Grant
COMMUNICATIONS LLC

Site Assessment

Definitions

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Get Results

Star Focus	Source	Test	Details	Criteria	Src2
		Server Speed & Acccessibility			
	wpTest	1.1-Overall- Page Speed Score	Server performance used to be all about enabling Gzip on a Linux Apache server via htaccess files. Now, Google's financial arm is doing all in its' power to reduce expenses without sacrificing speed. Core to the expense side is their enormous data center profile across the planet that aggregates bot data, which eventually finds their way to SERPs (Search Engine Ranking Pages). By reducing the number of servers required per each indexed domain at each center, Google could shed a large % of operating costs.	Ideal	Empirical
	ogle PageSpeed	1.2-Google PageSpeed Overall Grade	The PageSpeed Score indicates how much faster a page could be. A high score indicates little room for improvement, while a lower score indicates more room for improvement. The PageSpeed Score does not measure the time it takes for a page to load.	Ideal	Empirical
	Multiple	1.3-Page Speed Scores	PageSpeed + wpTest Median	Max	Empirical
	Checkup	1.4-Site Load	Triangulation point- Calculate total load time of the measured page (sec).	Max	Max #1-#5
	wpTest	1.5-Fully Load (Sec)	Time when all elements and files have downloaded and are displayed in the browser.	Max	Max #1-#5
	Multiple	1.6-Page Fully Loaded	Checkup + wpTest Median	Max	Max #1-#5
	wpTest	1.7-First Byte (ms)	Time to First Byte for the page (back-end processing + redirects)	Ideal	Max #1-#5
	wpTest	1.8-Target First Byte (ms)	The target time is the time needed for the DNS, socket and SSL negotiations + 100ms. A single letter grade will be deducted for every 100ms beyond the target.	Ideal	Max #1-#5
	wpTest	1.9-First Byte Score	The target time is the time needed for the DNS, socket and SSL negotiations + 100ms. A single letter grade will be deducted for every 100ms beyond the target.	Ideal	Empirical
	wpTest	1.10-Start Render	Time for the page to start displaying in a browser.	Ideal	Max #1-#5
	ogle PageSpeed	1.11-High priority.	These suggestions represent the largest potential performance wins for the least development effort. You should address these items first:	-	
	ogle PageSpeed	1.12-Enable compression	A score of 0% indicates an issue with gZip or server configuration issues. Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.	Ideal	Empirical
	wpTest	1.13-Gzip Compress Transfer	Transfer-encoding is checked to see if it is gzip. If it is not then the file is compressed and the percentage of compression is the result (so a page that can save 30% of the size of it's text by compressing would yield a 70% test result). All objects with a mime type of "text/*" or "*javascript*"	Ideal	Empirical
	Checkup	1.14-Gzip Recognized	Size Savings- Use gzip compression on your code. This helps ensure a faster loading web page and improved user experience.	Min	Empirical
	Multiple	1.15-Gzip Compression Level	PageSpeed, Checkup, wpTest Median	Ideal	Empirical
	ogle PageSpeed	1.16-Leverage browser caching	A score of 0% indicates a low cache rate or a server configuration issue. 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.	Ideal	Empirical
	wpTest	1.17-Cache Static Content	Any non-html object with a mime type of "text/*", "*javascript*" or "image/*" that does not explicitly have an Expires header of 0 or -1, a cache-control header of "private", "no-store" or "no-cache" or a pragma header of "no-cache". An "Expires" header is present (and is not 0 or -1) or a "cache-control: max-age" directive is present and set for an hour or greater. If the expiration is set for less than 30 days you will get a warning (only applies to max-age currently).	Ideal	Empirical
	Checkup	1.18-Page Cache	Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include Alternative PHP Cache, Quickcache, and jpcache. Caching mechanisms also typically compress HTML, further reducing page size and load time.	Min	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
	Multiple	1.19-Cache Static Content	PageSpeed, Checkup, wpTest Median	Ideal	Empirical
	Checkup	**1.20-URL Canonicalization (http=www)**	Your http:// and http://www. Records should resolve to the same URL.	Ideal	Empirical
	Checkup	1.21-IP Canonicalization (IP# to Domain)	Your site's IP should redirect to your site's domain name. This could cause duplicate content problems if a search engine indexes your site under both its IP and domain name. If this is measured, consider using a 301 re-write rule in your .htaccess file so that your site's IP points to your domain name.	Ideal	Empirical
	ogle PageSpeed	1.22-Medium priority.	These suggestions may represent smaller wins or much more work to implement. You should address these items next:	-	
	ogle PageSpeed	**1.23-Avoid bad requests**	Removing "broken links", or requests that result in 404/410 errors, avoids wasteful requests.	Ideal	Empirical
	ogle PageSpeed	1.24-Enable Keep-Alive	The host should enable Keep-Alive. The response header contains a "keep-alive" directive or the same socket was used for more than one object from the given host.	Ideal	Empirical
	wpTest	1.25-Keep-Alive Enabled (Persistant Connections)	All objects that are from a domain that serves more than one object for the page (i.e. if only a single object is served from a given domain it will not be checked). The response header contains a "keep-alive" directive or the same socket was used for more than one object from the given host	Ideal	Empirical
	Multiple	1.26-Server Keep-Alive	PageSpeed + wpTest Median	Ideal	Empirical
	ogle PageSpeed	1.27-Low priority.	These suggestions represent the smallest wins. You should only be concerned with these items after you've handled the higher-priority ones:	-	
	ogle PageSpeed	1.28-Minimize redirects	Minimizing HTTP redirects from one URL to another cuts out additional RTTs and wait time for users.	Ideal	Empirical
	ogle PageSpeed	1.29-Minimize request size	Keeping cookies and request headers as small as possible ensures that an HTTP request can fit into a single packet.	Ideal	Empirical
	ogle PageSpeed	1.30-Serve resources from a consistent URL	It's important to serve a resource from a unique URL, to eliminate duplicate download bytes and additional RTTs.	Ideal	Empirical
	ogle PageSpeed	1.31-Specify a cache validator	By specifying a cache validator - a Last-Modified or ETag header - you ensure that the validity of cached resources can efficiently be determined.	Ideal	Empirical
	ogle PageSpeed	1.32-Specify a Vary: Accept-Encoding header	Instructs proxy servers to cache two versions of the resource: one compressed, and one uncompressed. This helps avoid issues with public proxies that do not detect the presence of a Content-Encoding header properly.	Ideal	Empirical
	Checkup	1.33-Directory Browsing	If directory browsing is disabled (displayed as 100%), visitors will not be able to browse your directory by accessing the directory directly (if there is no index.html file). This will protect your files from being exposed to the public. Apache web server allows directory browsing by default. Disabling directory browsing is generally a good idea from a security standpoint.	Ideal	Empirical
	Checkup	1.34-Libwww-perl .htaccess	Check if your server allows access from User-agent Libwww-perl. Botnet scripts that automatically look for vulnerabilities in your software are sometimes identified as User-Agent libwww-perl. By blocking access from libwww-perl you can eliminate many simpler attacks.	Ideal	Empirical
	Checkup	1.35-Server Signature	Check if your server signature is on. Turning off your server signature is generally a good idea from a security standpoint.	Ideal	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
	dom-Tools	1.36-# of Domains on Server	The number of sites on the same server and C-Class IP has a limited affect on rankings, caveat below. Concurrent users (like healthcare.gov) will, by syphoning server speed. If the hosted sites are small traffic volume, there is minimal impact and the cost savings are obvious compared to a dedicated server. If any of the sites on the shared server are large volume, your speed (and the ability for a bot to crawl your domain) can be seriously impacted. A host service should be reguarly be watching overall transfer rates and identifying load distribution to minimize impact on all sites served. However, certain conditions cause Google to cross-check IP clustering, and has since 2005. We first encountered this tactic in 1999, when observing phrases rapidly percolate to the top of Alta Vista results. Affiliate marketers would obtain a dedicated server and host 1,000+ sites at a minimal monthly expense, that were all Exact Match Domains (key phrases in the domain name) and were phrase-rich with limited on-page content. Through extensive 3-teir linking schemes, the accumulating Page Rank link juice was then bled through to the 'money' site on a different IP. This worked like a charm for years, until Google learned to identify content with IPs. The current use of this tactic is still somewhat widespread; when the domain is removed from the index, the next IP server would come on line. The affiliates call this "IP Churn Rate" and is part of their ROI calculations. Our focus is to maximize hosting distribution on a national basis, thus minimizing the risk of spam association.	Max	Max #1-#5
	Page Audit	1.37-HTTP Status Code	Page successfully served.	Min	Empirical
	Google- WMT	1.38-WMT- Crawl Errors	Indicates any DNS, server connectivity or robots fetch issues.	Max	Max #1-#5

Site Code & Architecture

Star Focus	Source	Test	Details	Criteria	Src2
	Checkup	2.1-Robots Recognized	If the other robots.text checks verify and this fails, there is an issue with either the robots.txt syntax or a major server configuration error. The robots.txt is a small text file that gives instructions to web robots about how to behave on the site. The robots.txt file can indicate to robots that certain parts of your server are off-limits to some or all robots.. This also lets robots know what directories and files they shouldn't index. This can protect private content from appearing online, save bandwidth, and lower load on your server. A missing robots.txt file also generates additional errors in your apache log whenever robots request one. Use Google's robots.txt analysis tool to check that you are using valid syntax and confirm the directories that you are allowing/blocking for robots.	Min	Empirical
	Doc	2.2-Page Indexable per Robots	As this file is used to direct search engine bots, a second triangulation point was established to verify integrity.	Min	Empirical
	Moz	2.3-Robots Index, Follow	A third triangulation, to ensure readability. In the event that there isn't a 100% match of 100%, the robots file should be double checked for spelling,m syntax, layout for insurance purposes.	Min	Empirical
	Multiple	2.4-Robots Indexed w/ Correct Syntax	Moz, Checkup, wpTest Average	Min	Empirical
	Checkup	2.5-favicon	This lets an owner know if they have a favicon (a small icon that appear in your browser's URL navigation bar). This can help brand your site and make it easy for users to navigate to your site among a list of bookmarks.	Min	Empirical
		2.6-Apple Favicon	With the advent of responsive web design, an Apple favicon is also now preferred on mobile devices.	Ideal	Empirical
	Checkup	**2.7-XML Recognized**	A sitemap is an XML file that lists URLs for a site that are available for crawling. Additional metadata about each URL is typically included (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site. - sitemaps should be no larger than 10MB (10,485,760 bytes) and can contain a maximum of 50,000 URLs. This means that if your site contains more than 50,000 URLs or your sitemap is bigger than 10MB, you must create multiple sitemap files and use a "Sitemap index file"; - all URLs listed in the sitemap must reside on the same host as the sitemap. For instance, if the sitemap is located at http://www.yourwebsite.com/sitemap.xml, it can't include URLs from http://subdomain.yourwebsite.com	Min	Empirical
Google- WMT		2.8-% XML Pages Indexed	With access to Google's Webmaster Tools, we can determine the number of submitted URLs via the XML file to a manual count of all HTML entities and arrive at a total of visible and indexed files in their index.	Max	Max #1-#5
	Checkup	2.9-Images Expires	Shows as 100% if your site is using an "expires" meta tag for your images. Browsers will see this tag and caches images in the user's browser until a certain date. This speeds up your site the next time the user requires the visits your site and requires the same image.	Ideal	Empirical
	Checkup	2.10-Safe Browsing	Check if your website is listed with malware or phishing activity.	Min	Empirical
	Checkup	2.11-Doctype Specified	A document type declaration, or DOCTYPE, defines which version of (X)HTML your webpage is actually using, and this is essential to the proper rendering and functioning of web documents in compliant browsers.	Min	Empirical
	Checkup	2.12-Framesets	Frames are used by programmers to display a number of HTML documents at the same time. The user gets to see a complete web page, but visiting spiders just see a bunch of unrelated pages.	Max	Max #1-#5
oogle PageSpeed		2.13-High priority.	These suggestions represent the largest potential performance wins for the least development effort. You should address these items first:	-	
	wpTest	2.14-DOM Elements	Represents all server calls for files associated with the page being served. These range from javascript files (carousels, sliding content areas), CSS (how the text and layout of the page are manipulated), Flash (multimedia presentations), to database calls to bring dynamic content onto the page.	Max	Max #1-#5
	wpTest	2.15-# HTTP Requests	If your page has more than 20 http requests, this can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images, or combining several external files together into one.	Max	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Checkup	2.16-Page Object Requests	Triangulation point- With more than 20 http requests, this can slow down page loading. Reducing http requests can be accomplished through various methods such as using text instead of images, using css sprites, using data URIs instead of images, or combining several external files together into one.	Max	Max #1-#5
	Multiple	2.17-# HTTP Requests	wpTest + Checkup Median	Max	Max #1-#5
	wpTest	2.18-All Other Requests	All other server calls not specifically addressed in the media types. Secondary HTML, javascript, CSS and database calls.	Max	Max #1-#5
	Checkup	2.19-Mobile usability (Responsive Web Design)	Test if your website implements responsive design functionalities using media query technique and DOCTYPE.	Max	Max #1-#5
oogle PageSpeed		2.20-Medium priority.	These suggestions may represent smaller wins or much more work to implement. You should address these items next:	-	
	Checkup	2.21-Nested Tables	Nested tables can be slow to render in some browsers. Consider using a CSS layout to reduce both HTML size and page loading time. This speeds up page loading time and optimizes the user experience.	Max	Max #1-#5
	Manual	2.22-Static HTML	A static site is generally better in Google's eyes. It will be less prone to be targeted by malicious code injections, less likely to reuse content found on other sites through RSS feeds, and less likely to be using very large public domain widgets for navigation and image display. Also, the overall code is more likely to be bloated with unneeded tags. However, a correctly set up WordPress or Joomla blog with minimal RSS feeeds that is updated with fresh and unique content with over 400 words weekly, can also be a top performer.	Max	Max #1-#5
oogle PageSpeed		2.23-Low priority.	These suggestions represent the smallest wins. You should only be concerned with these items after you've handled the higher-priority ones:	-	
oogle PageSpeed		2.24-Avoid CSS @import	Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.	Ideal	Empirical
oogle PageSpeed		2.25-Avoid landing page redirects	Minimizing HTTP redirects from one URL to another cuts out additional RTTs and wait time for users.	Ideal	Empirical
oogle PageSpeed		**2.26-Prefer asynchronous resources**	Fetching resources asynchronously prevents those resources from blocking the page load.	Ideal	Empirical
oogle PageSpeed		2.27-Remove query strings from static resources	Enabling public caching in the HTTP headers for static resources allows the browser to download resources from a nearby proxy server rather than from a remote origin server.	Ideal	Empirical
oogle PageSpeed		2.28-Specify a character set	Specifying a character set early for your HTML documents allows the browser to begin executing scripts immediately.	Ideal	Empirical
	Google- WMT	2.29-WMT- Avg Pages Crawled	Pages crawled by Googlebot per day.	Max	Max #1-#5
	Google- WMT	2.30-WMT- KB Downloaded	Kilobytes donloaded by Googlebot per day.	Max	Max #1-#5
	Google- WMT	2.31-WMT- Time Downloading (ms)	Time Google spent downloading a page (in milliseconds)	Max	Max #1-#5
	Auto	2.32-WMT to wpTest- Avg Pages Crawled	Percentage of pages crawled to total site size. Higher is better, as this shows the Googlebot interest in crawling your content.	Max	Max #1-#5
	Auto	2.33-WMT to wpTest- KB Downloaded	Compares the KB downloaded to the WMT reported download KB. A large portion of this is media, and is particularly important for retail due to image search.	Max	Max #1-#5
	Auto	2.34-WMT to wpTest Time Downloading (ms)	Compares the WMT time downloaded to the WPtest reported download in ms. If KB Downloaded is high and time is low, indicates a very responsive server environment on a low load period.	Max	Max #1-#5
	Page Audit	2.35-Canonical URL (link rel="canonical")	This identifies the page with the most relevant content to Google, if a number of pages have very similar content or are beta versions of a final page. This addition in your source makes search engines understand what the main page if you have double content. By guiding the search engine to the most important page your pagerank will be set on the right page. This is better for your ranking and results.	Max	Empirical
	Manual	2.36-HTML Code in Caps	It is an industry-standard practice to keep your markup lower-cased. Capitalizing your markup will work and will probably not affect how your web pages are rendered, but it does affect code readability.	Min	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
	Checkup	2.37-Underscores in URLs	Google doesn't algorithmically penalize for dashes in the url. Google treats hyphens as separators between words in a URL – unlike underscores. With underscores, Google's programmer roots are showing. Lots of computer programming languages have stuff like _MAXINT, which may be different than MAXINT. So if you have a url like word1_word2, Google will only return that page if the user searches for word1_word2 (which almost never happens).	Max	Empirical
	Checkup	2.38-Deprecated HTML Tags	Check if your webpage is using old, deprecated HTML tags. These tags will eventually lose browser support and your web pages will render differently.	Max	Max #1-#5
	Page Audit	2.39-W3C XHTML Valid Errors	Validation should not be the end-all evaluation of good work versus bad work. Just because your work validates doesn't automatically mean it's good code; and conversely, a work that doesn't fully validate doesn't mean it's bad (if you don't believe me, try auto-validating Google or Yahoo!). But auto-validation services such as the free W3C markup validation service can be a useful debugger that helps you identify rendering errors.	Max	Max #1-#5
	Page Audit	2.40-W3C XHTML Valid Warn	Per above notes on validation.	Max	Max #1-#5
	Page Audit	2.41-W3C CSS Valid Errors	Per above notes on validation.	Max	Max #1-#5
	Page Audit	2.42-W3C CSS Valid Warnings	Per above notes on validation.	Max	Max #1-#5
	Multiple	2.43-W3C XHTML & CSS Errors/ Warnings	Combined Total of all seen XHTML & CSS errors and warnings from W3C Validation Services.	Max	Max #1-#5
	Auto	2.45-WMT- Google Indexed to Total Site Size	Site pages indexed by Google, a key visibility measurement. With more than 100% indexed pages, Google may be seeing orphaned files or duplicate content pages. This is a good time to check your site maps as well as any potential server issues, inclding URL and IP canonicalization.	Max	Max #1-#5
	Auto	2.46-WMT Avg Crawled to Site Size	A higher % crawl rate indicates ease of bot access, link structures, visibility and overall value to Google.	Max	Max #1-#5
	Checkup	2.47-Google Analytics	Check if your website is connected with google analytics. A 50% score indicates old, deprecated code; in order to take advantage of new, asynchronous, version of Google Analytics, you are advised to upgrade your code. Ensure that there is only one version of the Google Analytics script on the page. If multiple accounts, shift one version to <head>, one to </body>.	Max	Max #1-#5
	Auto	2.48-Bing Indexed to Total Site Size	Site pages indexed by Bing, a key visibility measurement.	Max	Max #1-#5

Site Media (Images, Files) Size

Star Focus	Source	Test	Details	Criteria	Src2
Google PageSpeed		6.1-High priority.	These suggestions represent the largest potential performance wins for the least development effort. You should address these items first:	-	
Google PageSpeed		6.2-Optimize images	Properly formatting and compressing images can save many bytes of data.	Ideal	Empirical
	wpTest	6.3-Compress Images	Any object with a mime type of "image/*". The overall score is the percentage of image bytes that can be saved by re-compressing the images. GIF - All pass. PNG - Must be 8 bit or lower (no 24-bit PNGs will pass). JPEG - Within 10% of a photoshop quality 50 will pass, up to 50% larger will warn and anything larger than that will fail.	Ideal	Empirical
	Multiple	6.4-Image Compression	PageSpeed + wpTest Minimum	Max	Empirical
	wpTest	6.5-Total Images	Images may be dedicated to the page, or are imported by CSS rules or Javascript code. Occassionally, an external call to another server is also present, with server load and responsiveness being a function of both/all servers.	Max	Max #1-#5
	Checkup	6.6-Image Requests	Triangulation point.	Max	Max #1-#5
	Multiple	6.7-Total Image Requests	Checkup + wpTest Maximum	Max	Max #1-#5
	wpTest	6.8-External CSS Files	Files that are dedicated for how the site renders text, layout and other features. These act more efficiently that on page CSS, and far better than hard-coded HTML formatting tags.	Max	Max #1-#5
	Checkup	6.9-CSS Requests	Triangulation test.	Max	Max #1-#5
	Multiple	**6.10-CSS Files**	Checkup + wpTest Maximum	Max	Max #1-#5
	Checkup	6.11-# CSS Files- Goal (Max)	Triangulation test.	Max	Empirical
	Checkup	6.12-CSS Image Requests	Triangulation test.	Max	Max #1-#5
	wpTest	6.13-Flash Files	Google can't read within Flash files for relevant content. We have been cautious at employing Flash since it gained widespread adoption in 1997/98. It can be very inefficient in file size and server resources, and act as an infection point for others with bad intentions.	Max	Max #1-#5
	wpTest	6.14-External JS Files	Number of files seen as external links from the measured page.	Max	Max #1-#5
	Multiple	6.15-Javascript Files	Checkup + wpTest Maximum	Max	Max #1-#5
	Checkup	6.16-# JS Files- Goal (Max)	Triangulation test.	Max	Empirical
	Checkup	6.17-Video Requests	Triangulation test.	Max	Max #1-#5
	wpTest	6.18-Total Page Size (All Files)	Combines all linked files, images and code of the measured page.	Max	Max #1-#5
	Checkup	6.19-Page Size- All (Compressed Kb)	Triangulation test.	Max	Max #1-#5
	Multiple	6.20-Total Non-Media (Kb %)	Checkup + wpTest Median	Max	Max #1-#5
	wpTest	6.21-Total Images Size (Kb)	Total of all images and their combined file size on the measured page.	Max	Max #1-#5
	Auto	6.22-Avg Image Size		Rel	Max #1-#5
	Multiple	**6.23-Total Image Size**	Phrase Competitor #1-#5, Median % to page total images size	Max	Max #1-#5
	Checkup	6.24-Largest IMG Size		Max	Empirical
	wpTest	6.25-Total CSS Size (Kb)	Combines all externally visible CSS files and their size.	Max	Empirical
	Auto	6.26-Avg CSS Size		Max	Max #1-#5
	wpTest	6.27-Flash Size (Kb)	If your page contains an unusually large flash file, consider compressing this file through various compression techniques.	Max	Max #1-#5
	Auto	6.28-Average FLA Size		Max	Max #1-#5
	Checkup	6.29-Flash Present	With Apple's iPhones leading the market, the use of Flash is discouraged. Apple never did allow Flash to coexist in their final product code, due to potential security risks. Additionally, Google can't read into a Flash file, and are generally heavier in file size.	Max	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Multiple	6.30-Total Flash Size	Phrase Competitor #1-#5, Median % to page total Flash size	Max	Max #1-#5
	wpTest	6.31-Total JS Size (Kb)	If your page contains an unusually large javascript file, minify to collapse and compress. Place at end of code.	Max	Max #1-#5
	Auto	6.32-Average JS Size		Rel	Max #1-#5
	wpTest	6.33-All Other Files (kb)		Max	Max #1-#5
ogle PageSpeed		6.34-Medium priority.	These suggestions may represent smaller wins or much more work to implement. You should address these items next:	-	
ogle PageSpeed		6.36-Minify HTML	Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up downloading, parsing, and execution time.	Max	Empirical
ogle PageSpeed		6.37-Serve scaled images	Properly sizing images can save many bytes of data.	Max	Empirical
ogle PageSpeed		6.38-Specify image dimensions	Specifying a width and height for all images allows for faster rendering by eliminating the need for unnecessary reflows and repaints. *(Note: See 6.4. Img Height/Width tags removed from PageSpeed test 1/14.)*	Ideal	Empirical
	Checkup	6.39-Measured Page (Kb)-Uncompressed	This is the size of all the HTML code on the measured web page - this size does not include the size of images, external javascript or external CSS files. Your uncompressed HTML size is under the average web page size of 33 kb. This helps lead to a faster than average page load time.	Max	Max #1-#5
	Checkup	6.40-IMG Height/ Width Tags	If your site is using width and height tags on your images, your page can load before your images. While this speeds up overall page load time, the opposite is required for serving responsive images that scale.	Min	Empirical
ogle PageSpeed		6.41-Low priority.	These suggestions represent the smallest wins. You should only be concerned with these items after you've handled the higher-priority ones:	-	Empirical
ogle PageSpeed		6.42-Combine images into CSS sprites	Combining images into as few files as possible using CSS sprites reduces the number of round-trips and delays in downloading other resources, reduces request overhead, and can reduce the total number of bytes downloaded by a web page.	Ideal	Empirical
ogle PageSpeed		6.43-Defer parsing of JavaScript	By minimizing the amount of JavaScript needed to render the page, and deferring parsing of unneeded JavaScript until it needs to be executed, you can reduce the initial load time of your page. Simply, load all javascript and AJAX calls at the absolute bottom of your page file, above the </body> tag. This is an inherent limitation within WordPress, forcing all javascript into the top <head> tag.	Ideal	Empirical
ogle PageSpeed		6.44-Inline Small CSS	Inlining small stylesheets into the main HTML page cuts down on RTTs and delays in downloading other resources.	Ideal	Empirical
	Checkup	6.45-Inline CSS	Triangulation point- An inline CSS property is added by using the style attribute for a specific tag. By mixing content with presentation you might lose some advantages of the style sheets. Is a good practice to move all the inlines CSS rules into an external file in order to make your page "lighter" in weight and decreasing the code to text ratio.	Max	Max #1-#5
ogle PageSpeed		6.46-Inline Small JavaScript	Inlining small JavaScript files into the main HTML page cuts down on RTTs and delays in downloading other resources.	Ideal	Empirical
ogle PageSpeed		6.47-Minify CSS	Compacting CSS code can save many bytes of data and speed up downloading, parsing, and execution time.	Min	Empirical
	wpTest	6.48-Minify CSS, %	Actual percentage thatCSS has been compressed through minifying the file and applying gZip.	Min	Empirical
	Checkup	6.49-Minify # CSS, Avg Top 5	Triangulation point- Minification is the process of removing all unnecessary characters from source code without changing its functionality. These unnecessary characters usually include white space characters, new line characters, comments, and sometimes block delimiters, which are used to add readability to the code but are not required for it to execute. Removing those characters and compacting files can save many bytes of data and speed up downloading, parsing, and execution time.	Max	Max #1-#5
	Checkup	6.50-Minify CSS %	# of CSS files minified to all CSS files	Min	Empirical
	Checkup	6.51-CSS Print	Check if your webpage is using media print CSS property for custom printability.	Min	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
	wpTest	6.52-Use Progressive JPEGs	All image objects. This will speed overall page load, allowing images to partially appear until download has completed. Each JPEG image is checked and the resulting score is the percentage of JPEG bytes that were served as progressive images relative to the total JPEG bytes.	Min	Empirical
ogle PageSpeed		6.53-Minify JavaScript	Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.	Ideal	Empirical
	wpTest	6.54-Minify JS, %	Actual percentage that JS has been compressed through minifying the file and applying gZip. All html, javascript and json responses. Javascript will be run through jsmin. If the original content was gzip encoded, the minified version will also be gzipped for comparison. If > 5KB or 10% is saved then it will fail. If > 1KB is saved, it will warn, otherwise it will pass.	Ideal	Empirical
	Checkup	6.55-Minify # JS, Avg Top 5	Triangulation point- The compressed code may be harder to debug because it is bunched together, usually, on one line. This is why we always recommend keeping a backup copy of your JS or CSS script to use in times where debugging is required.'	Max	Max #1-#5
	Checkup	6.56-Minify JS %	# of javascript files minified to all javascript files	Min	Empirical
	wpTest	6.57-Use A CDN	All static non-html content (css, js and images) served from an approved CDN server network provider. Suited for high-volume storefronts with thousands of concurrent users. Hosted on a known CDN (CNAME mapped to a known CDN network). 80% of the static resources need to be served from a CDN for the overall page to be considered using a CDN.	Ideal	Empirical

Star Focus	Source	Test	Details	Criteria	Src2

Meta Code Review

Star Focus	Source	Test	Details	Criteria	Src2
	Google PageSpeed	3.2-Put CSS in the document head	Moving inline style blocks and <link> elements from the document body to the document head improves rendering performance.	Min	Empirical
	Google PageSpeed	3.3-Avoid a character set in the meta tag	Specifying a character set in a meta tag disables the lookahead downloader in IE8. To improve resource download parallelization, move the character set to the HTTP Content-Type response header.	Ideal	Empirical
		3.4-AuthorRank	The number of comments a post receives (if it's a comment - the number of replies it receives); The AuthorRank of people who endorse the said content (either by commenting or by sharing it); Other engagement markers associated with the content piece (the number of social shares, social bookmarks, links to it, etc.); Whether the author is considered an authority in the field (as stated in the patent, "search terms can be classified into topics, e.g. , sports or medical specialties, and an agent can have a different rank with respect to each topic"); The quality of the website the content is published on (what other authors partake in this resource, what PR it has, how popular it is with social networks, etc.); Online mentions of the author/post, especially in association with particular industry terms. For example, [post name] by [author name] that talks about… Whether the author has authored notable off-line content.	Max	Empirical
	Auto	3.5-Meta Keyword Stuffing	Examines the probability that a site is spamdexing, or cheating, to rank higher using higher than ordinary word counts. The meta word maximum is 61 and the "Top Searched" sites had an average of only 35. Weighting the ideal title, description and keywords tags yields 40 total, so the best mix is somewhere in between. Less is better. In exchange, key phrase density with minimal use climbs rapidly; 3 phrases in 35 words drives an 8.2% density..	Max	Max #1-#5
	Auto	3.6-Total Metas- Word Count	Maximum of all meta words. Used in determining meta stuffing, an easily identifiable spammer flag.	Max	Max #1-#5
	Auto	3.7-Total Meta- # Char	Maximum of all meta characters. Adding title, description and keywords tags yields 476 maximum characters.	Max	Max #1-#5
	Auto	3.8-Meta to Content %	Percentage of words to overall content found on a page.	Max	Max #1-#5
	Checkup	3.9-Total Metas- Keywords in all tags	Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.	Max	Empirical
	Doc/ Page Audit	3.10-Meta Title- # Words	A meta-title tag is a line of HTML code used to describe the title of your page to search engines. A descriptive title tag is important in helping search engines determine your web page's relevancy for certain keywords. The title tag is also used as the title of your web page in search engine results. Current maximum word count is 9.	Max	Max #1-#5
	Moz	3.11-Meta Title- # Char	Total maximum characters is 70. Any characters over 70 will be truncated, but doesn't produce a penalty.	Max	Empirical
	Checkup	3.12-Meta Title- # Char	Triangulation point	Max	Empirical
	MOZ	3.13-Title- # of Characters	Moz + Checkup Median	Max	Max #1-#5
	dom-Tools	3.14-Title- Relevance	Domain Tools uses its own algorithm of over 100 elements in determining relevance for this attribute.	Max	Max #1-#5
	Google- WMT	3.15-Duplicate Title	Addressing the following may help your site's user experience and performance.	Max	Max #1-#5
	Google- WMT	3.16-Short Title	Too short of a title, particularly if the key phrase density is high, will lead to an artificially higher phrase density and act as a negative flag.	Max	Max #1-#5
	Google- WMT	3.17-% Duplicate Title	Percentage of duplicate titles to total site size.	Max	Max #1-#5
	Doc/ Page Audit	3.18-Meta Descrip- # Words	The meta description tag provides a brief description of your page which can be used by search engines or directories. This description can affect your search engine rankings, and can also show up directly in search engine results (and affect whether or not the user clicks through to your site). Estimated maximum word count is 22; any amount over the below character limit will be truncated by Google and not influence relevancy.	Max	Max #1-#5
	Moz	3.19-Meta Descrip- # Char	Total maximum characters is 150. Any characters over 70 will be truncated, but don't produce a penalty.	Max	Empirical
	Checkup	3.20-Meta Descrip- # Char	Triangulation point	Max	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
	MOZ	3.21-Description- # of Characters	Moz + Checkup Median	Max	Max #1-#5
	dom-Tools	3.22-Description- Relevance	Domain Tools uses its own algorithm of over 100 elements in determining relevance for this attribute.	Max	Empirical
	Google- WMT	3.23-Duplicate Description	Addressing the following may help your site's user experience and performance.	Max	Max #1-#5
	Google- WMT	3.24-Short Description		Max	Max #1-#5
	Google- WMT	3.25-% Duplicate Description	Percentage of duplicate descriptions to total site size.	Max	Empirical
Doc/ Page Audit		3.26-Meta Keywords- # Words	The meta keywords tag allows you to provide additional text for search engines to index along with the rest of what you've written on your page. Meta keywords can emphasize a particular word or phrase in the main body of your text. The current maximum is estimated based on total characters and is estimated at 30. The Top searched sites in 2013 had an average of only 8. A 100% score indicates no keyword tags used, which constitutes a poorly formatted document based on APA and other DTDs (Document Type Definitions).	Max	Max #1-#5
	Moz	3.27-Meta Keywords- # Char	Total maximum characters is 256. Any characters over 256 will be truncated, but don't produce a penalty.	Max	Max #1-#5
	dom-Tools	3.28-Keywords- Relevance	Domain Tools uses its own algorithm of over 100 elements in determining relevance for this attribute.	Max	Empirical
	Manual	3.29-Dublin Core Tags	DC, or Dublin Core, was part of the initiative undertaken by Alta Vista in the late 1990's to organize the web into a more indexible state for mass data retrieval. This set of tags has evolved slowly over time as AV played a diminishing role. However, Google Scholar uses automated software, known as "parsers", to identify bibliographic data of your papers, as well as references between the papers. Incorrect identification of bibliographic data or references will lead to poor indexing of your site. Some documents may not be included at all, some may be included with incorrect author names or titles, and some may rank lower in the search results, because their (incorrect) bibliographic data would not match (correct) references to them from other papers. To avoid such problems, you need to provide bibliographic data and references in a way that automated "parser" software can process. "Dublin Core Metadata Gen" is a tool, in PHP, that generate metadata using Dublin Core in three formats: microformats, rdf and meta-tags. Actualy is translated to three languages: spanish, catalan and english.	Max	Empirical
	Page Audit	3.30-Current, Title (Words)	Current Title Tag, from Site Code	Current	Max #1-#5
	Page Audit	3.31-Suggested, Title (# Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	3.32-Current, Title Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	3.33-Suggested, Title Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	3.34-Current, Description (Words)	Current Description Tag, from Site Code	Current	Max #1-#5
	Page Audit	3.35-Suggested, Description (# Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	3.36-Current, Description Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	3.37-Suggested, Description Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	3.38-Current, Keywords (Words)	Current Keywords Tag, from Site Code	Current	Max #1-#5
	Page Audit	3.39-Suggested, Keywords (# Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	3.40-Current, Keywords Key Phrase (Repeated)		Current	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Page Audit	3.41-Suggested, Keywords Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
		Body Page Content Review			
	myIP	4.1-Google Text to Code Ratio	The code to text ratio of a page is used by search engines and spiders to calculate the relevancy of a webpage. A higher code to text ratio allows for a better chance of getting a good page ranking in the SERPs. Not all search engines are using the code to text ratio in their index algorithm, but most of them do. Therefore, having a higher code to text ratio than your competitors gives you a good start for on-site optimization.	Max	Max #1-#5
	Moz	4.2-Moz Text to Code	Triangulation point	Max	Max #1-#5
	Checkup	4.3-Text to Code	Triangulation point- Check your webpage source code in order to measure the size of text content compared to the structure (HTML code). This percent is not a direct ranking factor for search engines but there are other factors that depend on it such as site loading speed and user experience.	Max	Max #1-#5
	Multiple	4.4-Text to Code	MyIP + Moz + Checkup Median. A good text to HTML ratio is anywhere from 25 to 70 percent. This percentage refers to the visible text ratio, as opposed to HTML elements, image tags and other non-visible information.	Rel	Max #1-#5
	Checkup	4.5-HTML Requests	Number of calls to the server for page shell contents.	Max	Max #1-#5
Google PageSpeed		4.6-Low priority.	These suggestions represent the smallest wins. You should only be concerned with these items after you've handled the higher-priority ones:	-	Max #1-#5
Google PageSpeed		4.7-Put CSS in the document head	Moving inline style blocks and <link> elements from the document body to the document head improves rendering performance.	Ideal	Empirical
	Page Audit	**4.8-H1 Tag Qty**	A maximum of one tag is recommended and is tightly flagged by Google. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines. Only one H1 tag should appear on any page.	Max	Max #1-#5
Page Audit- Rank		4.9-H1 Tag- Words	Triangulation point.	Max	Max #1-#5
	Checkup	4.10-H1 Tag Qty	Triangulation point.	Max	Max #1-#5
	Multiple	**4.11-H1 Tag Words**	A maximum of one tag with 9 words are used by the highest traffic sites in the study group. This is a general recommendation and is tightly flagged by Google. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines. Only one H1 tag should appear on any page.	Max	Max #1-#5
	Moz	4.12-H1 Tag- Char	Triangulation point	Max	Max #1-#5
	Page Audit	**4.13-H1 Tag- Includes Phrase**	Triangulation point. An average of 11% phrase usage, or 1 phrase in one H1 tag, is noted on best performing sites.	Max	Max #1-#5
	Page Audit	4.14-H2-H6 Tag- Qty	This indicates if any H2-H6 headings are used in the page. H2-H6 headings can be helpful for for describing the sub-topics of a page. This must be listed in descending order.	Max	Max #1-#5
Page Audit- Rank		4.15-H2-H6 Tag- Words	Page Audit + Checkup Median. An average count of 9 H2 to H6 tags using no key phrase measures as best performing. Using H2 through H6 tags can provide a useful descending tree of topic importance, identifying potential content based on structural integrity by DTD.	Max	Max #1-#5
	Checkup	4.16-H2-H6 Tag Qty	Page Audit + Checkup. Using H2 through H6 tags can provide a useful descending tree of topic importance, identifying potential content based on structural integrity by DTD.	Max	Max #1-#5
	Multiple	4.17-H2-H6 Tag- Words	Page Audit + Checkup Median. An average count of 9 H2 to H6 tags using no key phrase measures as best performing. Using H2 through H6 tags can provide a useful descending tree of topic importance, identifying potential content based on structural integrity by DTD.	Max	Max #1-#5
	Moz	4.18-H2-H6 Tag- Char	Triangulation point	Max	Max #1-#5
	Page Audit	4.19-H2-H6 Tag- Includes Phrase	Triangulation point. Best performance is noted on sites using no key phrases as part of the H2 through H6 tags.	Max	Max #1-#5
	Page Audit	4.20-Bold-Qty	Text formatting. Shows as more important than plain text.	Max	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Page Audit	4.21-Bold- # words	Triangulation point	Max	Max #1-#5
	Moz	4.22-Bold/ Strong- # Char	Triangulation point	Max	Max #1-#5
	Page Audit	4.23-Bold/ Strong- Includes Phrase	Triangulation point	Max	Max #1-#5
	Page Audit	4.24-Italics- Qty	Text formatting. This format is not used extensively, so use sparingly. Shows as more important than plain text.	Max	Max #1-#5
	Page Audit	4.25-Italics- # words	Triangulation point	Max	Max #1-#5
	Moz	4.26-Em/ Italics- # Char	Triangulation point	Max	Max #1-#5
	Page Audit	4.27-Em/ Italics- Includes Phrase	Triangulation point	Max	Max #1-#5
	Page Audit	4.28-ALT- Qty	If an image cannot be displayed (wrong src, slow connection, etc), the alt attribute provides alternative information. Using keywords and human-readable captions in the alt attributes is a good SEO practice because search engines cannot realy see the images. For images with a decorative role (bullets, round corners, etc) you are advised to use an empty alt or a CSS background image.	Max	Max #1-#5
	dom-Tools	4.29-ALT Tags Seen	Triangulation point	Max	Max #1-#5
	Checkup	4.30-ALT Tags	Triangulation point	Max	Max #1-#5
	Multiple	4.31-ALT- Qty	Checkup + DomTools + Page Audit Median. We are surmising that increased compliance with ADA standards starting in 2011 is being promoted, possibly by government officials, in applying negative weighting against pages with missing ALT tags.	Max	Max #1-#5
	Page Audit	**4.32-ALT- # words**	Triangulation point	Max	Max #1-#5
	Moz	4.33-ALT Text- # Char	Triangulation point	Max	Max #1-#5
	Page Audit	**4.34-ALT Text- Includes Phrase**	The number of instances that the key phrase is seen in all ALT tags on the measured page.	Max	Max #1-#5
	Auto	4.35-Missing ALT Tags	Based on internal research, there appears to be a high correlation to rank dampening with a higher % of missing ALT tags. This may be in response to pressure from government agencies looking for a more uniform web with ADA compliance metrics.	Max	Max #1-#5
	Checkup	4.36-Missing ALT Tags	Triangulation point	Max	Max #1-#5
	Multiple	4.37-Missing ALT Tags	Page Audit + Checkup Median + DomTools. We are surmising that increased compliance with ADA standards starting in 2011 is being promoted, possibly by government officials, in applying negative weighting against pages with missing ALT tags.	Max	Max #1-#5
	Page Audit	**4.38-Plain Text- # Words**	This is the core content attribute from which all other relative measurements are made. From thin content penalties, to determining the correct numbeer or percentage of each primary DTD. Triangulation point	Max	Max #1-#5
	Page Audit	4.39-Text- # words	Triangulation point	Max	Max #1-#5
	Moz	4.40-Text- # Char	Triangulation point	Max	Max #1-#5
	Page Audit	**4.41-Plain Text- Includes Phrase**	Key phrase density and prominence (placement within the text) was used extensively by top SEOs from 2002 through 2011. Google recognized this and backed away from artifically inflated values for either statistic, and began edging towards overall content themes on a domain. With the emergence of LSI (Latent Semantic Indexing), Google now can take an inclusive view of a sites' overall content theme and compare to others within your industry. This has led to Classic Normalized Term Weight as the primary alternative to Phrase Density, which acts as a simplified version of LSI.	Max	Max #1-#5
	Checkup	4.42-One-word phrase visible	Various sources indicate that a safe keyword density should range between 2-4% for your targeted keywords.	Repeats	Empirical
	Checkup	4.43-Density	Keyword Density	Max	Empirical
	Checkup	4.44-One-word phrase visible	Various sources indicate that a safe keyword density should range between 2-4% for your targeted keywords.	Repeats	Empirical
	Checkup	4.45-Density	Keyword Density	Max	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
	Checkup	4.46-One-word phrase visible	Various sources indicate that a safe keyword density should range between 2-4% for your targeted keywords.	Repeats	Empirical
	Checkup	4.47-Density	Keyword Density	Max	Empirical
	Checkup	4.48-One-word phrase visible	Various sources indicate that a safe keyword density should range between 2-4% for your targeted keywords.	Repeats	Empirical
	Checkup	4.49-Density	Keyword Density	Max	Empirical
	Checkup	4.50-One-word phrase visible	Various sources indicate that a safe keyword density should range between 2-4% for your targeted keywords.	Repeats	Empirical
	Checkup	4.51-Density	Keyword Density	Max	Empirical
	copyscape	4.52-Duplicate Content	Google has said time and time again, duplicate content issues are rarely a penalty. It is more about Google knowing which page they should rank and which page they should not. Google doesn't want to show the same content to searchers for the same query; they do like to diversify the results to their searchers. Google's head of search spam, Matt Cutts, said he wouldn't stress about it — that is, unless it is spammy duplicate content.	Max	Max #1-#5
	Manual	4.53-Optimized PDFs	Can lead to a PDF appearing at the top of SERP results. This can be accomplished through inbound links as well as on-file optimization through bookmarks, tags, meta data within the file and other internal and internal-to-web link structures.	Max	Max #1-#5
	Manual	4.54-Base Core Code Generation-Date		Ideal	Max #1-#5
	Manual	4.55-Last Date Text/ Content Added	Months from last update. Updating of site text content is seen by Google and the other search engines. Alta Vista was the first engine to give extra weighting starting in 1998. The historical amount needed is above 750 bytes, so even minor text edits are given value.	Ideal	Max #1-#5
	Checkup	4.56-Plaintext Emails	Any e-mail address posted in public is likely to be automatically collected by computer software used by bulk emailers (a process known as e-mail address harvesting). A spam harvester can read through the pages in your site and extract email addresses which are then added to bulk marketing databases and the result is more spam in your inbox.	Max	Max #1-#5
	Page Audit	4.57-Content Keyword Stuffing	We use the maximum range of nationally searched sites filtered by text quantity as a % of the maximum text content range. Google: "Keyword stuffing" refers to the practice of loading a webpage with keywords or numbers in an attempt to manipulate a site's ranking in Google search results. Often these keywords appear in a list or group, or out of context (not as natural prose). Filling pages with keywords or numbers results in a negative user experience, and can harm your site's ranking. Focus on creating useful, information-rich content that uses keywords appropriately and in context. . The higher the word count, the higher the KW % can be, as is the case on "Top Seached" sites at double the density of all other measured sites.	Max	Max #1-#5
	Page Audit	4.58-Current, H1 Qty		Current	Max #1-#5
	Page Audit	4.59-Suggested, H1 Qty	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.60-Current, H1 (Words)		Current	Max #1-#5
	Page Audit	4.61-Suggested, H1 (Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.62-Current, H1 Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	4.63-Suggested, H1 Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.64-Current, H2-H6 (Qty)		Current	Max #1-#5
	Page Audit	4.65-Suggested, H2-H6 (Qty)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.66-Current, H2-H6 (Words)		Current	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Page Audit	4.67-Suggested, H2-H6 (Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.68-Current, H2-H6 Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	4.69-Suggested, H2-H6 Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.70-Current, Bold (Qty)		Current	Max #1-#5
	Page Audit	4.71-Suggested, Bold (Qty)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.72-Current, Bold (Words)		Current	Max #1-#5
	Page Audit	4.73-Suggested, Bold (Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.74-Current, Bold Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	4.75-Suggested, Bold Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.76-Current, Italics Qty		Current	Max #1-#5
	Page Audit	4.77-Suggested, Italics Qty	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.78-Current, Italics (Words)		Current	Max #1-#5
	Page Audit	4.79-Suggested, Italics (Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.80-Current, Italics Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	4.81-Suggested, Italics Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.82-Current, ALT Qty		Current	Max #1-#5
	Page Audit	4.83-Suggested, ALT Qty	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.84-Current, ALT (Words)		Current	Max #1-#5
	Page Audit	4.85-Suggested, ALT (Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.86-Current, ALT Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	4.87-Suggested, ALT Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.88-Current, Plain Text Qty		Current	Max #1-#5
	Page Audit	4.89-Suggested, Plain Text Qty	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.90-Current, Plain Text (Words)		Current	Max #1-#5
	Page Audit	4.91-Suggested, Plain Text (Words)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5
	Page Audit	4.92-Current, Plain Text Key Phrase (Repeated)		Current	Max #1-#5
	Page Audit	4.93-Suggested, Plain Text Key Phrase (Repeated)	Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
Social Web 2.0 Visibility & Activity					
Page Audit		8.1-Social Mention	Activity- Your level of influence on social networks such as Facebook and Twitter, along with the authoritative value of reviews you receive on websites such as Yelp, are combined to determine how Google ranks websites within a particular location. Google pays attention to Twitter followers and mentions received. For Facebook, the focus is shares and likes received by your page as well as for your website content. The authority of people who follow/mention or share/like your website, content and social media pages also are taken into consideration for ranking. Growth or decline in those areas also carries weight for how SEO works.	Min	
	Checkup	8.2-Social Media Check	Sees if your website connects to at least one of the most important social networks using the API's provided by Facebook, Google +, Twitter, Pinterest, or by using addthis.	Max	Max #1-#5
	Checkup	**8.3-Social Activity**	Checks the activity on social media networks of your website or URL. This activity is measured in total number of shares, likes, comments, tweets, plusOnes and pins. This activity covers only your URL and not social media accounts linked with your webpage.	Max	Max #1-#5
Page Audit- Rank		8.4-Facebook Popularity	Popularity- This is how the social web works. You create something of value. Then someone visits your website and "consumes" it. If they truly get value out of it, they feel the natural human urge to share it with the people they know. Social media has ensured that one person can have a large, rippling effect. One person shares something, then thousands have the opportunity to read and potentially share.	Min	
	Quake	8.5-Facebook- Likes	Likes	Avg	Min
	Checkup	8.6-Facebook- Likes	Triangulation point- Likes	Avg	Average
		8.7-Facebook- Likes	Quake + Checkup Median: Likes	Max	Min + Avg #1-#5
Page Audit		8.8-Facebook- Shares	Shares	Min	
	Checkup	8.9-Facebook- Shares	Triangulation point- Shares	Max	Max #1-#5
		8.10-Facebook- Shares	Page Audit + Checkup Median: Shares. Facebook Popularity- This is how the social web works. You create something of value. Then someone visits your website and "consumes" it. If they truly get value out of it, they feel the natural human urge to share it with the people they know. Social media has ensured that one person can have a large, rippling effect. One person shares something, then thousands have the opportunity to read and potentially share.	Max	Max #1-#5
	Checkup	8.11-Facebook- Comments	Comments	Min	
	Manual	8.12-Facebook Like-Share On-Site / API Hook	Like/ Share Capabilities On-Site	Ideal	
	Manual	8.13-Facebook- OpenGraph Localization	og:lat/long Localization- Location plays a vital role in Google's algorithm. If you are on Facebook or Foursquare, the good news is that both networks allow users to check in to a location. Remember that Google uses Web citations from your physical address to verify your location on Google Places and to do your local organic ranking. This indicates that Google does use your location to rank your website.	Min	
	Quake	8.14-Twitter- Tweets	Tweets	Ideal	
	Checkup	8.15-Twitter- Tweets	Triangulation point- Tweets	Max	Max #1-#5
		8.16-Twitter- Tweets	Quake + Checkup Median: Tweets	Max	Max #1-#5
Page Audit- Rank		8.17-Twitter- Mentions	Mentions	Min	Max #1-#5
Page Audit - Quake		8.18-Google +1	Adds/Shares- The location of an individual performing an activity plays a vital role in what Google decides to do. It will first consider the number of shares coming from people in a certain location and the authority of these people, along with the acceleration or deceleration of sharing. Once all activities are legitimate, your website will benefit. Onsite Activity- Similar to adds/shares, Google pays attention to the authority of +1's — the speed and volume influence your ranking. Your +1 activity carries similar weight to adds/shares, so work at getting those +1's.	Ideal	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Checkup	8.19-Google +1 Adds/Shares	Triangulation point- +1 activity	Max	Max #1-#5
		8.20-Google +1 Adds/Shares	Page Audit + Checkup Median Adds/Shares- The location of an individual performing an activity plays a vital role in what Google decides to do. It will first consider the number of shares coming from people in a certain location and the authority of these people, along with the acceleration or deceleration of sharing. Once all activities are legitimate, your website will benefit. Onsite Activity- Similar to adds/shares, Google pays attention to the authority of +1's — the speed and volume influence your ranking. Your +1 activity carries similar weight to adds/shares, so work at getting those +1's.	Max	Max #1-#5
		8.21-Yelp	Listing	Ideal	Max #1-#5
		8.22-LinkedIn	Links	Ideal	Max #1-#5
		8.23-Youtube	Video	Ideal	Max #1-#5
		8.24-Instagram	Posts	Ideal	Max #1-#5
	Checkup	8.25-Pinterest	Posts	Max	Max #1-#5
		8.26-MySpace	Shares	Ideal	Max #1-#5
	Page Audit	8.27-Forum/ Blog Backlinks	Posts	Min	Max #1-#5
		8.28-Reddit	Actions	Ideal	Max #1-#5
	Page Audit	8.29-StumbleUpon	Views	Ideal	Max #1-#5
		8.30-Digg	Stories/Bookmarks	Ideal	Max #1-#5
	Page Audit	8.31-del.icio.is (Delicious)- Bookmarks	Bookmarks	Ideal	Max #1-#5
		8.32-del.icio.is (Delicious)- Tags	Tags	Ideal	Max #1-#5
	dom-Tools	**8.33-Wikipedia Articles**	Posts	Max	Max #1-#5
	dom-Tools	8.34-Y! Directory Listing	Originally posted as a human-directed repository of a directory structure with strict limits on links per page. Those entries with the earliest date and best key phrase densities would typically top the rank results. This process was replaced with DMOZ entries, but webmasters can still request a link from the original core directory.	Max	Max #1-#5
	dom-Tools	8.35-DMOZ Listing	The oldest human-edited directory resource still available on the web. This was the primary aggregator for Yahoo in the late 1990's. The single largest impediment was that a specialist within each field received the request to add a URL. If it was a direct competitor, the human could ignore the request. Multiple submissions were also flagged as potential spammers and wouldn't be entered. This was the primary business opportunity that opened the PageRank algorithm, that launched Google as a better alternative.	Max	Max #1-#5
	Page Audit	8.36-Yandex Index/ Catalog		Ideal	Max #1-#5
	Checkup	8.37-AddThis	A good add-on that can help stimulate overall social visibility and fulfill on-site social share capabilities while minimizing actual interaction time on social media sites. It is a temporary workaround until resources can be allocated to support ther increasing weight of social media.	Ideal	Max #1-#5
to improve 1 PR		8.38-Suggested- From Landing Page w/ Link Bait	Natural Links, from External Websites that find your 'Link Bait' compelling enough to link to.	Min	om Same PR Valu
to improve 1 PR		8.39-Suggested- Social, From FaceBook	Inbound Links, Likes, Shares or Comments. Assuming an acceptance rate of 13.4% that results in these links, it will require submitting to approximately 675 Facebook pages to achieve these links.	Min	om Same PR Valu
to improve 1 PR		8.40-Suggested- Inbound, From Forum/ Blog PR-Article Links	Article and Press Release Inbound Links. Assuming an acceptance rate of 12.1% that results in these links, it will require submitting to approximately 894 blogs to achieve these links.	Min	om Same PR Valu
to improve 1 PR		8.41-Suggested- Inbound, From Related Industry Directories	Inbound Links. Assuming an acceptance rate of 12.1% that results in these links, it will require submitting 1342 directories to obtain these links.	Min	om Same PR Valu
to improve 1 PR		8.42-Suggested- Social, From Twitter, Other Social	Inbound Links. Assuming an acceptance rate of 7.1% that results in these links, it will require submitting 3 directories to obtain these links.	Min	om Same PR Valu

Star Focus	Source	Test	Details	Criteria	Src2
		Inbound Links & Overall Domain Valuation			
Doc- right click		7.1-Domain Age	One of the core criteria when evaluating the purchase of a domain name is its age. The older, the higher the overall visibility and historical Majestic and Alexa backlinks, the better got Google rankings. Next would be to check if the domain had ever been in a bad neighborhood or was noted for spammy content; use the wayback machine to test this.	Min	Max #1-#5
Compete.com		**7.2-Estimated Monthly Domain Traffic**	Due to traffic disparity between lowest and highest traffic sites from 10 monthly visits, to over 1.2 Billion monthly page views, weighting is being evaluated for this test. This may be addressed through the LSI Overlay feature to approximate Google's current algorithm. Nationally measured traffic uses the existing median 'as is'. An increasing weight is being placed on estimating traffic from various sources. While access to the web server still remains the only 100% accurate way to get counts, agencies like compete.com have come in as close as 2% to 10% off from actual traffic. This reliability of greater than 90% plays a large role in Alexa valuations on domain and site strength.	Min	Max #1-#5
Quake		7.3-PageRank- Domain	PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." The forula, originally published as the "Hilltop" study, is PR(A) = (1-d) + d (PR(T1)/C(T1) + … + PR(Tn)/C(Tn)). 85% of the PR of a web page is transferred to the web pages it links to, shared equally between all unique links. To increase PR, it is always better to get links from pages which have high PR and lower number of outgoing links on it.	Min	Empirical
Checkup		7.4-PageRank- Measured Page	Triangulation point.	Min	Empirical
Quake		7.5-Page PR: -1 = Poss Sandbox	Page possibly penalized, or shortly to be penalized, domain. This can be caused by an overly aggressive inbound link campaign, too many inbound links showing up rapidly, too many key phrases found in the links, or black hat on-page content and meta stuffing.	Min	Empirical
		7.6-PR Domain	PageRank relies on the uniquely democratic nature of the web by using its vast link structure as an indicator of an individual page's value. In essence, Google interprets a link from page A to page B as a vote, by page A, for page B. But, Google looks at more than the sheer volume of votes, or links a page receives; it also analyzes the page that casts the vote. Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important." The forula, originally published as the "Hilltop" study, is PR(A) = (1-d) + d (PR(T1)/C(T1) + … + PR(Tn)/C(Tn)). 85% of the PR of a web page is transferred to the web pages it links to, shared equally between all unique links. To increase PR, it is always better to get links from pages which have high PR and lower number of outgoing links on it.	Max	Max #1-#5
Quake		7.7-Alexa Rank	Lower is better. 1 is the best position available, while 19,999,999 is the current lowest position on Alexa. Alexa Rank mesure the traffic rate of your domain and is determined by the web information company Alexa. This company ranks sites based on the amount of traffic (over a period of three months) recorded from users that have the Alexa Toolbar installed. The lower your rating on Alexa the better. Meaning if you have a ranking under 100,000 then your website should be producing some good traffic. The traffic rank depends on the popularity of your website (the number of users who visit your site and the number of pages from your site viewed by those users).	Ideal	Empirical
Checkup		7.8-Alexa Rank	Triangulation point	Ideal	Empirical

Star Focus	Source	Test	Details	Criteria	Src2
		7.9-Alexa Rank	Lower is better. 1 is the best position available, while 19,999,999 is the current lowest position on Alexa. Alexa Rank mesure the traffic rate of your domain and is determined by the web information company Alexa. This company ranks sites based on the amount of traffic (over a period of three months) recorded from users that have the Alexa Toolbar installed. The lower your rating on Alexa the better. Meaning if you have a ranking under 100,000 then your website should be producing some good traffic. The traffic rank depends on the popularity of your website (the number of users who visit your site and the number of pages from your site viewed by those users).	Max	Max #1-#5
	semRush	**7.10-SEM Rush Rank**	Employs a similar algorithm to Alexa if weighing and filtering site valuation. 1 is the best case scenario. This reverse ranking allows billions of pages to be ranked more easily. SEM Rush uses aggregate average rolling traffic combined with page popularity and page views per visit, along with 30 other proprietary measurements.	Ideal	Max #1-#5
	Moz	7.11-Page URL MozRank	MozRank refers to Moz's general, logarithmically scaled 10-point measure of global link authority (popularity). MozRank is very similar in purpose to the measures of static importance (which means importance independent of a specific query) that are used by the search engines (e.g., Google's PageRank). Search engines often rank pages with higher global link authority ahead of pages with lower authority. Because measures like MozRank are global and static, this ranking power applies to a broad range of search queries, rather than pages optimized specifically for a particular keyword.	Max	Max #1-#5
	MOZ	7.12-Root Domain MozRank	This rank also uses the Moz algorithm in a different context than Googles algorithm, and is assumed to be a refinement of the core PR calculation. A 5.0 rank would be the equivalent of almost 5x as valuable as a 49% rank. By focusing on all aspects of site development on a CONSISTENT basis, these values can be extended over time.	Max	Max #1-#5
	MOZ	7.13-Page URL Authority	Maximum of 100%. Page Authority is Moz's calculated metric for how well a given webpage is likely to rank in Google.com's search results. It is based off data from the Mozscape web index and includes link counts, MozRank, MozTrust, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across the thousands of search results that we predict against.	Max	Max #1-#5
	MOZ	**7.14-Root Domain Authority**	Maximum of 100%. Domain Authority is Moz's calculated metric for how well a given domain is likely to rank in Google's search results. It is based off data from the Mozscape web index and includes link counts, MozRank and MozTrust scores, and dozens of other factors. It uses a machine learning model to predictively find an algorithm that best correlates with rankings across thousands of search results that we predict against. It's best to use Page Authority (PA) and Domain Authority (DA) as comparative metrics when doing research in the search results and determining which sites/pages may have more powerful/important link profiles than others. While specific metrics like MozRank can answer questions of raw link popularity—and link counts can show the raw quantities of pages/sites linking—the authority numbers are high-level metrics that attempt to answer the question, "How strong are this page's links in terms of helping them rank for queries in Google.com?"	Max	Max #1-#5
	Checkup	7.15-SEO Score	Overall score based on 72 active tests and criteria, and is the third most important subscription we maintain.	Max	Max #1-#5
	dom-Tools	7.16-DomTools- SEO Code Score	The goal is to allow everyone to accomplish a 100% score. If no obvious html optimization methods exist and everything looks good, the score will be 100%. The tool is picky about the obvious things like completing Title tags and h1 tags; basic content structuring. Frames and lack of alt tags receive a higher negative rating. See Site Terms for more on the content to term weighting.	Max	Max #1-#5
	Doc	7.17-Doc SEO Code Score	SEO Score represents the result of on-site optimization analysis of the currently viewed page. Maximum SEO score is 100.	Max	Max #1-#5
	Manual	7.18-Google Pages Indexed	Triangulation point	Max	Max #1-#5
	Manual	7.19-Bing Index	Triangulation point	Max	Max #1-#5
me SEO SiteTool		7.20-Majestic Indexed		Max	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Google- WMT	7.21-Google Backlinks	Triangulation point. The number of links pointing back to a domain that is reported by Google. There is a screening algorithm that blocks many inbound links from actively being seen or visible, so this number is a fraction of the overall landscape. However, this remains the foundation for Google's PageRank ranking and remains a very important valuation from Google.	Max	Max #1-#5
	Manual	7.22-Bing Backlinks	Triangulation point	Max	Max #1-#5
	Checkup	7.23-Alexa Links In	Nationally measured traffic sites may use 1/2 of the actual maximum value of 318,000 visible Alexa backlinks to weight disproportionate scoring, and would be addressed in the "LSI Overlay' adjustment.	Max	Max #1-#5
me SEO SiteTool	7.24-Majestic Links	Uses overall maximum. This may be exempted for nationally measured sites, which may use 1/3 of the maximum range value of 621 Million visible backlinks.	Max	Max #1-#5
me SEO SiteTool	7.25-Majestic Links- Unique Domains		Max	Max #1-#5
	Auto	7.26-Majestic Links Per Domain	Possible link purchasers, a practice that Google is actively targeting as a violation of its terms of service. Google wants to see a natural link growth based on the value of a sites' contents. Purchasing links goes against the democratic nature of its' PageRank algorithm in gaining unnatural prominence with potentially no value to the content at the end page destination.	Max	Max #1-#5
	Auto	7.27-Links Per Majetsic Indexed Pages		Max	Max #1-#5
	Quake	7.28-Inbound Domains		Max	Max #1-#5
	dom-Tools	7.29-Site Terms Total	This is another verification tool to identify possible meta keyword stuffing and content keyword stuffing. Where keyword phrases contain too many terms, the tool will flag us to use keywords that are composed of only one or two terms	Max	Max #1-#5
	dom-Tools	7.30-Unique Terms	Using an advanced count algorithm, DomTools compares the site terms total and linked terms in arriving at duplicate phrases that use synonyms. The target is equal to Site Terms Total.	Max	Max #1-#5
	dom-Tools	7.31-Site Terms Linked	A higher than link count total flags the measured file as a possible link spammer.	Max	Max #1-#5
	Doc	7.32-Page Rank Flow	Page rank flow is a number expressed in percentage of the links on the page going out of your domain, versus the total number of links. A page where all links are internal (going to the same domain) will have Page rank flow of 100% while the page where all links go to external sites will have page rank flow of 0%. In a nutshell this number represents how much of the incoming Page rank is kept on your site.	Ideal	Empirical
	Manual	7.33-sitemap-g imlode		Ideal	Max #1-#5
	Manual	7.34-Map-g Last Update		Rel	Max #1-#5
	Manual	7.35-Anchors- Exact Match Inbound	External links using a key phrase that points to an internal page optimized for that phrase. Google increases rankings for your website only if it thinks that the links are created naturally. If Google doesn't believe that the links are natural, then it simply doesn't give them any value, so they do not influence your rankings. Keyword – this is a word or a phrase that is used by your clients in the search engines to find your website. The keywords are used during the on-page optimization and during analysis of traffic. The keyword phrases help to come up with anchor text for the backlinks. You can't use only your keyword phrase while building or purchasing links, otherwise you risk to over-optimize backlink profile and your link building campaign will NOT look natural to Google and it will be less effective in the long run.	Max	Max #1-#5
	Manual	7.36-Anchors- Hybrid Branded- Phrase/ Company Inbound	External backlinks using the company or brand to point back to the sites home page. If you want to get high rankings on Google for years, then build links using the given recommendations on anchor text distribution. Remember, 1. Natural links don't include only keywords; 2. Natural links may include URL of your website; and 3. Natural links include other words like "visit website" or "click here"	Max	Max #1-#5
	Manual	7.37-Anchors- Naked URL (domain.com)	External inbound links that use 'Click Here' and point to the sites home page. Anchor text is a word or a phrase that is used in the hyper link, pointing to your website. You provide the anchor text when you create the links. Anchor text doesn't necessarily include the keyword. The anchor texts are created based on keywords, brand name, URLs of the website, calls to actions like "click here" or "visit this website", names of products and related information.	Max	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Manual	7.38-Anchors- Exact, Hybrid, Naked	**Exact Match-** External links using a key phrase that points to an internal page optimized for that phrase. Google increases rankings for your website only if it thinks that the links are created naturally. If Google doesn't believe that the links are natural, then it simply doesn't give them any value, so they do not influence your rankings. Keyword – this is a word or a phrase that is used by your clients in the search engines to find your website. The keywords are used during the on-page optimization and during analysis of traffic. The keyword phrases help to come up with anchor text for the backlinks. You can't use only your keyword phrase while building or purchasing links, otherwise you risk to over-optimize backlink profile and your link building campaign will NOT look natural to Google and it will be less effective in the long run. **Hybrid Match-** External backlinks using the company or brand to point back to the sites home page. If you want to get high rankings on Google for years, then build links using the given recommendations on anchor text distribution. Remember, 1. Natural links don't include only keywords; 2. Natural links may include URL of your website; and 3. Natural links include other words like "visit website" or "click here". **Naked URL-** External inbound links that use 'Click Here' and point to the sites home page. Anchor text is a word or a phrase that is used in the hyper link, pointing to your website. You provide the anchor text when you create the links. Anchor text doesn't necessarily include the keyword. The anchor texts are created based on keywords, brand name, URLs of the website, calls to actions like "click here" or "visit this website", names of products and related information.	Max	Max #1-#5
	Manual	7.39-Search Volume	Total searches for the ranked phrase in one month.	Max	Max #1-#5
	Manual	7.40-# of Competing Domains for Phrase	Total number of competing domains for the ranked phrase.	Max	Max #1-#5
	Auto	7.41-KEI (Keyword Effectiveness Index)	Used by PPC and top organic SEO specialists in targeting the highest searches combined with the lowest weighted number of competing domains.	Max	Max #1-#5
to improve 1 PR		7.42-Suggested- Google Inbound Links	Links needed from sites with the same PageRank value to improve by one PageRank. To get a PR5 for a newly setup PR0 website, you would need only 1 PR7 link or 125 PR4 links. And to get a site up to PR6, you would need 25 PR6 links or 5 PR7 links or a massive 625 PR4 links.	Max	Max #1-#5
	MOZ	7.43-Subdomain MozTrust		Max	Max #1-#5
	MOZ	7.44-Root Domain MozTrust		Max	Max #1-#5
	MOZ	7.45-Page/ URL Linking Root Domains		Max	Max #1-#5
	MOZ	7.46-Root Domain Linking Root Domains		Max	Max #1-#5

Internal Link Structures

Star Focus	Source	Test	Details	Criteria	Src2
	Auto	5.1-Internal Link Silo Structure	A simplified drilldown navigation for a better end user experience is recommended, as long as a 2-click scenario is employed from top to main direcory sitemaps. This calculation evaluates on a maximum of 100 links.	Max	Empirical
	Auto	5.2-Second Tier Linking	For sites larger than 100 pages, and with links of 100 or less on the measured page. This correlates to a classic silo structure.	Rel	Empirical
	Manual	5.3-Third Tier Linking		Rel	Empirical
	Auto	5.4-Link Silo Structure	A simplified drilldown navigation for a better end user experience is recommended, as long as a 2-click scenario is employed from top to main direcory sitemaps. This calculation evaluates on a maximum of 100 links per main level page.	Rel	Empirical
	Quake	5.5-Total Links	Total of all internal and external links to all site assets, including HTML, CSS, JS and Image files, seen on the measured page.	Rel	Max #1-#5
	Quake	5.6-External Followed Links	An external link is a link that points at an external domain. Top SEOs believe that external links are the most important source of ranking power. External links pass "link juice" (ranking power) differently than internal links because the search engines consider them as third-party votes. Top SEOs don't believe that the "title" link attribute is used for rankings purposes.	Rel	Max #1-#5
Page Audit- Rank		5.7-External links	Triangulation point	Rel	Max #1-#5
		5.8-External links	An external link is a link that points at an external domain. Top SEOs believe that external links are the most important source of ranking power. External links pass "link juice" (ranking power) differently than internal links because the search engines consider them as third-party votes. Top SEOs don't believe that the "title" link attribute is used for rankings purposes.	Rel	Max #1-#5
	Moz	5.9-Internal Links	Current, Link Anchor, total internal links on the measured page. Internal links are links that go from one page on a domain to a different page on the same domain. They are commonly used in main navigation. These type of links are useful for three reasons: They allow users to navigate a website. They help establish information hierarchy for the given website. They help spread link juice (ranking power) around websites. Internal links are most useful for establishing site architecture and spreading link juice (URLs are also essential).		
	Page Audit	5.11-Link Anchor, Tags Count	Number of links represents number of links found on the page. It is generally accepted that search engines consider only a certain number of links on a page and would ignore others for purposes of page rank calculation.	Rel	Max #1-#5
	Moz	5.12-Internal Nofollow	By adding the rel="nofollow" attribute to the link tag, the webmaster is telling the search engines that they do not want this link to be interpreted as a normal, juice passing, "editorial vote." Nofollow came about as a method to help stop automated blog comment, guestbook, and link injection spam, but has morphed over time into a way of telling the engines to discount any link value that would ordinarily be passed. Links tagged with nofollow are interpreted slightly differently by each of the engines.	Rel	Max #1-#5
Page Audit- Rank		5.13-Nofollow links	Triangulation point	Rel	Max #1-#5
		5.14-Nofollow links	By adding the rel="nofollow" attribute to the link tag, the webmaster is telling the search engines that they do not want this link to be interpreted as a normal, juice passing, "editorial vote." Nofollow came about as a method to help stop automated blog comment, guestbook, and link injection spam, but has morphed over time into a way of telling the engines to discount any link value that would ordinarily be passed. Links tagged with nofollow are interpreted slightly differently by each of the engines.	Rel	Max #1-#5
	Page Audit	5.15-Link Anchor, Words Total	Current, Link Anchor, total words used in links.	Rel	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Manual	5.16-Phrases in Navigation links	Some users might link to your page using the URL of that page as the anchor text. If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would. Using a key phrase in a link pointing to a page optimized on the same exact topic is not considered as bad. Keyword usage and targeting are still a part of the search engines' ranking algorithms, and we can leverage some effective "best practices" for keyword usage to help create pages that are close to "optimized." Generally not in link anchor text on the page itself that points to other pages on your site or different domains.	Rel	Max #1-#5
e Audit- Content		5.17-Link Anchor, Keyword Count	Current, Link Anchor, # phrases in links	Max	Max #1-#5
		5.18-Phrases in Navigation links	Some users might link to your page using the URL of that page as the anchor text. If your URL contains relevant words, this provides users and search engines with more information about the page than an ID or oddly named parameter would. Using a key phrase in a link pointing to a page optimized on the same exact topic is not considered as bad. Keyword usage and targeting are still a part of the search engines' ranking algorithms, and we can leverage some effective "best practices" for keyword usage to help create pages that are close to "optimized." Generally not in link anchor text on the page itself that points to other pages on your site or different domains.	Rel	Max #1-#5
e Audit- Content		5.19-Link Anchor, Keyword Density	Current, Phase as a % of all link words	Rel	Max #1-#5
Page Audit- Rank		5.21-Broken Links	Internal links to files not in existence or are misnamed. This acts as a roadblock to bots trying to crawl pages, and is a large red flag for SEO.	Max	
	Checkup	5.22-Broken Links	Internal links to files not in existence or are misnamed. This acts as a roadblock to bots trying to crawl pages, and is a large red flag for SEO.	Rel	Max #1-#5
	Checkup	5.23-Broken Link %		Max	
	Checkup	5.24-URL SEO # Unfriendly	HTML Emulation enabled, or written via static. No links should include wildcards or dynamic ranges, like index.php?=id=231.	Min	Max #1-#5
	Checkup	5.25-Unfriendly Link %	HTML Emulation enabled, or written via static. No links should include wildcards or dynamic ranges, like index.php?=id=231.	Min	
e Audit- Content		5.26-Suggested, Link Anchor, Tags Count	Reccommended, Weighted, Link Anchor, total internal links on the measured page.	Rel	Max #1-#5
e Audit- Content		5.27-Suggested, Link Anchor, Keyword Count	Reccommended, Weighted, Link Anchor, # phrases in links	Max	Max #1-#5
e Audit- Content		5.28-Suggested, Link Anchor, Words Total	Reccommended, Weighted, Link Anchor, total words used in links.	Rel	Max #1-#5
e Audit- Content		5.29-Suggested, Link Anchor, Keyword Density	Reccommended, Weighted, Link Anchor, Prhase as a % of all link words	Rel	Max #1-#5
	Google- WMT	5.30-WMT- Submitted- Total Pages	Triangulation point	Rel	Max #1-#5
	Google- WMT	5.31-WMT- Pages Indexed	Triangulation point	Rel	Max #1-#5
	Google- WMT	5.32-WMT- % XML Pages Indexed	> 100% introduces a mathematical model in determining duplicate pages/content. This reinforces the need for URL canonicalization to point the engines to the most relevant page for indexing.	Min	Max #1-#5
	Google- WMT	5.33-WMT- Internal Links (CSV)	Triangulation point	Rel	Max #1-#5
	Google- WMT	5.34-WMT- Internal Links to Submitted	Includes all references to CSS, JS and images.	Rel	Max #1-#5
	Google- WMT	5.35-WMT- Internal Link Pages	The files that Google sees as the backbone of the site navigation.	Max	Max #1-#5
	Google- WMT	5.36-# Avg Links/ Page	Triangulation point	Max	Max #1-#5
	Google- WMT	5.37-% WMT Int Link Pages to WMT XML Indexed	Triangulation point	Max	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	Google- WMT	5.38-% Linked Pages to Total Site	Triangulation point	Max	Max #1-#5
	Google- WMT	5.39-WMT- Internal Linked Pages to Pages Submitted	Triangulation point	Max	Max #1-#5
	WunderWeb	5.40-Total Site Size	Extraction of all text/HTML files crawled on a domain (recognizes robots.txt exclusions)	Max	Max #1-#5
	Google- WMT	5.42-XML Map	Manual - Total Site Size	Max	Max #1-#5
e Audit- Content	5.43-Current, On-Page Links (Qty)			Current	Max #1-#5
e Audit- Content	5.44-Suggested, On-Page Links (Qty)		Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	
e Audit- Content	5.45-Current, On-Page Links (Words)			Current	Max #1-#5
e Audit- Content	5.46-Suggested, On-Page Links (Words)		Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	
e Audit- Content	5.47-Current, On-Page Links, Key Phrase (Words)			Current	Max #1-#5
e Audit- Content	5.48-Suggested, On-Page Links, Key Phrase (Words)		Based on the top 10 ranked sites' average level, tempered by empirical maximums.	Suggested	

Additional Information- New Suite Tests

Star Focus	Source	Test	Details	Criteria	Src2
to improve 1 PR	8.50-From PR 0-10, Total Link Requests Accepted		Not all links requests submitted to another site or webmaster will be accepted, even from a domain of equal value. The request may be to a non-existant email address, or corporate policies may prohibit link sharing of any kind. Owners of same valuable domains know they will be bleeding a much larger share of their value to your domain, and at the same time the other sites' page will have decreased link value as it adds another external link to what it already on their page (Google;"Dampening Factor").	Max	Max #1-#5
to improve 1 PR	8.51-PR 0-10,Links To Be Requested/ Submitted		The total requests needed to achieve actual links placed on an external page are based on industry acceptance rates, as well as our internal measured client campaigns. This formula also weighs in variable actual PR that accepts the request.	Max	Max #1-#5
to improve 1 PR	8.52-Total Links Actually Placed from One PR Higher		While far fewer links are needed from just one PageRank higher, the actual conversion rate, or acceptance of your request will be far less. Owners of more valuable domains know they will be bleeding a portion of their value to your domain, and at the same time the other sites' page will have decreased link value as it adds another external link to what it already on their page.	Max	Max #1-#5
to improve 1 PR	8.53-Total Links Requests Needed from One PR Higher		The total requests needed are based on industry acceptance rates, as well as our internal measured client campaigns.	Max	Max #1-#5
to improve 1 PR	8.54-Natural Inbound Links from Direct Requests		The total requests needed are based on industry acceptance rates, as well as our internal measured client campaigns.	Max	Max #1-#5
to improve 1 PR	8.55-Not Assigned				
to improve 1 PR	8.56-Not Assigned				
to improve 1 PR	8.57-Not Assigned				
to improve 1 PR	8.58-Not Assigned				
to improve 1 PR	8.59-Not Assigned				
6- CODE	2.49-Content Type			Rel	Max #1-#5
6- CODE	2.50-Charset Type			Rel	Max #1-#5
6- CODE	2.51-Total Site Size- Unique Pages			Max	Max #1-#5
6- CODE	2.52-DocType- Code			Rel	Max #1-#5
6- CODE	2.53-Language			Rel	Max #1-#5

Star Focus	Source	Test	Details	Criteria	Src2
	6- CODE	2.54-Encoding		Rel	Max #1-#5
	6- CODE	2.55-Microformats		Rel	Max #1-#5
	8- SOCIAL	8.60-Baidu Index		Max	Max #1-#5
	8- SOCIAL	8.61-Baidu Link		Max	Max #1-#5
	8- SOCIAL	8.62-Feeds		Rel	Max #1-#5
	7- IBL	7.49-Subdomain Authority		Max	Max #1-#5
	7- IBL	7.50-Subdomain MozRank		Max	Max #1-#5
	7- IBL	7.51-Sudomain Total Links		Max	Max #1-#5
	7- IBL	7.52-Subdomain External Followed Links		Max	Max #1-#5
	7- IBL	7.53-Subdomain Internal Followed Links		Max	Max #1-#5
	7- IBL	7.54-Subdomain Linking Root Domains		Max	Max #1-#5
	7- IBL	7.55-Root Domain Total Links		Max	Max #1-#5
	3- BODY	3.48-Title- Keyword Density		Current	Max #1-#5
	3- BODY	3.49-Description- Keyword Density		Current	Max #1-#5
	3- BODY	3.50-Keywords- Keyword Density		Current	Max #1-#5
	3- BODY	4.98-Suggested, H1- Keyword Density		Suggested	
	3- BODY	4.99-Suggested, H2- Keyword Density		Suggested	
	3- BODY	4.100-Suggested, Bold- Keyword Density		Suggested	
	3- BODY	4.101-Suggested, Em/Ital- Keyword Density		Suggested	
	3- BODY	4.102-Suggested, ALT- Keyword Density		Suggested	
	3- BODY	4.103-Suggested, Plain Text- Keyword Density		Suggested	
	6- MEDIA	6.58-Page Text (kb)		Max	