

# WEBSITE AUDIT

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## PRESENTED TO

<https://www.osfashland.org>

**FEBRUARY 17, 2017**

Website Analysis

Moz Analytics

Majestic Analytics

Social Analysis

Google Page Speed

SEO Analysis

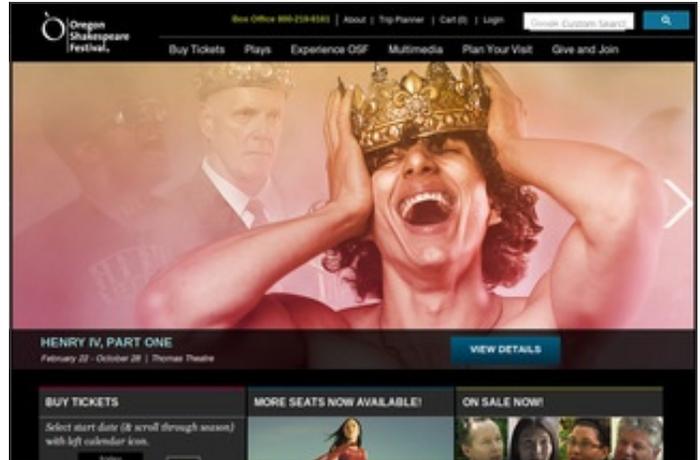
On Page Analysis



# OVERVIEW

## Website Analysis

LOCATION <b>US</b>	IP Address	104.20.6.3
	Malware	None Detected



### Looking Good

- Found robots.txt.
- Found sitemap.xml.
- Domain resolves from either www or no www.

### Areas for Improvement

- Page load time needs improvement.
- Content needs optimization.
- Google Webmaster Tools is recommended.
- Footer needs optimization.

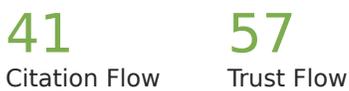
### Critical Issues

- Your headings can be optimized further.
- You have 6 missing or empty alt attributes.
- Blog not found.
- Your domain authority is only 62.

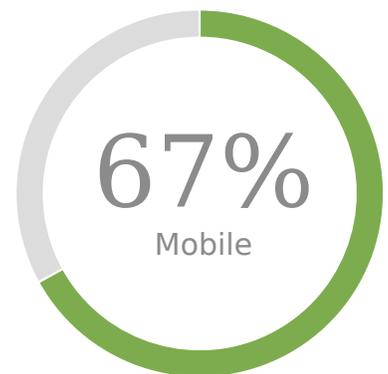
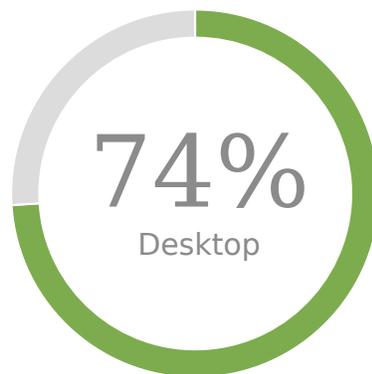
## Moz Analytics



## Majestic Analytics



## Google Page Speed



## Social Analysis



# SEO ANALYSIS

## Robots



osfashland.org/robots.txt found.

This report checks for specific syntax parameters. If your robots.txt is functional and the installation is correct, please disregard the error.



### Syntax Cheatsheet

#### To exclude directories from your site:

**User-agent:** \*

**Disallow:** /cgi-bin/

**Disallow:** /tmp/

#### To allow robots complete access:

**User-agent:** \*

**Disallow:**

## WWW Resolve



Great! Your website with and without www redirects from one to the other.

A 301 Permanent Redirect is present from either www or no www in the domain.

### URL with WWW



HTTP Code 301



URL: <http://www.osfashland.org>



Redirect URL: <https://www.osfashland.org/>

### URL without WWW



HTTP Code 301



URL: <http://osfashland.org>



Redirect URL: <https://www.osfashland.org/>

## Sitemaps



osfashland.org/sitemap\_index.xml found.

This report checks for attributes present in manually generated XML sitemaps. Some webmasters and site owners implement tool generated sitemaps which may not comply with the attributes of this report. If your sitemaps are

## Title



Oregon Shakespeare Festival  
27 characters

### Recommendation

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Ideally, your title should contain between 10 and 70 characters (spaces included).



Make sure your title is explicit and contains your most important keywords, preferably at or near the beginning.



Be sure that each page has a unique title.

## Description



Description character count  
is at 920

Buy your tickets online for plays, activities and events, classes and much more. The Oregon Shakespeare Festival, located in Ashland, Oregon, offers 11 plays in three unique theaters (Angus Bowmer Theatre, New Theatre, Thomas Theatre, Allen Elizabethan Theatre) and a wide range of events that can enhance your play going experience. OSF has a unique relationship with its members and invites you to join and experience the benefits of membership. OSF welcomes groups and encourages you to book your tickets through the Box Office. Bring your multicultural group or club to OSF and participate in a variety of events. OSF has an extensive education program, and offers families, student groups and teachers, a variety of classes, workshops, tours, lectures, discussions and interactive programs to deepen the theater

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## Images



Found 6 alt attributes out of 10 images which are missing or empty.

### Recommendation

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Use the alt attribute to provide descriptive text.

## Headings



Headings found.

**H1** | 0 found

**H2** | 6 found



Henry IV, Part One



Henry IV, Part Two



and 4 more...

**H3** | 0 found

**H4** | 0 found

**H5** | 1 found



Season Sponsor

**H6** | 0 found

### Recommendation

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Include keywords in heading tags. Heading tags indicate the importance of content and are useful to search engines.

## Blog



No blog found.

## Content



Body contains 1373 words.  
Content optimization is needed.

## Keywords

### Density of Top 20 Words on The Page

1	<b>island</b> 22.00%	11	<b>part</b> 6.00%
2	<b>new</b> 13.00%	12	<b>korea</b> 6.00%
3	<b>republic</b> 12.00%	13	<b>henry</b> 6.00%
4	<b>guinea</b> 10.00%	14	<b>o</b> 6.00%
5	<b>osf</b> 10.00%	15	<b>password</b> 6.00%
6	<b>address</b> 9.00%	16	<b>ticket</b> 6.00%
7	<b>email</b> 7.00%	17	<b>view</b> 5.00%
8	<b>group</b> 7.00%	18	<b>detail</b> 5.00%
9	<b>name</b> 7.00%	19	<b>select</b> 5.00%
10	<b>people</b> 6.00%	20	<b>country</b> 4.00%

## Google Webmaster Tools



Did you install Google Webmaster tools?

Please verify that Google Webmaster Tools is installed on your website. This is an important tracking and site informational tool that helps with your marketing efforts.

## Google Analytics



Google Analytics ID(s):  
UA-425914-1

Please verify that Google Analytics is installed on your website. This is an important tracking and site informational tool that helps with your marketing efforts.

## Top 10 Links to Your Site



We found a total of 10 authority-passing external links to the URL.

- 1** **This page:** [feeds.feedburner.com/LiesLikeTruth](https://feeds.feedburner.com/LiesLikeTruth)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 2** **This page:** [howlround.com/tv](http://howlround.com/tv)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 3** **This page:** [www.uidaho.edu/class/theatre](http://www.uidaho.edu/class/theatre)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 4** **This page:** [harvardmagazine.com/2012/01/the-future-of-theater](http://harvardmagazine.com/2012/01/the-future-of-theater)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 5** **This page:** [www.oregonlive.com/opinion/index.ssf/2016/09/why\\_now\\_is\\_the\\_right\\_time\\_for.html](http://www.oregonlive.com/opinion/index.ssf/2016/09/why_now_is_the_right_time_for.html)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 6** **This page:** [www.cntraveler.com/stories/2016-07-20/summer-bucket-list-top-things-to-do](http://www.cntraveler.com/stories/2016-07-20/summer-bucket-list-top-things-to-do)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 7** **This page:** [www.10best.com/awards/travel/best-cultural-festival/](http://www.10best.com/awards/travel/best-cultural-festival/)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 8** **This page:** [howwilditwas.com/](http://howwilditwas.com/)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 9** **This page:** [www.bostonglobe.com/metro/2013/06/13/joan-parker-writer-and-philanthropist-was-muse-her-late-husband-spenser-novelist-robert-parker/4VLDZLrQHBjIWxcLpuujMK/story.html](http://www.bostonglobe.com/metro/2013/06/13/joan-parker-writer-and-philanthropist-was-muse-her-late-husband-spenser-novelist-robert-parker/4VLDZLrQHBjIWxcLpuujMK/story.html)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)
- 10** **This page:** [news.harvard.edu/gazette/story/2013/09/social-justice-at-the-a-r-t/](http://news.harvard.edu/gazette/story/2013/09/social-justice-at-the-a-r-t/)  
**contains a link to:** [www.osfashland.org/](http://www.osfashland.org/)

## Recommendation

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### Website Optimization

The items on this sheet are critical to making the website function the best way it can. Fixing these is a crucial first step to its success. We recommend fixing all of the items on this report as soon as possible.



### Organic SEO

Running an organic Search Engine Optimization campaign will increase the website's visibility and traffic consistently. It will also maintain high Google rankings over a long period of time. We recommend starting a campaign immediately.



### Local Marketing

If the business has a physical location and you want to attract more visits in its area, we recommend running a local marketing campaign. This puts business on more maps and mobile devices of customers found in your target area.



### Social Media

A Social Media presence is necessary for all sites that support, nurture and communicate with the brand's community. We recommend running a Social Media campaign to ensure your website gets all the visibility it can online.