

WEBSITE MARKETING AUDIT

Report Generated On

Dec, 03 2019



Local
Visibility



On-Page
Optimization



Local
Reviews



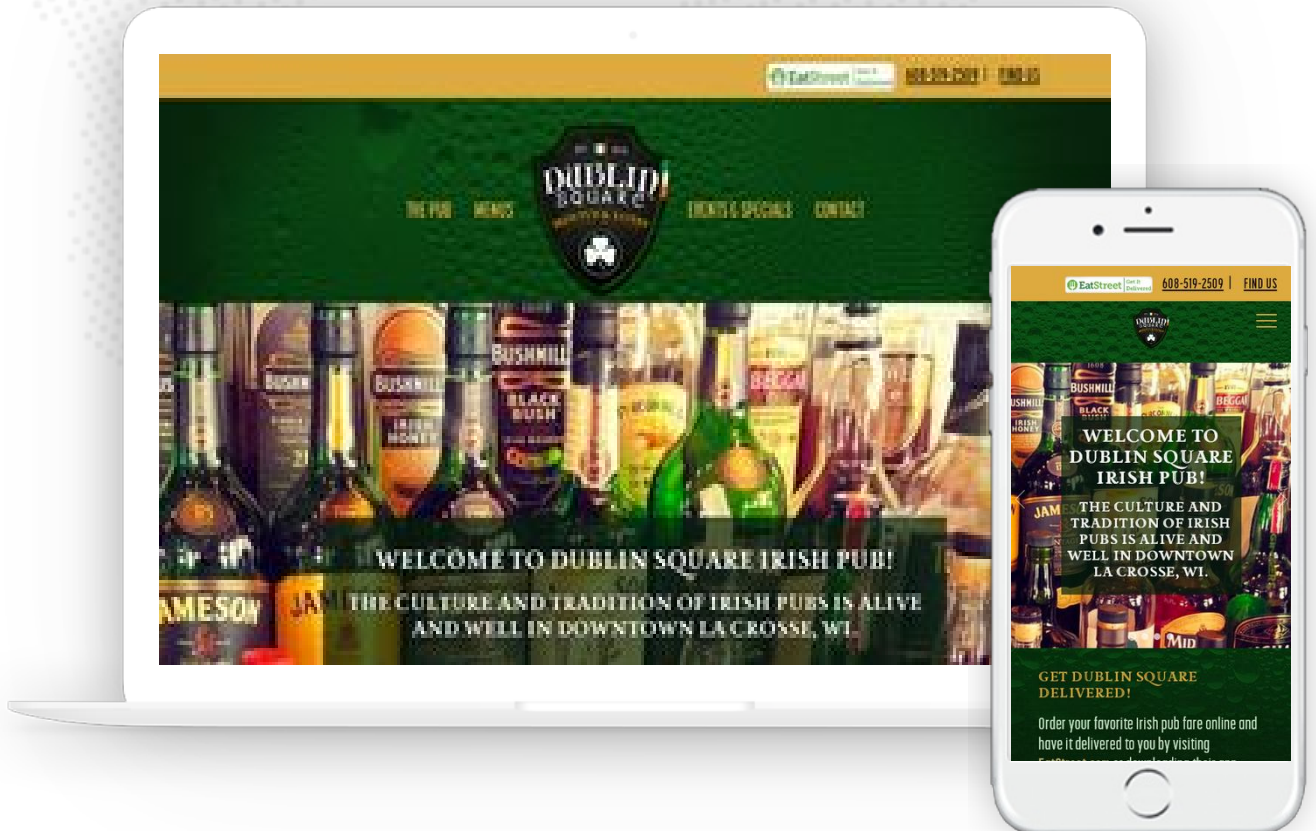
Off-Page
Optimization



Keyword
Report



Social
Media



Website Score Overview

On-Page Optimization

Checks your Website for different issues impacting performance and Search Engine Optimization problems.

Mobile Friendly Website

Checks whether your website is responsive.

Keyword Rankings

Track Performance of Targeted Keywords in Major Search Engines.

Off-Page Optimization

This section checks the strength of your domain using metrics such as Domain Age & Expiry, number of pages indexed by Google and Bing.

Visibility

Monitor 30+ Directories and Industry Review Sites for your Business.

Reviews

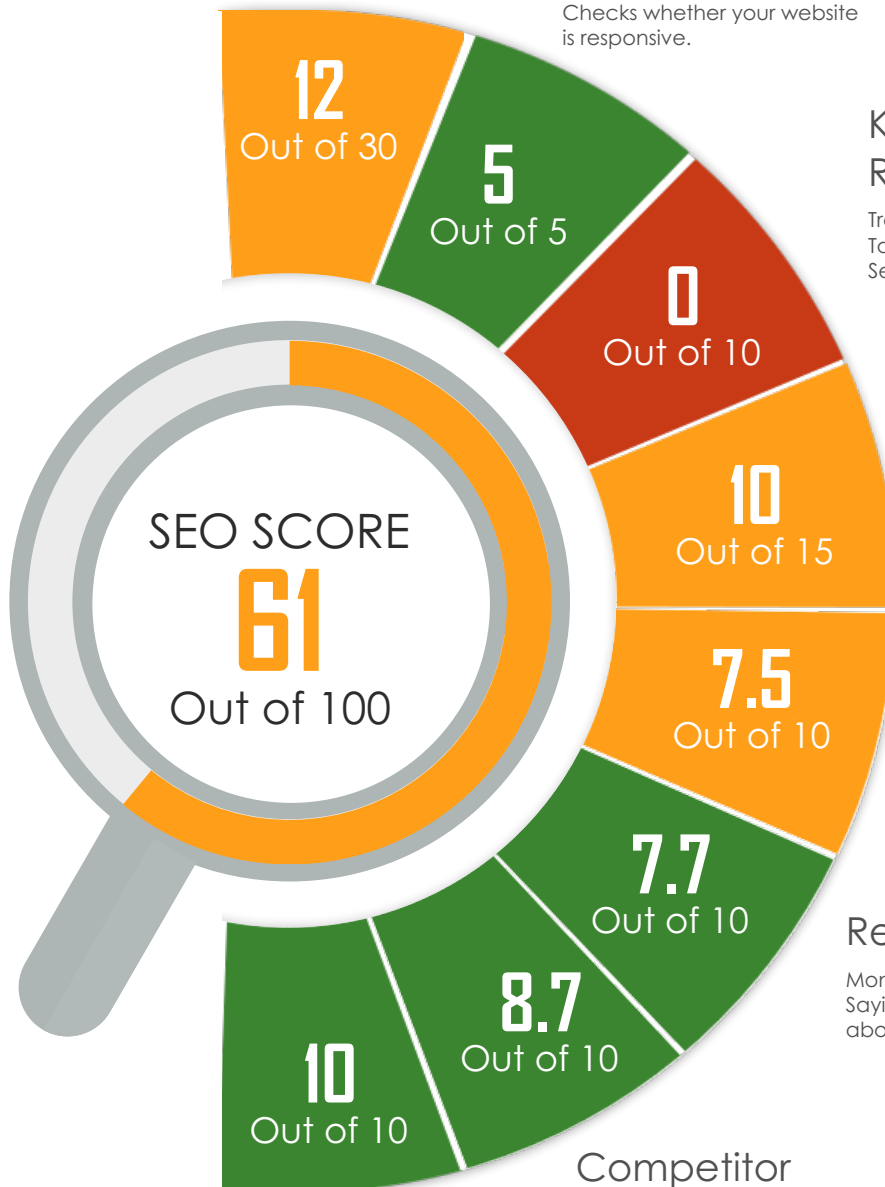
Monitor what Customers are Saying on Top Review Sites about your Business.

Competitor Analysis

Analysis of how your website compares with 3 other competitors.

Social

Monitor your Social Activity across Major Platforms and even Compare it with the industry average.



2 High Priority Problems

- 0 Duplicate Title
- 0 Google Analytics Code Missing
- 0 Title Too Short
- 0 Page Title Missing or Empty
- 6 Description Missing or Empty
- 0 Schema Tags Missing
- 1 H1 Tag Missing

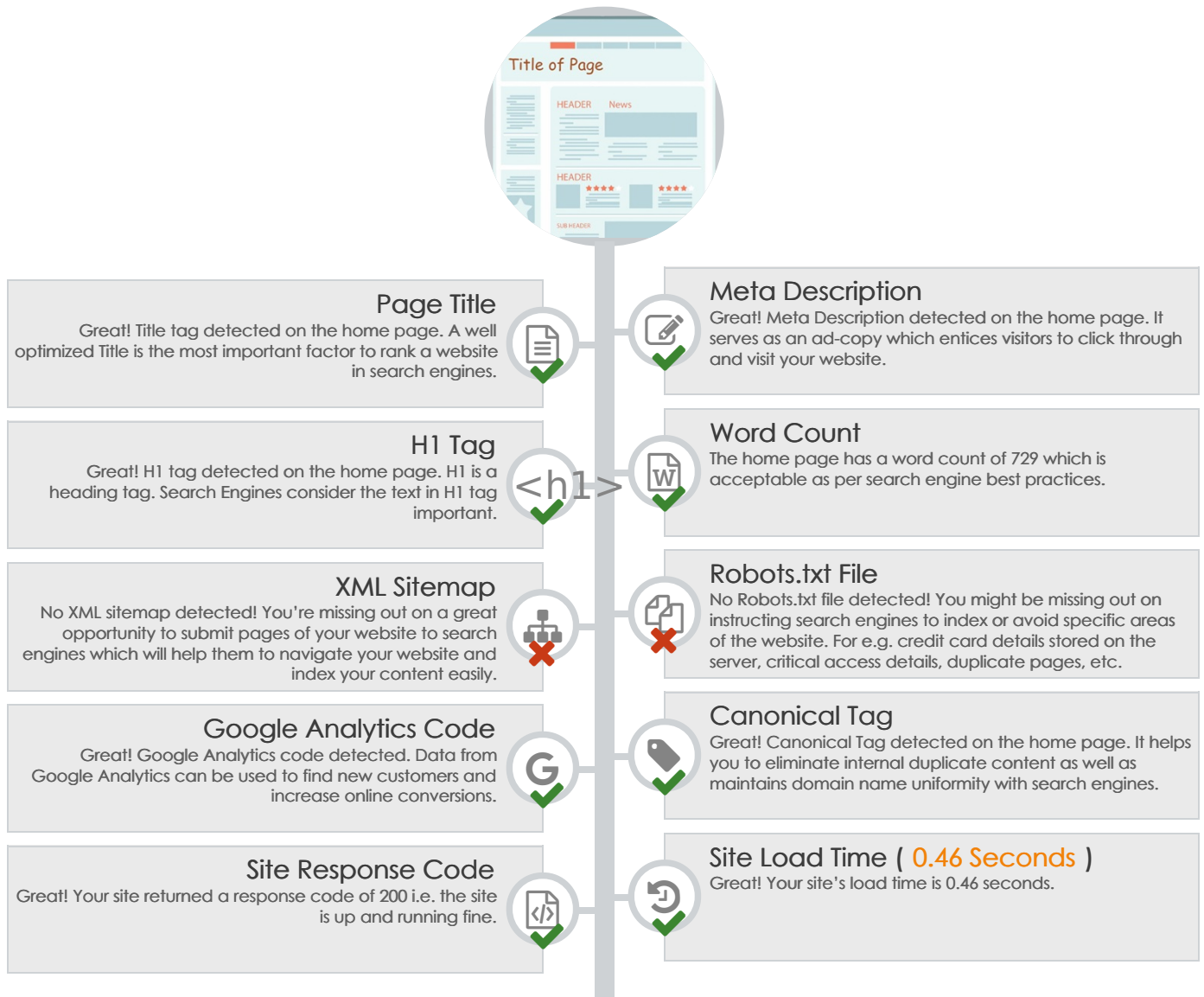
2 Medium Priority Problems

- 0 Slow Pages
- 0 Non SEO Friendly Urls
- 1 Title Too Long
- 0 Duplicate Meta Description
- 2 Image Alt Missing
- 0 Bad Response Code

0 Low Priority Problems

- 0 Too Long Urls

On-Page factors are the aspects of a given web page that influence search engine rankings. In order to get valuable results that allow your business to grow from organic online mediums, you have to get these areas of on-page optimization done correctly. We've checked your website for High, Medium and Low Priority On-Page Optimization problems. Fixing these issues will considerably improve SEO performance.



Note that the elements with a green tick don't necessarily mean that these on-page elements are fully optimized. It signifies that these elements were detected on the website but could be optimized further to suit search engine algorithms and rank the website better.



Google Pages Indexed



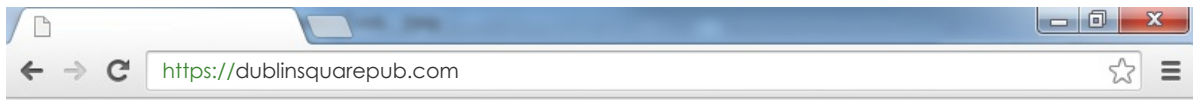
52 Pages Found In Google

These are the number of pages of your website, which are present in Google's search engine database since it was created. Ideally you should keep adding great content to your website, and each page can bring in new search engine visitors.

Apart from Google, which covers 92% of search share, we also optimize your website in Bing and Yahoo, which cover 3% and 2% of search share respectively. Overall, we have your website covered for almost 97% of the online searches.



SSL Certificate Details



Secure website

Great, your website is SSL secured (HTTPS).

- ✓ Your Website's URL's redirect to HTTPS pages.
- ✓ Your SSL certificate expires in next 208 days.
- ✓ The certificate issuer is Starfield Secure Certificate Authority - G2
- ✓ The certificate is valid from Apr 30, 2019 to Jun 29, 2020.
- ✓ The certificate uses RSA-SHA256 algorithm.

SSL provides an extra security layer while logging in to your website. Google has confirmed that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

Apart from this, another important reason to use HTTPS is all modern browsers browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

Awesome! Google considers your website as mobile friendly.

Google gave your website score of 99%, which translates to score 5 out of 5.



Mobile Friendliness 99 / 100 Good	Mobile Speed 52 / 100 Bad	Desktop Speed 70 / 100 Fair
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Mobile Friendliness

GOOD



99 / 100

✓

Passed

!

Consider Fixing

✗

Should Fix

- ✓

Avoid plugins
- ✓

Configure the viewport
- ✓

Size content to viewport
- !

Size tap targets appropriately
- ✓

Use legible font sizes

BAD

 Passed
  Consider Fixing
  Should Fix

- ✔ Avoid landing page redirects
- ! Enable compression
- ! Leverage browser caching
- ✔ Reduce server response time
- ! Minify CSS
- ! Minify HTML
- ! Minify JavaScript
- ✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✗ Optimize images
- ! Prioritize visible content

Desktop Speed

FAIR

70 / 100

✓ Passed ! Consider Fixing ✗ Should Fix

- ✓ Avoid landing page redirects
- ! Enable compression
- ! Leverage browser caching
- ✓ Reduce server response time
- ! Minify CSS
- ! Minify HTML
- ! Minify JavaScript
- ✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✗ Optimize images
- ! Prioritize visible content

5 Top Reasons why having a responsive web design is the best option for your marketing strategy.

1. Generally, more than 60% of traffic to a website is mobile traffic. If your website is not mobile friendly, you are losing out on this share of traffic.
2. Recommended By Google – Google states that responsive web design is its recommended mobile configuration, and also refers it as the industry best practice.
3. Easy Sharing – Content on a responsive site is much easier for users to share, interact with, and link to than content that lives on a separate mobile site.
4. One Website, Many Devices – One of the most appealing aspects of responsive web design is that a responsive website can provide a great user-experience across many devices and screen sizes.
5. Easier to Manage –Managing one site and one SEO campaign is far easier than managing two separate sites at a time.

Note: Google is using version 5 of its API to fetch Google mobile friendly results on its website. However our research suggests that the data shows inconsistency and might take some time to stabilize. Our dashboard uses a more stable, version 3 of Google API to check mobile friendliness. Hence, you might notice inconsistency in data when you compare the scores with Google.



SEO Opportunity

These are the types of keywords we may target to get more traffic and attention flowing to the website. The search volume is based on location state Wisconsin.

#	Organic Keyword	Avg. Monthly Searches	Google	bing
1	restaurants la crosse	2,900	Not in page 1	Not in page 1
2	cafes la crosse	Less than 10	Not in page 1	Not in page 1
3	fine dining restaurant la crosse	Less than 10	Not in page 1	Not in page 1
4	fast food restaurant la crosse	Less than 10	Not in page 1	Not in page 1
5	buffet restaurant la crosse	Less than 10	Not in page 1	Not in page 1

Security

Is your website hackable? Here's a web security audit for your site which checks for vulnerabilities like Viruses, Trojans, Spyware and malicious Downloads.

Not blacklisted ✓

Virus not detected ✓

Malicious Downloads not found ✓

Trojans not detected ✓

Backdoors not found ✓



Malware detection
This site is secured.

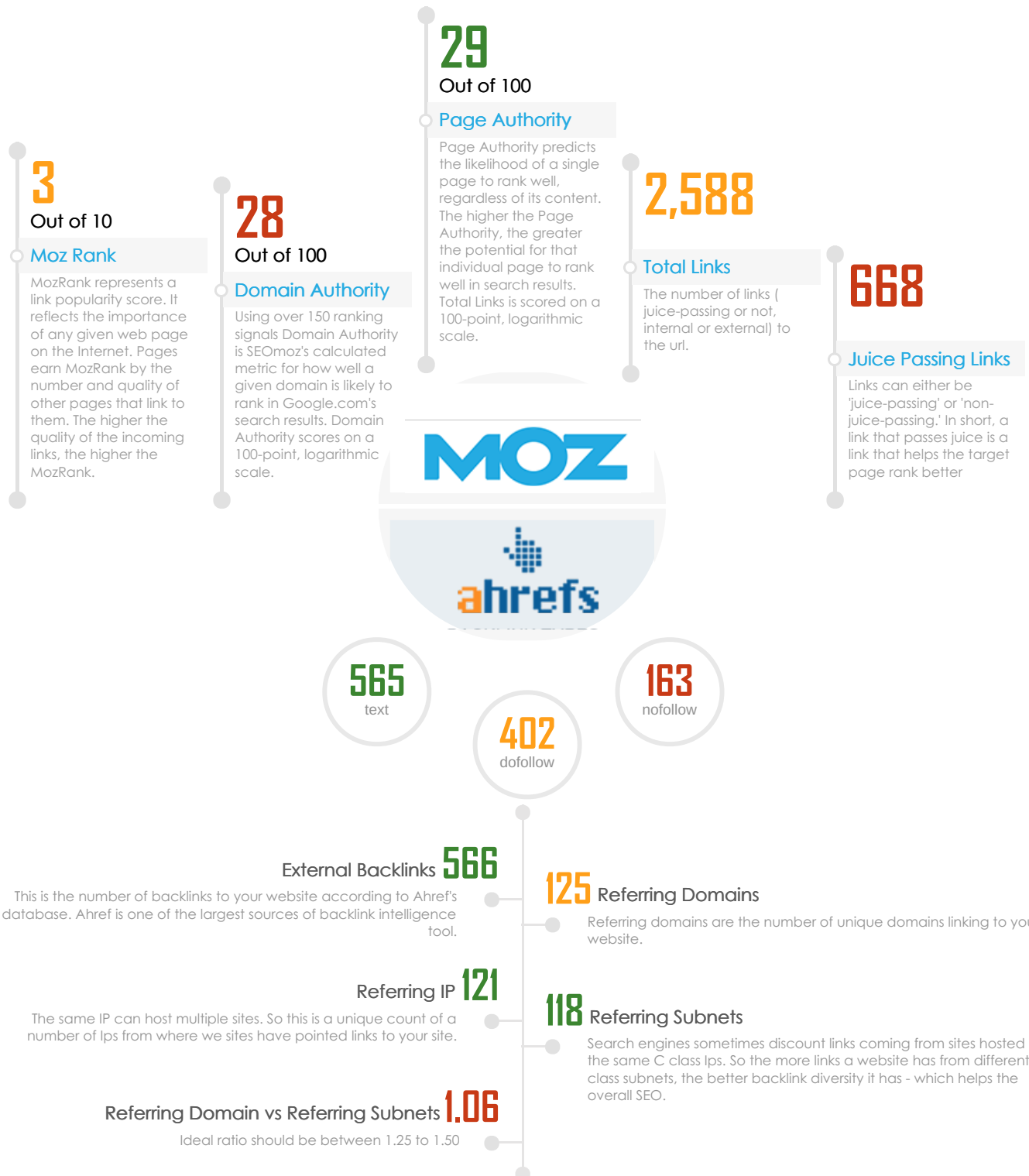
✓ Malware not detected

✓ Drive-by downloads not found

✓ Worms not detected

✓ Spyware not detected

✓ Injected SPAM not found





VISIBILITY SCORE

- ✓ Accurate
- ⓘ Possible Errors
- ✗ Missing

What is Local Visibility?

If you are a local business, you want people to find you when they search for something. When your business is visible, you will be the go-to resource when they look for answers to a problem. So, visibility is simply your overall presence in the local ecosystem. No matter how great your website is, if people can't find you locally, it's all for naught.

Why Does It Matter?

There are over 10 billion Google searches performed every single month. That's a lot. It's important to be as far up on the Google search results as possible. A perfect 100% visibility score would mean you are visible to users on all the top local directories out there. This also helps with improving your rankings in Google. Thus more traffic and leads to your business.

			
Google	Bing	Yelp	Facebook
✓	✓	✓	✓
			
Merchantcircle	Tupalo	CitySquares	Hotfrog
✗	✓	✓	✗

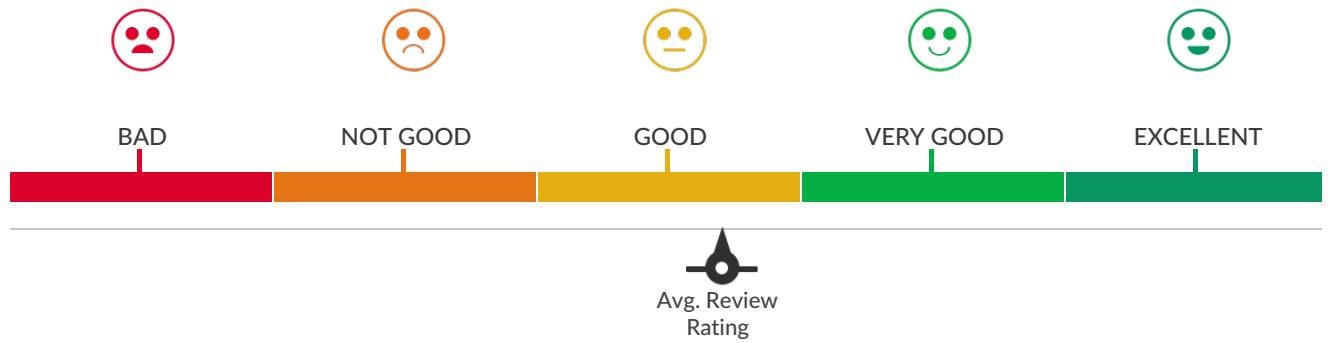


NAP details

Website Address:	https://dublinsquarepub.com/
Business Title:	Dublin Square Irish Pub & Eatery
Business Category:	Restaurants
Business Address:	103 3rd St N
City:	La Crosse
State:	Wisconsin
Zip Code:	54601
Country:	United States
Telephone Number:	(608) 519-2509

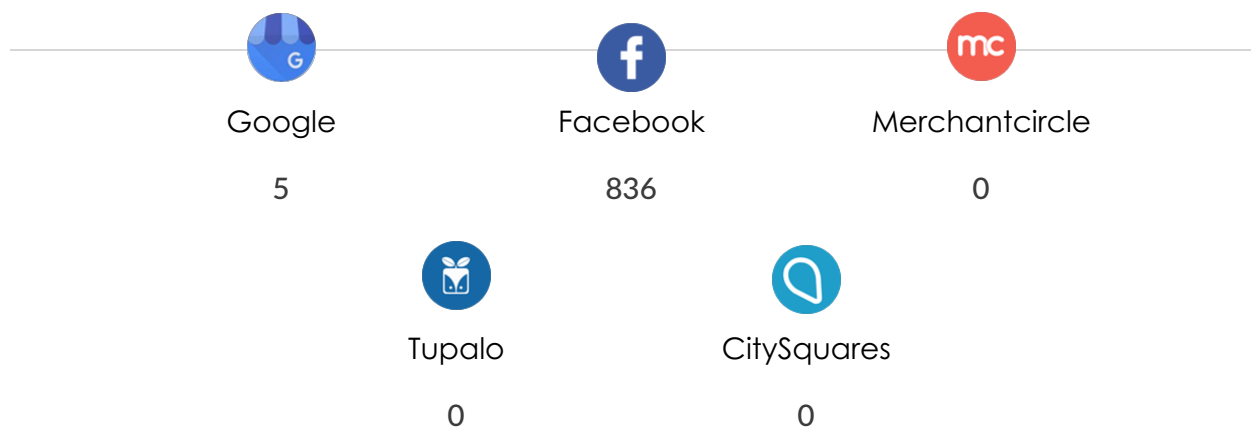
Reviews

7.7
Out of 10



Why Are Reviews Important?

Reviews can be the deciding factor whether a user buys from you or not. Customers crave knowledge from first-hand experiences. In fact, 97% of consumers use reviews to search for local services. If you don't have reviews or have less reviews, you may be missing an opportunity to grow your business.



Top 5 Reviews



Kristina
Perez
19-Nov-
2019

Someone in town and you want to treat them to a memorable meal? I bring them here! Try the Trempelaeu Hotel Walnut burger (meatless) here! Other great vegetarian options available here, too. Indoor/outdoor seating in warmer months. Service is friendly and there's a full bar. Beer on tap and fun drin...



Kenzie
Rendler
29-Nov-
2019

Amazing food and good service! If you are looking for something different or just in the mood for some Irish dishes, Dublin is the place to go! I highly recommend an order (or two!) of their Reuben Rolls! You won't be disappointed only after they are all gone! Haha



Charissa
Wagner
27-Oct-
2019

The appetizers are great, love the cheese curds! Even the kids mac-n-cheese is amazing! The waitstaff is fast and friendly. I've never had a bad experience there!



Jeanne
Lyons
26-Aug-
2019

Very busy pub/bar atmosphere but families with children were there for lunch. Nice outdoor dining but it was too hot & humid for us. My Shepard's pie was very good. My husband tried the sampler and said it was OK but the Irish stew was the best part. A bit on the expensive side for lunch. Not sure...



Phil
Bartz
23-Oct-
2019

Best Guinness in the Midwest. Due to atmosphere, and the fact it tastes far better than "G" any other server has pulled for me!! Thank you all for your fine service.

Note: For Facebook, we are displaying recommendations only.

Competitor Metrics

8.7
Out of 10

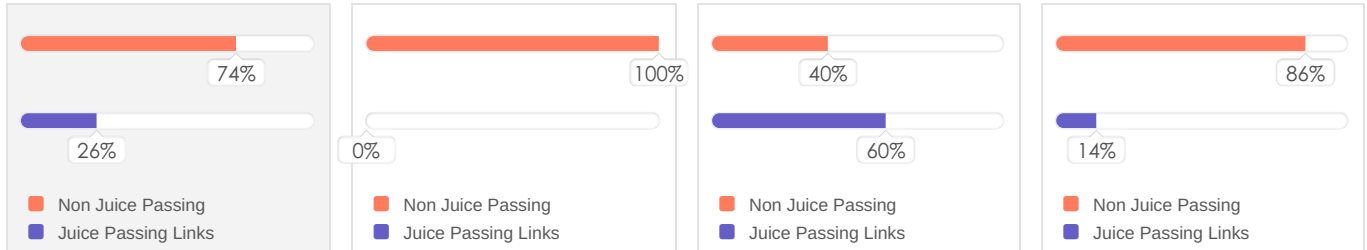
DUBLINSQUAREPUB...

PRESSBREAK.BUSI...

FREIGHTHOUSERES...

LECHATEAULACROS...

JUICE PASSING LINKS VS NON JUICE PASSING



LINK SATURATION

52 Google	1 Google	95 Google	81 Google
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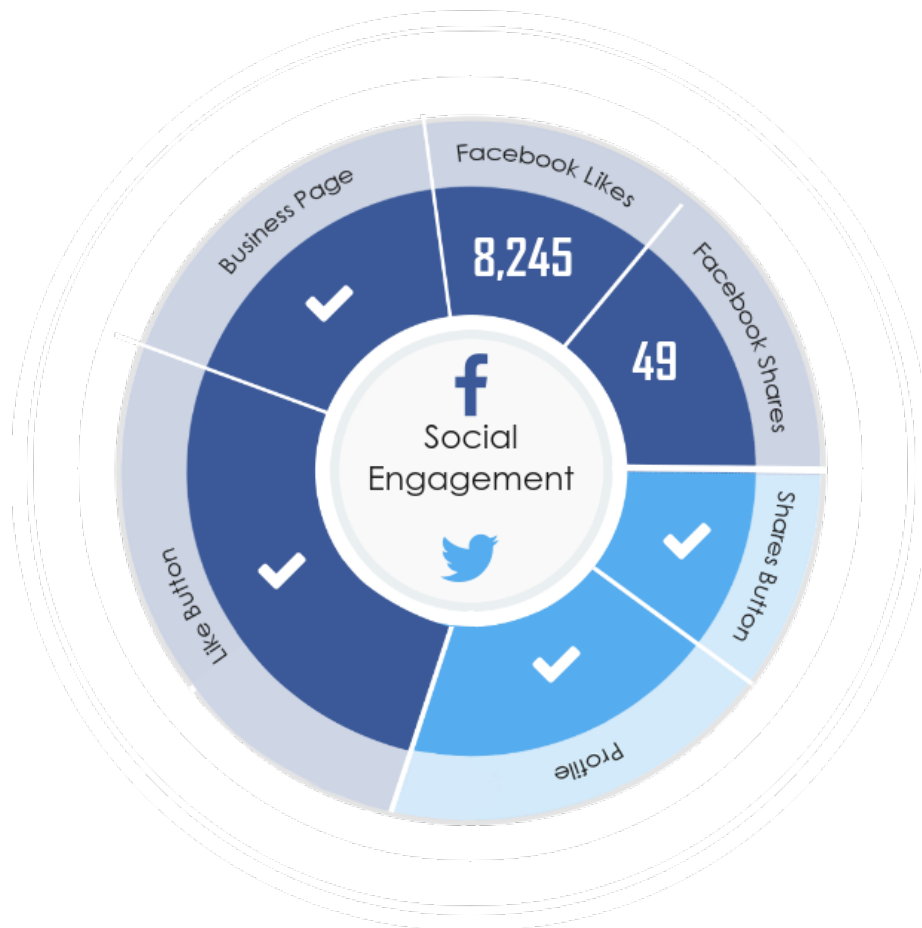
MOZ METRICS

28 Domain Authority	1 Domain Authority	30 Domain Authority	24 Domain Authority
668 Juice Passing Links	0 Juice Passing Links	444 Juice Passing Links	63 Juice Passing Links
2,588 Total Links	2 Total Links	735 Total Links	448 Total Links

AHREFS METRICS

125 Referring Domains	0 Referring Domains	119 Referring Domains	46 Referring Domains
121 Referring IPs	0 Referring IPs	92 Referring IPs	48 Referring IPs

Needless to say, being active on social media platforms is an essential part of your marketing plan. This audit tells how well you are placed currently on top social networks.



Social signals have come a long way in terms of their impact on SEO. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

Social signals are becoming the new "citation" in terms of overall importance in the ranking algorithm and its time you take advantage of engaging your brand on social platforms.

Please note - For Facebook and Twitter, we only track button codes provided by official sources mentioned below. We do not track modified codes or custom built codes created by developers.

Facebook: <https://developers.facebook.com/docs/plugins/like-button/#example>

Twitter: <https://developer.twitter.com/en/docs/twitter-for-websites/tweet-button/overview.html>

Google Assistant



OK Google, Can you give me the address to Dublin Square Irish Pub & Eatery in La Crosse, Wisconsin?

[Listen to this Question](#)



Response from Google Assistant

Accurate

The address for Dublin Square Irish Pub & Eatery is 103 3rd Street North, La Crosse, WI 54601.

[Listen to this response](#)



OK Google, Is Dublin Square Irish Pub & Eatery located in La Crosse, Wisconsin open now?

[Listen to this Question](#)



Response from Google Assistant

Accurate

Dublin Square Irish Pub & Eatery is closed right now, but they'll be open at 11:00 am.

[Listen to this response](#)

Voice search is not a short-lived craze anymore. It has comfortably crossed the threshold of early adopters. Voice search is here to stay and these numbers confirm that.

- There are a total of 33 million voice-first devices in circulation.
- Google announced that one-fifth of the queries on Google are voice searches.
- More than 50% of all searches will be voice searches by 2020.

Not just teenagers - who are savvy users of voice search, but studies suggest that people in all age groups have started using mobile personal assistants. With the increase in the use of digital assistants, optimizing for voice search is critical to your SEO success.

So, Is your business ready? Our proprietary algorithm tests your local business for voice search readiness and shows how your information is picked up by Google Assistant in real-time.