hyfn LOCAL

SEO Audit | July 2018

beau kisses

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SEARCH ENGINE OPTIMIZATION EXECUTIVE SUMMARY

Our goal for this report is to find initial on-site, off-site, and technical ranking factors that should be improved upon for Beau Kisses to gain more traffic, leads, and market share in organic search.

Identify the Goals of the SEO Audit

Identify the objectives of this SEO audit as they align with company goals.

- The aim is to provide a comprehensive approach to auditing your website from a perspective of auditing your rankings, backlink profile, existing content, etc anything that could be hindering your search performance.

SEO Key Findings

The following are key findings that we discovered during our initial analysis of your site and we will immediately address each element to better SEO:

- The link in the footer for *News* links to a 404 page. We recommend updating this link to your current blog/news page.
- 1 page has a redirect, the http version of the site is redirecting to the https version, which is good.
- A few pages are missing meta tags. Implementing optimized meta tags can help enhance click-through rate
- Optimize image ALT text and title text. These attributes provide search engines with useful information about the subject matter of the image and support overall SEO efforts.
- The website not rank on the first few pages of Google for general search for terms like *boutiques in austin, women's clothing stores austin, accessory stores austin*. Integrating these terms into new and existing content and other on-page elements may help increase performance for these terms.
- We recommend adding structured data markup for LocalBusiness to enhance your local search results.
- The social media links open in the same window instead of a new one, which takes users off your website completely without the opportunity to stay on your site in a separate window, which is not best practices.
- Encourage customers to continue to leave reviews on various local sites including Google and Facebook with an emphasis on Yelp since the ratings are the lowest on that platform.
- Internally, track mentions of your brand across the Internet. This can be done with Google Alerts. This can not only help you uncover opportunities to gain backlinks, but to respond to any reviews or other brand mentions.
- Adding regular blog content encourages Google to crawl and index your site more frequently and will provide an opportunity for targeted keyword integration. It can provide you with content to share on social platforms, which can help increase site traffic and backlinks
- Including a clickable phone number on your website can enhance mobile usability.

Social Media Recommendations

- Sharing Facebook updates that follow the three "E's": entertain, educate and engage, can help improve interaction with your connections
- There is a link to Pinterest in the footer of the website but there are no Pinterest boards. We recommend building out boards that match the navigation of the website (Apparel, Jelwery, Candles & Scents, etc.).
- Create seasonal boards such as *Back to School Must Haves*, *Gifts For Her*, *Gifts for Him*, *Holiday Shopping*, etc. Additionally, we recommend creating and joining collaborative boards to help increase your visibility.
- Integrating shopping capabilities on your account will allow people to purchase items from you through your Pinterest account.

- Integrating Instagram into the homepage and asking people to tag @beaukisses and use a brand hashtag like #mybeaukisses #shopbeaukisses for a chance to be featured can help increase social media engagement.
- Use your Instagram account to encourage people to share their own pictures. Ask your followers to tag @beaukisses and use a branded hashtag for the chance to be featured.
- Regram, or share, images that users tag you in on Instagram. Be sure to tag the person whose picture you are sharing and use a branded hashtag.
- Enable shopping on Instagram to tag products and allow users to make purchases directly through Instagram.
- When sharing images of products from brands on Instagam, be sure to tag them in the caption and the picture to encourage engagement. Use the location tag feature on Instagram when sharing images from your store and around Austin.
- Use relevant hashtags to increase exposure; Instagram currently allows up to 30. Any hashtag beyond 30 is ignored
- With Twitter, be sure to follow the three E's too. Tag other brand/users and use 1-2 relevant hashtags.

Developer Fixes

Below are recommendations that can improve overall website performance but will need to be fixed at the developer level. Specific pages with these issues can be shared upon request. The following can help enhance page speed load time:

- Format and compares images
- Leverage browser caching
- Minify JavaScript, HTML and CSS

Target Markets

- Austin, TX & the surrounding cities

CONVERSIONS

Technical optimization deals with the structural coding of your website and hosting configurations, which factor into the site's user experience, and how search engines read your site.

Crawling

The goal of crawling is to understand how the search engines currently view your website and, to dive more deeply to put this data to good use. This is a process of reviewing the pages that make up a particular website to map the site.

- 154 pages had `430 errors`, which temporarily occur when you get too much traffic on your site from the same IP, much too quickly. These errors were a result of us crawling the website looking for errors. They have since disappeared. It is important to note that errors do not indicate any SEO problems with your website. It also does not affect your customers' shopping experience in any way.
- 1 page has a redirect, the http version of the site is redirecting to the https version, which is good.

152 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. Learn more

1 page has a redirect
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. Learn more

0 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. Learn more

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). Learn more

Find Broken Links

- Below are the broken links issues our site crawler identified.

1 internal link is 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. Learn more

20 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. Learn more

14 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.

2 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.

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 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.

Discover Duplicate Content

Duplicate content is content that appears on the Internet in more than one place. That "one place" is defined as a location with a unique website address (URL) - so, if the same content appears at more than one web address, you've got duplicate content.

 Duplicate content can present three main issues for search engines that can impact search rankings:

1) They don't know which version(s) to include/exclude from their indices.
2) They don't know whether to direct the link metrics (trust, authority, anchor text, link equity, etc.) to one page, or keep it separated between multiple versions.
3) They don't know which version(s) to rank for query results.

- Currently there are no duplicate content issues.

0 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.

0 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. Learn more

Generate an XML sitemap

By creating and submitting an XML sitemap to Google Search Console, you're letting Google know which pages you would like to have indexed.

- We have identified XML sitemap here: https://beaukisses.com/sitemap.xml and will submit it to Google Search Console to continue to monitor search performance.

```
▼<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▶<!--...-->
  ▼<sitemap>
    ▼<loc>
       https://beaukisses.com/sitemap_products_1.xml?from=381916577823&to=1323301830744
    </loc>
  </sitemap>
  ▼<sitemap>
    <loc>https://beaukisses.com/sitemap_pages_1.xml</loc>
  </sitemap>
  ▼<sitemap>
    <loc>https://beaukisses.com/sitemap_collections_1.xml</loc>
  </sitemap>
  ▼<sitemap>
    <loc>https://beaukisses.com/sitemap_blogs_1.xml</loc>
  </sitemap>
</sitemapindex>
```


Analyze the Title Tags and Meta Descriptions

Google's generation of page titles and meta descriptions (or "snippets") is completely automated and takes into account both the content of a page as well as references to it that appear on the web. The goal of the snippet and title is to best represent and describe each result and explain how it relates to the user's query.

Google uses several different sources for this information, including descriptive information in the title and meta tags for each page. We may also use publicly available information, or create rich snippets based on markup on the page.

- Some gaps have been identified in Google's knowledge of your website, that might confuse the search bots. We recommend fixing these errors and warnings, to improve the trust from search engines and help your ability to rank to rise.

3 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. Learn more

4 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 maximum of 300 characters. Learn more

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. Learn more

0 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. Learn more

0 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. Learn more

0 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. Learn more

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. Learn more

Alt Text for Images

Google Images is a way to visually discover information on the web. Users can quickly explore information with more context around images with new features, such as image captions, prominent badges, and AMP results.

By adding more context around images, results can become much more useful, which can lead to higher quality traffic to your site. You can aid in the discovery process by making sure that your images and your site are optimized for Google Images. Follow our guidelines to increase the likelihood that your content will appear in Google Images search results.

- We recommend updating the Alt Text and Title Text (Captions) to provide a description of the contents of an image file for those images that have been identified as missing these attributes. One of the most cited uses of *alt* attributes is to provide *text* for visitors who cannot see images in their browsers. It also helps search engines understand what an image is about.

5 images are missing ALT text on 4 pages

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. Learn more

26 images are broken on 4 pages

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.

101 images are missing title text on 4 pages

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. Learn more

Determine Site Speed and Page Caching

Google has indicated site speed (and as a result, page speed) is one of the signals used by its algorithm to rank pages. And research has shown that Google might be specifically measuring time to first byte as when it considers page speed. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.

Page speed is also important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversions.

Cache is a snapshot of a web page that Google creates and stores after they have indexed a page. When pages are indexed, they are categorized and filed within Google's indexers, but they do not actively search though millions of web pages every time that page is called up. Instead, the snapshot of that page is searched, since it is easier to access. When indexers determine the page being requested, it then shows the actual page the cache was taken from.

Below are the issues we came across that will need to be fixed by a developer. A full list of the pages with issues will be shared with you.

- Properly formatting and compressing images can save many bytes of data.
- Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.
- Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.
- Compacting CSS code can save many bytes of data and speed up download and parse times.

106	13	12	37	44	0
Total Objects	HTML Pages	CSS Files	Scripts	Images	Flash Files
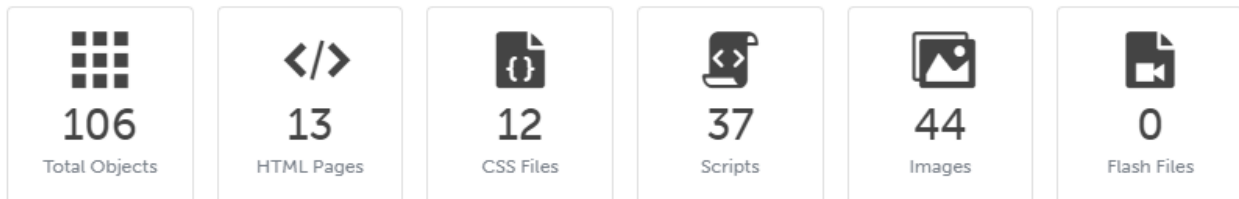
Is There Cross Device Compatibility?

Google prioritizes mobile-friendly websites over those that are not in mobile search results. The Google algorithm change that occurred in 2015 tweaked the way Google displays mobile search results. Websites that are optimized for mobile rank better than those that don't.

- Your website is mobile-friendly

Tested on: Jul 27, 2018 at 3:56 PM

Page is mobile-friendly
This page is easy to use on a mobile device
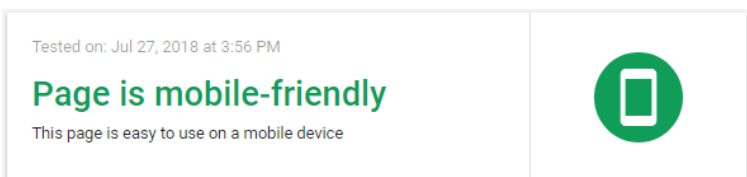
Structured Data Markup

Becoming an industry standard, structured data markup highlights important information pertinent to that page for Google bots to crawl with the potential of enhancing SERPs appearance. While we cannot directly control appearance, structured data markup is the preferred method for achieving SERPs enhancements.

- There is structure data markup for Website on the homepage to help Google crawl and identify important information about your site.
- There is markup for ImageObject to identify images on your website and help Google crawl and identify important information about your site.
- There is structure data markup for Organization on all pages to help Google crawl and identify important information about your organization.
- We recommend adding structured data markup for LocalBusiness to enhance your local search results

CONTENT

Keyword Strategy

Keyword strategies are essential to an SEO campaign. It's important to select keywords that will drive relevant traffic to your website.

- We recommend focusing in on variation of *boutiques in austin, women's clothing stores austin, accessory stores austin*

Content Inventory

- Your website's content shouldn't only focus on your keywords. Search engines have begun placing additional weight on related words used in page content to provide users with the most relevant results for a particular search term. Enriching your page's content with terms related to your target keyword can help increase your page's relevance to search engines and positively affect its rankings.
- The link to the blog/news section takes visitors to a 404 page, we recommend updating this.

OPTIMIZATION

Determine the Website's Indexability

Google servers are constantly crawling, or visiting, pages on the Internet and reading their contents. Based on the contents Google builds an internal index and serves these search results when a user enters a query. In general, the term indexing means analyzing large amounts of data and building some sort of index to access the data in more efficient way based on some search criteria.

Robots.txt

Robots.txt is a text file webmasters create to instruct web robots (typically search engine robots) how to crawl pages on their website.

- Robots.txt is in place on your website

Flash Test

Check if your page uses Flash, an outdated technology that was typically used to deliver rich multimedia content. The web has evolved to replace Flash with open-standard technologies that additionally offered better performance and security. Flash content also does not work well on mobile devices, and is difficult to index by search engines.

- Your website does not include Flash objects.

Canonicalization Issues

A canonical tag (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page. Using the canonical tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs. Practically speaking, the canonical tag tells search engines which version of a URL you want to appear in search results. All the pages on a website should have a single URL for the search engines to consider, otherwise the authority of a site is dispersed unevenly across duplicates of the web address.

- Currently there are no canonicalization errors.

COMPETITIVE ANALYSIS

Competitive Link Analysis Summary

Competitor backlink analysis helps to understand the competition, and it gives an insight into how Beau Kisses measures up against its competitors.

We took the top 3 websites showing up in Google for a relevant geo-modified keyword we believe Beau Kisses should be ranking for and analyzed their performance in the below areas.

Beau Kisses beaukisses.com	Strut shopstrut.com	Dylan Wylde dylanwylde.com	Bird Boutique shopbirdboutique.com
Domain Authority 14/100	Domain Authority 27/100	Domain Authority 14/100	Domain Authority 19/100
Domain Trust 5/100	Domain Trust 10/100	Domain Trust 7/100	Domain Trust 4/100
Citation Flow 8/100	Citation Flow 17/100	Citation Flow 17/100	Citation Flow 14/100
Referring Domains 794	Referring Domains 828	Referring Domains 117	Referring Domains 469
Domain Creation 06/04/2009	Domain Creation 12/19/2007	Domain Creation 02/23/2014	Domain Creation 11/05/2011
Last Google Crawl 07/26/2018	Last Google Crawl 07/25/2018	Last Google Crawl 07/25/2018	Last Google Crawl 07/26/2018
Approx. Pages Indexed 29,500	Approx. Pages Indexed 14,00	Approx. Pages Indexed 20,600	Approx. Pages Indexed 6,820

- All of the above metrics are logarithmically scaled, with a log base of 10 (on a scale of 0-100)
- Overall metrics are decent, however, with Trust Flow being the lowest of the four, we strongly recommend that future link acquisition strategies be focused on acquiring quality links—quality over quantity will help improve these metrics and overall signals of "importance" to Google/other search engines

REVIEW LINK PROFILE

Number of Backlinks and Referring Domains

Backlinks are especially valuable for SEO because they represent a "vote of confidence" from one site to another. Backlinks to your website are a signal to search engines that others vouch for your content.

- Currently your website has 794 backlinks and referring domains, which is average when compared to your top competitors. Increasing the number of links to your website can help with overall SEO efforts.

Backlink Opportunities

- Track mentions of your brand across the Internet and determine if any of your current relationships and marketing strategies are effective. This can be done through Google Alerts and a Google search for your brand mentions on other websites.
- Find any and all negative mentions of your brand so you can reach out to website owners or bloggers and attempt to make amends.
- This can be considered as potential backlink opportunities.

Disavow Low-Quality Links

While acquiring backlinks, identify any links that don't add value and potentially reduce the authority of your website. Refrain from acquiring backlinks from low-quality spammy sites with no unique content, too many ads across a website, or sites that try to game the search engines with tactics like keyword stuffing. If there's a high volume of low-quality links or unnatural anchor text on a site that links to you, that's another indication of the presence of harmful links.

Google Listings Branded Display

The screenshot below shows a typical Google organic search results page for "Beau Kisses"

Beau Kisses - 12 Photos - Jewelry - 8300 N Fm 620, Austin, TX ...
https://www.yelp.com › Shopping › Jewelry ▼
★★★☆☆ Rating: 3 - 5 reviews
5 reviews of **Beau Kisses** "Honestly I have heard so much about this store...so I went and it was terribly picked over. grant it was after the holidays. But the store ...

Beau Kisses ~ Boutique (@beaukisses) • Instagram photos and videos
https://www.instagram.com/beaukisses/?hl=en
2669 Followers, 576 Following, 2926 Posts - See Instagram photos and videos from **Beau Kisses** ~ Boutique (@**beaukisses**)

Beau Kisses to open later this month on Whitestone Boulevard in ...
https://communityimpact.com › Impacts ▼
Apr 4, 2018 - Specialty shop **Beau Kisses** is planning to open April 23 at 1310 E. Whitestone Blvd., Ste. 540, Cedar Park. The shop sells items such as ...

Beau Kisses - Home | Facebook
https://www.facebook.com/beaukisses/
★★★★⯪ Rating: 4.6 - 107 votes
Beau Kisses. 28463 likes · 340 talking about this · 457 were here. Upscale Gift & Seasonal Boutique.

Beau Kisses - Austin - The Austin Store
https://www.theaustinstore.com/category-s/15381.htm ▼
Visit Website beaukisses.com · Map/Directions 8300 N FM 620 #600, Austin, TX 78726 · (512) 249-5100. Open 11:00 AM - 5:00 PM. **Beau Kisses** ...

Beau Kisses Austin | Shopping in Northwest Austin, Austin - Time Out
https://www.timeout.com/austin/shopping/beau-kisses-austin ▼
Venue name: **Beau Kisses** Austin. Contact: Call Venue. Address: 8300 N FM 620, Bldg D, # 600. Austin 78726. Opening hours: 10:00AM to 7:00PM Mon, ...

Beau Kisses - Cedar Park Fun
www.cedarparkfun.com/beau-kisses/ ▼
Apr 26, 2018 - Cedar Park just got a bit more fabulous! The award-winning line of boutiques, **Beau Kisses**, opened its fourth Texas location and second in the ...

People typically spend **15 min** here

Reviews

[Write a review] [Add a photo]

R "They have it all...**home items**, unique gifts, **shoes**, **clothing**, and jewelry."

S "Great **location** and such a wonderful **staff**."

J "For **starters**, returns are only given in the form of **store credit**."

View all Google reviews

From Beau Kisses

"Beau Kisses is an upscale specialty boutique offering the best in men's and women's clothing, shoes, jewelry, gifts, fragrances and personal care products, and home decor... Jewelry from Kendra Scott, Sorrelli, and Gorjana... apparel from name brand...More

People also search for

View 10+ more

Grit & Grace Boutique
Boutique

ADORN Boutique
Women's Clothing Store

Point of Origin
Gift Shop

Mays Street Boutique...
Gift Shop

bevello
Women's Clothing Store

Feedback

12

Reputation Management

Reputation is what consumers are saying about you in the marketplace. In reality, consumers are not commenting very often about home builders or communities. However, expect that most consumers will check to see what others are saying about a builder or new community before deciding to entrust their money, time, and emotions into the process of building a new home.

- The overall star rating for Beau Kisses varies depending on the website. Google and Facebook have a lot of high ratings while Yelp is low.

Analyze Local Listings

It is extremely important to focus on local listings to enhance your online visibility. It also expands base to add reviews.

- The current campaign focuses on the Austin, TX location.
    - The address is live on 60 local sites
    - The address has been submitted to an additional 6 local sites
    - The address is processing on 8 additional 6 local sites

SOCIAL MEDIA PROMOTION

Review Social Media

Links to your content on Facebook, Twitter, Instagram, YouTube and other social networks help the search engines understand what websites are credible and should be ranked for what keyword phrases.

While social shares may or may not affect a webpage's position in search listings, your social profiles influence the content of your search results. In fact, social media profiles are often amongst the top results in search listings for brand names.

- Sharing Facebook updates that follow the three "E's": entertain, educate and engage, can help improve interaction with your connections
- There is a link to Pinterest in the footer of the website but there are no Pinterest boards. We recommend building out boards that match the navigation of the website (Apparel, Jelwery, Candles & Scents, etc.).
- Create seasonal boards such as *Back to School Must Haves*, *Gifts For Her*, *Gifts for Him*, *Holiday Shopping*, etc. Additionally, we recommend creating and joining collaborative boards to help increase your visibility.
- Integrating shopping capabilities on your account will allow people to purchase items from you through your Pinterest account.
- Integrating Instagram into the homepage and asking people to tag @beaukisses and use a brand hashtag like #mybeaukisses #shopbeaukisses for a chance to be featured can help increase social media engagement.
- Use your Instagram account to encourage people to share their own pictures. Ask your followers to tag @beaukisses and use a branded hashtag for the chance to be featured.
- Regram, or share, images that users tag you in on Instagram. Be sure to tag the person whose picture you are sharing and use a branded hashtag.
- Enable shopping on Instagram to tag products and allow users to make purchases directly through Instagram.
- When sharing images of products from brands on Instagam, be sure to tag them in the caption and the picture to encourage engagement. Use the location tag feature on Instagram when sharing images from your store and around Austin.
- Use relevant hashtags to increase exposure; Instagram currently allows up to 30. Any hashtag beyond 30 is ignored
- With Twitter, be sure to follow the three E's too. Tag other brand/users and use 1-2 relevant hashtags.

SEARCH TERMINOLOGY REFERENCES

- Citation Flow: One of the Majestic Flow Metrics, which is weighted by the number citations to a given URL, or Domain.

- Domain Authority: This is a Moz measurement of the strength of your website's domain name. Graded out of 100, many factors are considered, such as how long the domain has been consistently active, the website's amount of quality content, backlinks, and how much traffic it generates.

- Domain Creation: How long your site has been around and consistently active can have a bearing on all factors and indicators above.

- Domain Trust: This is a Moz measurement out of 10 showing how much search engines trust your website to deliver quality content to your audience. In order to gain a high level of trust, your site must deliver consistent content on the same topic area over a long period of time.

- Last Google Crawl: Websites that are available to search engines are crawled by search engine spiders, but those that are more active and relevant are crawled more often. Try to keep your site as relevant as possible, and active if there is unique content, views, and reason.

- Linking Root Domains: The number of links leading from other websites' homepages to your website. This is one of the strongest ways to gain traffic to your website, and if the other sites have strong domain authority, a great way to raise your domain authority.

- Pages Indexed: The number of pages Google was able to crawl on your entire site. A larger number of pages is only useful for ranking if they contain valuable information. If there are more pages on the site than shown we may have to make coding adjustments, as there could be valuable information that search engines cannot find.

- Trust Flow: One of the Majestic Flow Metrics, which is weighted by the number of clicks from a seed set of trusted sites to a given URL, or Domain.

- YSlow: Grades web page based on one of three predefined ruleset or a user-defined ruleset. It offers suggestions for improving the page's performance, summarizes the page's components, displays statistics about the page, and provides tools for performance analysis.