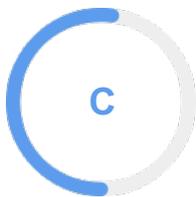


Website Report for www.byui.edu/marcomm

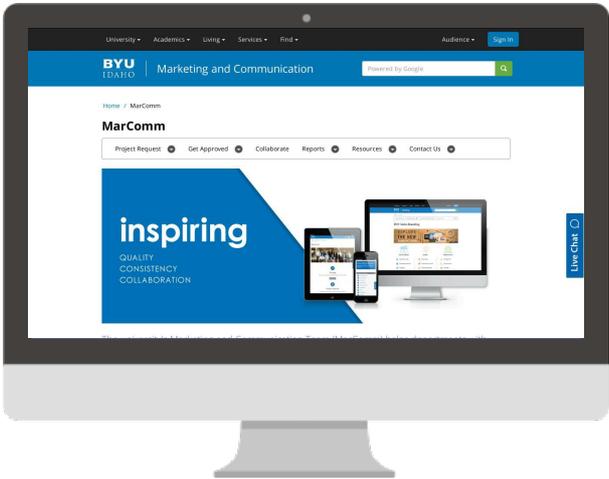
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

www.byui.edu/marcomm's Result



Your page could be better

You have 18 Improvements Recommended



SEO



Usability



Performance



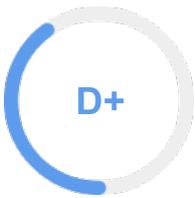
Social



Security



SEO Results



Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfills common recommended improvements outlined here before moving onto more advanced SEO strategies.

HTML HEADER

Title Tag

You have a title tag, but ideally it should be between 10 and 70 characters in length (including



spaces).

MarComm

Length : 7

Meta Description Tag



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

The university's Marketing and Communication Team (MarComm), provides BYU-Idaho departments with guidance to meet their communication needs.

Length : 140

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	1
H2	11
H3	8
H4	1
H5	0
H6	0

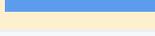
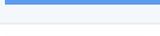
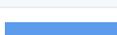
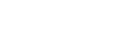
Keyword Consistency



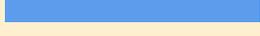
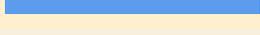
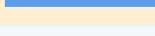
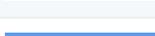
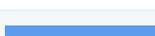
Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
marcomm	✓	✓	✓	13	
services	✗	✗	✗	12	
center	✗	✗	✗	9	
help	✗	✗	✓	8	
communication	✗	✓	✓	8	
faq	✗	✗	✓	7	
toggle	✗	✗	✗	6	
marketing	✗	✓	✗	6	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
marcomm co-op	✗	✗	✓	5	
marcomm team	✗	✗	✓	5	
toggle dropdown	✗	✗	✗	5	
the marcomm	✗	✗	✗	3	
disability services	✗	✗	✗	3	
to byu-idaho	✗	✗	✗	3	
future students current	✗	✗	✗	3	
social media	✗	✗	✗	3	

Amount of Content

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



Word Count: 616

Image Alt Attributes

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



LINKS

Number of Backlinks



You have a reasonably weak level of backlink activity to this page. Search engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



2

External
Backlinks



54

All Backlinks



68

Moz Domain
Authority

On-Page Link Structure



We found 234 total links. 26% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Broken Links



We have found 2 broken link(s) on your page. Broken links are confusing to users and can reduce traffic and ranking ability of pages.

Friendly URLs



Some of your link URLs do not appear friendly to humans or search engines. We would recommend making links as readable as possible by reducing length, file names, code strings and special characters.

OTHER

Robots.txt



We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

XML Sitemaps



Your website appears to have an XML sitemap.

<http://www.byui.edu/sitemap>

Analytics



Your page is using an analytics tool.

 Google Analytics

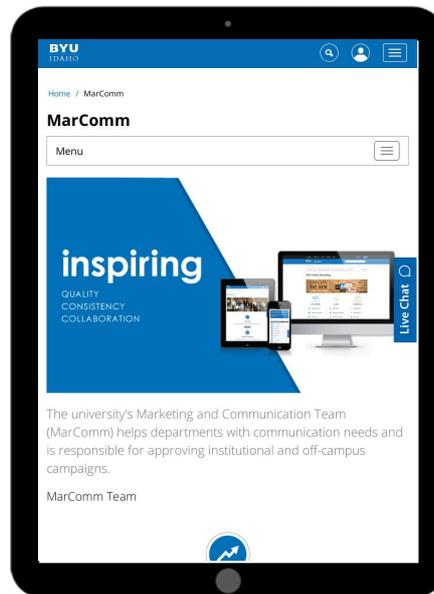


Your usability is very good!

Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Use of Mobile Viewports

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



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Legible Font Sizes

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



Tap Target Sizing

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



Performance Results



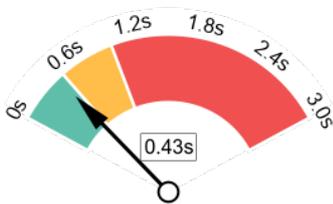
Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

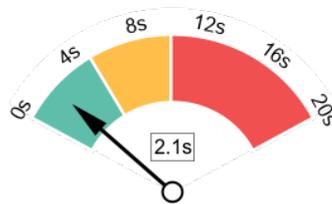
Page Speed Info

Your page's server response time is reasonably low which is good for load speed and user experience. ✓

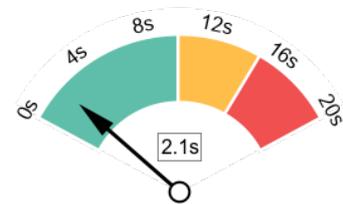
Server Response



All Page Content Loaded



All Page Scripts Complete



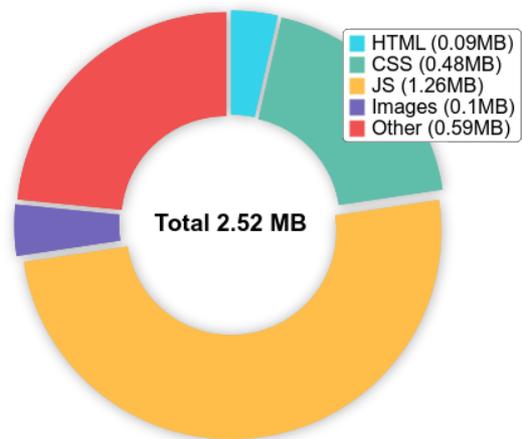
Page Size Info

Your page's file size is reasonably low which is good for Page Load Speed and user experience. ✓

Total Page Size



Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

					
55	4	25	2	16	8
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



Optimize Images

Your page appears to include images which are poorly optimized. Properly formatting and compressing images can have a significant impact on page load performance.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.





Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Activity

Your level of Facebook Page activity is low.



Twitter Connected

No associated Twitter profile found as a link on your page.



Google+ Connected

No associated Google+ profile found linked on your page.



Instagram Connected

No associated Instagram profile found linked on your page.



Youtube Connected

No associated Youtube channel found linked on your page.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



Social Shares

You have a low level of Social Sharing of this page. Social Sharing is an effective way to drive traffic and build brand awareness.



0

Facebook



0

LinkedIn



0

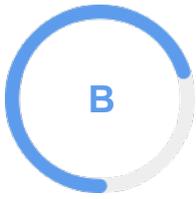
Pinterest



0

Stumbleupon

Security Results



Your security looks good

Overall, your website appears secure though you may want to address the highlighted items. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page does not redirect to a HTTPS (SSL secure) version.



Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Critical Software Up To Date

No outdated software versions were identified on your server.



Email Privacy

Email addresses have been found in plain text. We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.



Technology Results

Technology List



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

	Technology	Version
	AngularJS	
	Facebook	
	Google Analytics	UA

Technology	Version
 Google Tag Manager	
 LivePerson	
 Modernizr	2.0.6
 SiteCatalyst	
 Twitter Bootstrap	
 jQuery	1.10.2
 jQuery UI	1.10.3

Server IP Address

157.201.130.149

i

DNS Servers

i

Web Server

Microsoft-IIS/7.5

i

Charset

text/html; charset=utf-8

i

Recommendations

SEO	Execute a Link Building Strategy	High Priority
SEO	Increase length of title tag	Low Priority
SEO	Use your main keywords across the important HTML tags	Medium Priority
Social	Encourage Page Social Sharing	Medium Priority

SEO	Implement a robots.txt file	Medium Priority
SEO	Fix identified broken links	Medium Priority
Security	Implement a redirect to HTTPS on your website	Low Priority
Social	Increase engagement on your Facebook Page	Low Priority
Social	Create and link your Twitter profile	Low Priority
Social	Create and link an associated Google+ profile	Low Priority
Performance	Optimize your images to reduce their file size	Low Priority
SEO	Update URLs to be more human and Search Engine readable	Low Priority
Mobile & UI	Improve the size of tap targets	Low Priority
Social	Create and link associated Instagram profile	Low Priority
Social	Create and link an associated Youtube channel	Low Priority
Social	Create and link an associated LinkedIn profile	Low Priority
Performance	Remove inline styles	Low Priority
Security	Remove clear text Email Addresses	Low Priority