Reports for dagadom.com

November 6, 2017

Rothschild 22 Tel Aviv, Israel

November 6, 2017
Your Audit report

Dear Jeremy,
Thank you for requesting a preliminary audit of dagadom.com.

I've attached an audit report detailing your domain's digital marketing footprint. The report also includes suggestions for potential site improvements.

Please take the time to review the report in detail. I look forward to discussing your digital marketing strategy and how to optimize your efforts moving forward.

Sincerely yours,

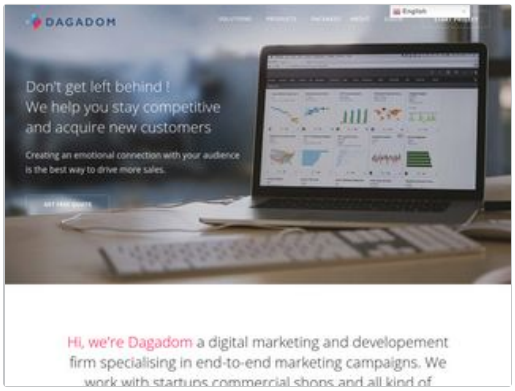
Dagadom Reports

Tel: XXX-XXX-XXXX
Email: email@domain.com

Analyzing dagadom.com

Homepage

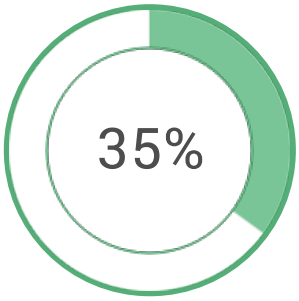
The homepage snapshot provides an overall grade of your homepage by testing user experience (UX), message focus and code optimization. This snapshot indicates areas of success and where to improve.



- Average Grade: D
- Message: Lead Gen
- Page UX: Good

On-Page SEO

The on-page SEO snapshot provides an SEO report for a page. This includes optimized keywords, keyword distribution throughout the page, and quick fixes for page title and description, headers/sub-headers and body content optimization.



SEO Score

- Optimized for: Dagadom, Stop, Marketing
- Context Spread: Medium
- Quick Fixes: 7

Blog

The snapshot was unable to find blog posts on your site. Our content marketing analysis includes blog footprint, social influence and readability tests to determine the type of posts that best resonates with your audience group.



- Posts Found: ...
- Social Shares: ...
- Readability: ...

Hmm, we couldn't find your blog.

Twitter

The snapshot was unable to find a corporate Twitter account. Our Twitter audit analyzes tweet style, level of usage and social engagement of the account. The analysis helps your social media team refine their Twitter strategy.



- Style: ...
- Usage: ...
- Engagement: ...

We couldn't find a Twitter account.

This report analyzes your homepage for search engine optimization. The optimized keywords are shown for the page with each keyword graded separately. The report highlights how well each keyword performs for page title, description, headers, sub-headers and body content.

Analyzing SEO of dagadom.com

Dagadom, Stop, Marketing



35%

SEO Score

Lead Gen

Hi, we're Dagadom a digital marketing and developement firm specialising in end-to-end marketing campaigns. We work with startups commercial shops and all kind of

Meta Attributes

Page Title:

"Dagadom – One Stop Destination for all your Marketing needs."

60 Characters (0 Left)

Description:

""

0 Characters (140 Left)

Keywords:

""

No Keywords Set

Reading Profile

Promoter	Driver	Scholar
Broadcaster	Instructor	Specialist
Communicator	Executive	Engineer
Artisan	Analyst	Theorist

Analyst

Reading Ease

Easy — Difficult

Content Complexity

Simple — Advanced

Page Content

Found 360 words

Pagezii Reader Profiles classify various communication styles based on reading ease and content complexity. Reader Profiles are inspired by standard readability tests (e.g. Flesch-Kincaid, SMOG, Gunning Fog, Automated Readability & Coleman-Liau) to grade content in a systematic manner.

Analyst: This content has complex subject matter in a standard tone. This style works well for pages targeting business professionals.

SEO Score Summary



Page Title | Page Descriptions | Slug | Main Header | Sub Headers | Body | Image

Key Phrase Breakdown

Dagadom

Page Title

Mentioning the keyword in the page title greatly improves SEO and PPC efforts.

Page Description

It's recommended to have the keyword present in the page description.

Slug

Having the keyword as part of the slug helps optimize SEO and PPC efforts.

Main Header

Analyzes the top of the page to see if the keyword is appropriately mentioned.

Sub Headers

Checks to see if your page sections have keyword relevance.

Body

Analyzes the keyword frequency in body text.

Image

Tests image tags to see if keywords are mentioned.

Stop

Page Title

Mentioning the keyword in the page title greatly improves SEO and PPC efforts.

Page Description

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Marketing

Page Title

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Page Description

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Slug

Having the keyword as part of the slug helps optimize SEO and PPC efforts.

Main Header

Analyzes the top of the page to see if the keyword is appropriately mentioned.

Sub Headers

Checks to see if your page sections have keyword relevance.

Body

Analyzes the keyword frequency in body text.

Image

Tests image tags to see if keywords are mentioned.

This report analyses your homepage for user experience. It tests specific attributes affecting code, messaging and usability and highlights these attributes below in the report.

Analyzing dagadom.com

Home



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D

Average Grade

Lead Gen

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Page Breakdown



Code Optimization



Messaging



Scent Trail



Navigation



Usability

Lead Capture



Credibility

Code Optimization

Page Title

Mentioning the Keyword in the page title greatly improves SEO and PPC efforts.

Description

It's recommended to have the keyword present in the page description.

Canonical URL

Canonical urls help define the primary URL for search engines to use.

Quick Win Visitor Tracking

It's recommended to use visitor tracking and campaign tracking to help optimize conversions.

Slug Optimization

Having the keyword as part of the slug helps optimize SEO and PPC efforts.

Messaging

Brand Builder

Measures the use of brand building phrases that convey brand value to the visitor.

Business Driver

Analyzes the use of business driving phrases that show performance gains.

Call-to-Action

Looks for clear Call-To-Action phrase in the page that the reader can interact with.

Testimonials

Analyzes customer quotes and testimonials to identify persuasive messaging.

Video Storyboard

Looks for embedded video on the page. Videos help convey the story to a visual audience.

Scent Trail

High Impact Meaningful Header

Analyzes the top of the page to see if the keyword is appropriately mentioned.

Topic Footprint

Searches for the keyword in topic headers to ensure a consistent message.

Story Telling

Checks to see if the keywords are arranged in a way to tell a story.

Natural Text

Analyzes the density of words to ensure it's a natural read.

Navigation

Quick Win Home Link

Checks to see if a link to the homepage is easily identified and accessible.

Content Discovery

Tests to see if internal content of the site is easily discoverable.

Limited Leaks

A check to limit the amount of links to other sites to prevent "visitor leaks".

Defined Navigation

Adding a <nav> element to a page helps search engines learn the main navigation links of the site.

Usability

Digestable Content

Tests the amount of content on the page to see if it can be read and understood by the reader.

Concise Points

Looks for short points that a reader can easily read while skimming the page.

Visual Breaks

Checks if images are present to visually break up large amounts of text.

Quick Win Image Descriptions

Tests images tags to see if they are properly filled with keywords.

Quick Win Image Accessibility

Looks to see if the images are described for accessibility.

Lead Capture

User Form

Checks to see if capture forms are present and how well they are arranged.

Minimal Input

Looks for minimal number of form fields required to fill a form.

Optimized Button

Looks at how clearly the form buttons are labelled and if they are simple to use.

Credibility

Secure Connection

Checks to see if a secure connection exists for the website.

Social Profiles

Verifies if social profiles are correctly promoted.

Privacy Text

Tests to see if the site's privacy policy is clearly visible.

Copyright

Looks for Copyright information that satisfies legal obligations.

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* Dulled sections are not included in the grading of this page type.