- It's small, preferably under 1K.
- Set Expires header with what you feel comfortable (since you cannot rename it if you decide to change it). You can probably safely set the Expires header a few months in the future. You can check the last modified date of your current favicon.ico to make an informed decision.

Imagemagick can help you create small favicons

Mobile Friendly Report

The GoMo Report checks how your web site loads on mobile devices such as smart phones and tablets and provides an overall score based on the results. This report is created via the Google owned site: http://www.howtogomo.com

URL: http://www.myclient.com

Mobile Version: Yes

Mobile Site: http://m.myclient.com/

YOUR SITE RESULTS:

scored **6** out of **6** on the mobile-friendliness scale.

Speed: 0.7. Your site met the recommended loading time of less than 5 seconds.

Images: Your site's images are appearing properly.

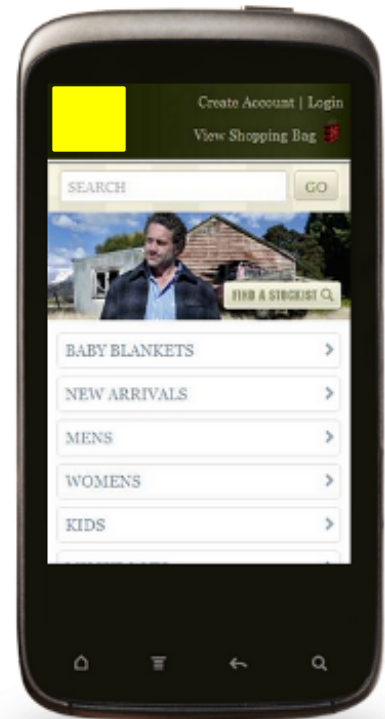**Text**: Your site's text is visible without pinching or zooming.

Navigation: Your links and buttons are thumb friendly.

Animations: Animations are working properly.

Tone: Visuals and tone are consistent with other marketing.

Below are my recommendations based on the Audit results.

Content Recommendations:

CMS

Access to the CMS (ISAMs) was provided prior to this audit. After viewing the ISAMs dashboard, I have determined that many of the below recommended content changes could be made by internal staff.

Depending on the changes needed and timeframe for completion, you may need to outsource some of this work to an external supplier.

Design Template

The site has been built using a standard CMS design template. The site design looks a little bit stale and out of date, especially the mouseover navigation tabs at the top of the page, which don't display accurately in multiple browsers. The site would really benefit from a complete re-design or at least a more modern looking CMS theme.

The site has *Copyright 2009* at the bottom of every page, dating it even further.

The home page has a logo and link to your Facebook page, but no other social media integration.

If you have a Pinterest, Instagram and/or Twitter account, these should be linked to from the home page.

Landing Pages

Nearly all visitors to the site are arriving via the home page. While this is understandable, the bounce rate for the site indicates that visitors may not be finding what they're looking for quickly.

I would recommend a combination of:

1) Revisiting the navigation structure of the site to make it clearer where product information can be found.

2) Adding a blog or more general content relating to outdoor / merino clothing, or even modern farming to provide more entry points for search engine visitors to enter your site. This new content should be cross-promoted via social media channels such as Facebook, Pinterest and Twitter.

Another (highly avoidable) issue is that of broken links. Your second most popular page on the site is the Specials page (4,700 visits in past month). There are a lot of highly trafficked external sites, search engines and even your own Facebook page pointing to this page, but it no longer exists:

http://www.myclient.com/Specials_2013.htm

Now when people click on that link they see INVALID REQUEST. This is a lost opportunity - at the very least the page should redirect to the home page or the catalogue page so you don't lose potential business. Better still would be to acknowledge the visitor's interest in the Specials and let them know the specials are over but perhaps they could check out the Clearance section?

Product Pages

For the most part, product page names are search-friendly, containing logical search keywords e.g. http://www.myclient.com/accessories/hats_&_gloves.htm. However, the amount of searchable text on some of these pages is very small, particularly the product category pages.

I would recommend at least 250 words of searchable text (integrated with logical keywords) be added to each of the product category pages as soon as possible. Please see the SEO section below for more information.

For example, you are currently promoting the Overnight bag from your Facebook page:

http://www.myclient.com/Accessories_/Luggage/SW13913rb/The-Overnighter.html

but there is very little text on the product page explaining the product. It looks as though it folds up to become a back-pack - but does it or is that an extra product? There is absolutely no product description explaining this.

Image File Naming

Image file names are generally a string of numbers. Consider using more search friendly file names e.g. instead of http://www.myclient.com/productimages/medium/1/521_9594_2694.jpg, try http://www.myclient.com/productimages/medium/mens_claymore_jacket.jpg

Alt Img Attributes

The Site Auditor Images Report highlighted that over 8,600 images on the site that don't have Alt Img text associated with them.

This means that your web site is inaccessible to visually impaired visitors. Government web sites in New Zealand are legally required to provide an accessible web site to all New Zealanders or face potential prosecution for discrimination. In Australia the law extends to ALL web sites. For the benefit of visually impaired visitors and search engines, your site design should comply with W3C accessibility guidelines.

This means that every image on your site should have Alt text associated with it. It also means each page should have visible text describing the content. This contributes to the usability of your site and the relevance of your pages when matched with search queries. When crafting Alt Img tags and visible page text, be sure to use logical search keywords and phrases to describe your images and content.

Internal Links

According to the Site Auditor report, several internal links are broken.

As these broken links and the pages they are on are listed in the attached report, this should be easily

addressed.

Related Keywords:

The Related Keywords report shows that keywords found in the anchor text of your internal links are not representative of your site content when compared with anchor text found in external links pointing to your site e.g. *account*, *canvas*, *clearance* (internal anchor text) vs. *crusher hat*, *dog coats* (external anchor text). This is sabotaging the ability for your pages to be found.

The Site Auditor No Link Text report shows that some links on the site don't contain any relevant anchor text to indicate what the link points to. The anchor text that IS used e.g. *size*, *delivery* etc. is too generic and not specific enough to represent what the site actually offers, which is outdoor clothing and accessories.

Logical descriptive keywords e.g. *waterproof jackets*, *muck boots for children* should be integrated within all your site's internal link anchor text and Alt Img attributes to boost your site's overall ranking relevancy for related searches.

External Links

Each page on the site has at least one link pointing to an external site. Apart from encouraging your site visitors to leave, too many external links on a page can dilute the quality and TrustRank of a page in the eyes of a search engine.

Consider removing any unnecessary external links from your pages. For example, is it really necessary for EVERY page to link to EStarOnline? Most external links should use the rel="no follow" attribute to ensure you don't pass PageRank on to them.

Back Links

When compared to some competitor sites, your site doesn't have enough quality backlinks from related sites pointing to your site to give it the domain authority needed to outrank them. Consider investing time in a link building campaign to gain more high quality backlinks to enable your site to more easily compete with your competitors in the search results. Implementing a blog on the site will help with this because it will attract links pointing to the various blog posts.

A recommended link campaign management tool is included in the [Raven Tools](#) suite.

Encourage referring sites linking to you to link to specific pages on your site rather than just your home page and to use logical keywords in the anchor text of their links. You can create a *Link to Us* page on your site if you wish to give specific instructions to referrer sites wishing to link to you.

Dead Links

The Site Auditor Report highlighted a number of broken page and image links in the site.

I have come across quite a few broken links while auditing the site, some of which seem to resolve themselves a few hours later. This suggests that there is some type of server-side technical issue. For example, trying to access the Jackets and Vests category from http://www.myclient.com/Mens.htm

results in an Invalid Request.

Any broken links should be addressed by your site admin as soon as possible.

Duplicate Content

Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible.

Duplicate content issues often occur when the same content is accessible from multiple URLs. For example, http://www.example.com/page.html would be considered by search engines to be an entirely different page from http://example.com/page.html, even though both URLs return the same content.

As mentioned in the Executive Summary, there are quite a few duplicate content issues:

1) 13 pages have duplicate content issues.

2) There are duplicate versions of the Home Page that are accessible to visitors and search engines.

3) There seems to be duplicate content for product pages.

While search engines have been prevented from indexing any duplicate content that may exist in the /Product/ folder, this seems to be a temporary measure and has already caused issues for Googlebot.

I would highly recommend that any dupe content be removed altogether to prevent further issues.

A 301 redirect has been correctly put in place to ensure http://myclient.com redirects to http://www.myclient.com and only one version of the site is indexed. However, a preferred domain has not been selected for Google Webmaster Tools. I would recommend this be done. Learn More

Make sure you regularly check your site for any duplicate content issues and take steps to prevent search engines from indexing any duplicate content.

Site Architecture Recommendations:

Page Speed

The Page Speed report has highlighted some problem areas within the site code that is preventing the site from loading as quickly as it could. Page speed issues can impact a search engine's ability to index your site, as well as your site's position in the search results.

Get your pages to load faster by using an image optimising utility (such as http://www.imageoptimizer.net/Pages/Home.aspx) before uploading photos and images to your site. These reduce image size by reducing the number of colors in the image without sacrificing quality.

These areas should be addressed by your site admin.

HTML

The W3C Markup Validator has highlighted 125 errors and 3 warnings resulting from a review of your site code that is preventing the site from loading and/or displaying correctly across a range of browsers and platforms. Coding issues can impact a search engine's ability to index your site as well as your site's position in the search results.

These problem areas should be addressed by your site admin and the HTML re-validated after changes have been made.

Robots.txt

Around 52 pages are currently blocked from search engines via robots.txt. Consider whether these pages really need to be blocked or whether you would like them indexed by search engines and displayed in search results.

Redirects

2 pages have redirects (302 found / 302 temporarily moved). This is fine as long as you revert them when the redirect is no longer needed. Permanent redirects (301 permanently moved) can probably be removed after 12 months provided old pages aren't showing up in search results anymore.

More information on how to use redirects without confusing search engines can be found here: http://www.mattcutts.com/blog/seo-advice-discussing-302-redirects/

Browser Compatibility

Your home page looks slightly different in various browsers and the top nav menu isn't always visible or functional. Install different browsers on your computer (or ask your site administrators to check) to ensure your web page is viewed correctly in various browsers and is "backwards compatible". Not everybody uses Microsoft Internet Explorer or Firefox. Keep track of your visitor's browser and browser version usage via your site analytics.

Search Engine Optimisation Recommendations:

Sitemap:

Although there is a XML sitemap in the expected location at http://myclient.com/sitemap.xml and this sitemap has been uploaded to Google via Webmaster Tools, it doesn't appear to contain all the pages on the site and it contains pages that are blocked by robots.txt.

I would recommend creating a new XML Sitemap that includes every page on the site you want indexed. I would then recommend you upload this sitemap to Google via Webmaster Tools and to Bing/Yahoo via Bing Webmaster Tools.

International Domain:

With a New Zealand based TLD (myclient.co.nz), it is going to be difficult to outrank competitors on international search engines. This is because ranking priority is given to .com sites over regional TLDs when search engines are retrieving search results to display to a searcher based outside NZ.

It appears that a Shanghai-based company owns the domain MyClient.com. I would highly recommend that you try to regain this domain (if it is not owned by a subsidiary), based on Trademark ownership.

If unsuccessful, I would consider purchasing an alternative .com domain that reflects your brand (e.g. MyClientClothing.com) and have it parked on the server to be shown to any visitors outside NZ. A IP sniffer agent can be used to detect the location of the visitor and show them the correct domain, based on their geographic location.

The object of this is to have your site content exist on a .com site to ensure your pages have a better chance of ranking highly for target search terms when searched by an international audience, while your co.nz pages continue to rank well when searched for by a NZ audience.

There are several ways to achieve visibility for your domains in mutliple countries. More information on Geo-Location optimisation can be [found here](#).

Page Text:

680 pages have content with a low word count.

Most site pages (including the home page and product category pages) don't have the minimum 250 words of visible text to make the pages search engine friendly.

Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words, with logical keywords integrated within the text.

Viewing the [home page as Googlebot](#) reveals that there isn't enough keyword-rich text on the page to make it relevant enough to rank highly for related search queries. Only the navigation menu and online store links are being indexed. There are very few keywords associated with the home page.

Target Keywords:

The target keywords of the web site are not obvious to search engines or to visitors. Consider this: the words *clothing*, *fashion* and *apparel* don't appear once on the home page!

Most of the site's top search referrals come from brand-related searches e.g. *[brand]*, *[brand] shirt*, *[brand] sale*. This indicates that the site hasn't been optimised for a wide enough range of target search terms.

The Keyword Manager Report reveals that the top 3 target search terms as provided by the Requirements Document (*mens clothing, outdoor clothing, boots*) have high competition from other web sites / advertisers and will be difficult to rank highly for. Such generic terms are extremely competitive - meaning that it is unlikely your site will ever rank highly for them on international search engines (i.e. Google.com rather than Google.co.nz) when competing with larger market players.

For this reason, I would recommend the site is optimised for more specific, long-tail search terms that more accurately reflect the products offered e.g. "merino pullovers", "waterproof wool jackets", "shearers singlets". These may bring less total traffic to the site than the more competitive search terms, but the resulting visitors are more likely to be highly qualified and ready to buy because they have been pre-qualified via search targeting.

Given the site is in a highly competitive industry, I would recommend that targeted keyword research be conducted to determine keyword search trends for each of the site's target geographic markets. Once you understand what keywords and phrases your different geographical markets are searching for, you can better optimise your web site content based on specific long-tail search terms and the advice above.

You can research keyword trends using tools such as Keyword Discovery and Google Trends.

Meta Tags:

Make sure you include a unique optimised Title attribute and META description in the HTML code of each site page. Don't simply create the same Title and META tags for each page. As your site already uses unique optimised tags for most pages, this is just general advice.

Title Tags:

46 pages have a duplicate Title Tag.

Search engines prefer it when your website has a unique page title for each page.
Identical page titles could confuse website visitors trying to navigate your site, as
well as the algorithm trying to understand the page. Search engines may ignore
any pages with the same titles.

41 pages have a page title that is too short or too long.

Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters.

Most page Titles are optimised for search engines e.g. *"Men's Clothing | Men's Shirts & Tee Shirts | Men's Pants - [brand]"*. Make sure that this best practice is carried throughout the site to ensure search engines have enough specific information about the page content to be able to match it with relevant search queries.

The Title Tag should be 5 to 12 words in length, should be a readable sentence and should include your most important keywords integrated into a descriptive phrase with no commas or unnecessary punctuation.

The Title Tag is one of the most important elements when it comes to search engine relevancy. The Title Tag is also used for bookmarking purposes, so if possible it should also include your most important keywords at the start of the tag rather than the end.

Write your page titles so that each page has a unique title that includes logical keywords that accurately describe the content of each page.

Meta Description Tags:

42 pages have a duplicate Meta Description Tag.

Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions.

937 pages have a meta description that is too short or too long.

Search results limit the number of characters they display for meta descriptions. It is widely agreed that Google only display around 150 characters of this tag in search results. Therefore, it's considered best practice to keep meta descriptions to a minimum of 50 characters and a maximum 156 characters.

Most Meta Description Tags on your site are optimised for search engines e.g. *"A wide range of quality men's clothing including bushshirts, oilskins, knitwear and Merino products is available now from [Brand]."*

Make sure that this best practice is carried throughout the site to ensure search engines have enough specific information about the page content to be able to match it with relevant search queries.

The Meta Description tag is often displayed under your site title in search engine results pages to describe your site, so it is very important to include a unique one for every page AND to make it enticing enough to click on. Therefore, your Meta Description should be no more than 25-30 words, it should consist of readable sentences and accurately represent the content on the page.

It's also a great place to include structured data about the page. For example, news or blog postings can list the author, date of publication, or byline information. It is not necessary to include your company name/brand, but if you do, consider using it at the end of the tag rather than the start, to save valuable keyword real estate.

Consider re-writing your Meta Descriptions so that each page has a unique Meta Description in the form of a descriptive sentence that accurately and appealingly describes the content of each page in order to entice click-throughs.

Meta Keywords Tags:

Most Meta Keywords tags within the site contain keywords that accurately reflect the content on the page.

The META Keywords tag is not as important as the other tags, but some search engines do index the content, so if you're going to use the tag, it is worth including your target search keywords, synonyms, misspellings and contractions.

More Information:

More information on how to improve Title and Meta Tags can be found here:

http://searchenginewatch.com/article/2067564/How-To-Use-HTML-Meta-Tags

http://googlewebmastercentral.blogspot.co.nz/2007/09/improve-snippets-with-meta-description.html

Headings:

The Site Auditor report has found that 921 pages on your site have no H1 heading.

Search engines attribute special ranking relevance to the H1 tag, a tag used to create text headings. Try to use more H1 and H2 heading tags on every page, incorporating your targeted search phrases to give your relevancy a boost in search engines. Use H1 and H2 headings in place of existing graphic headings or regular text headings to ensure search engines can index them and attribute extra relevancy to your site.

Avoid Search Engine Penalties:

Search Engines employ sophisticated spam filters that can easily locate the use of deceptive tactics employed in a website to artificially inflate a site's relevancy for search queries. When spotted, these tactics can result in the site being penalised or ignored in the search results.

Most search engines employ Quality Guidelines for webmasters to follow when constructing their sites. These include recommendations of what tactics to avoid. As an example, here are Google's Webmaster Guidelines. Check any new site content against these guidelines before implementing to ensure you don't attract any unwanted ranking penalties.

Social Media:

According to the Site Performance Report, MyClientSite.com has good traction on Facebook but not enough social engagement in general. With the exception of Facebook, very little social media marketing has been used to attract more attention to the site when compared with some of your major competitors.

If not done already, I would recommend creating an account for [brand] on Twitter, Pinterest and LinkedIn, and start cross-promoting site content across these social media channels. Also better leverage your Facebook visibility to cross-promote other social media channels.

Make sure you double check your social media posts. There are broken links from your Facebook page to the Specials Page:

http://www.myclientsite.com/Specials_2013.htm

More social engagement and referrals should be encouraged by ensuring site content is better cross-promoted via social media channels. For example, there are a few [brand customers] on Twitter who have quite a following. Might be some potential for cross-promotion there. Maybe even a regular blog or product review feature?

Google Places:

MyClientSite.com does not seem to have a Google Places for Business listing. This is preventing the

site location from showing up in Maps search and local searches e.g. Google.co.nz. It also means that Google Places listings of competitors are showing up higher in search results pages for target search terms.

I would recommend creating a Google Places for Business account as soon as possible. The site description should include target search keywords to ensure high visibility. Make sure you connect your Google Places account with your Google Plus account.

Google Plus:

MyClientSite.com has a Google+ account in the form of the [Brand]Retail Shop, but this seems to be a placeholder page with no actual content or product/service description. The lack of a fleshed-out Google Plus page is preventing the site from ranking higher in social searches via Google.co.nz.

I would recommend creating a Google+ account as soon as possible and linking it with your Google Places (when created) and Facebook accounts.

Wikipedia:

As mentioned in the Executive Summary, MyClientSite does have a Wikipedia entry under: http://en.wikipedia.org/wiki/MyClientSite.

However, the entry is a little negative e.g. *"MyClientSite has been outsourcing its production to China since 2003".*

Having a Wikipedia page can give the site more exposure and visibility in search engines because of the amount of traffic Wikipedia receives and because of their high ranking in search results pages for nearly every search query imaginable.

Given that the current Wikipedia entry appears negatively biased, I would recommend arranging an edit to the page, and the inclusion of more positive company information, as soon as possible by a Wikipedia Editor. This usually has to be done by somebody outside the organisation (an unbiased source).

Traffic Recommendations:

Search Engine Traffic

Over 93% of search engine traffic to the site is coming from Google. This means you are dangerously reliant on Google as a source of traffic.

You should submit your XML sitemap to Bing and Yahoo and make sure your site is listed in other major and minor search engines and niche directories to increase the number of traffic sources your site has.

Referral Traffic

Excluding search engines, your site is receiving traffic from very few external sources apart from Facebook. Your traffic doubled during Promotion Week due to lots of external links and online discussion about your brand. You should encourage more links to your site from a range of sources,

including niche blogs, high quality directories, trusted partners, social media networks and shopping sites.

A link building campaign (as described above) should include these referring sites as potential link partners.

Geographic Traffic

Around 78% of visitor traffic comes from New Zealand.

Around 12% of visitor traffic comes from Australia.

The remainder of traffic comes from the rest of the world. With the aim to increase traffic and sales from international sources, more links are needed from related web sites in those target markets. I recommend this be strongly considered when undertaking the recommended link building campaign (as described above).

General Recommendations:

Graphical Content

Because most search engines can't "read" Flash, images or graphical text, try to limit their use in favor of keyword-rich text, or graphics with ALT IMG attributes, to improve overall code search relevancy.

Spelling and Grammar

Spelling and grammar errors make your site look unprofessional to visitors and may discourage them from becoming customers. Make sure you run your page copy through a spell checking program (such as the one built into Microsoft Word) before publishing.

Site Analytics

Keep track of how visitors found your site and what search terms they used via your Google Analytics account. Verify and study your site diagnostics carefully in Google Webmaster Tools and Bing Webmaster Tools accounts. Utilise this information to update your META tags and site content on a regular basis as well as plan for new site content.

For example, knowing your site traffic doubles during Promotion Week could suggest an expansion of site content or subscriber activity during that week.

If you have any questions regarding the content of this Site Audit, please contact me via the details below.

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