

WEBSITE AUDIT

PRESENTED TO

<http://www.orwarchitecture.com>

FEBRUARY 17, 2017

Website Analysis

Moz Analytics

Majestic Analytics

Social Analysis

Google Page Speed

SEO Analysis

On Page Analysis



OVERVIEW

Website Analysis

LOCATION US	IP Address	23.236.62.147
	Malware	None Detected



Looking Good

- Found robots.txt.
- Found sitemap.xml.
- Domain resolves from either www or no www.
- You have filled all attributes.



Areas for Improvement

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



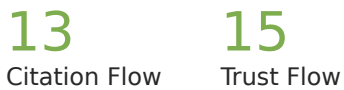
Critical Issues

- Your headings can be optimized further.
- Blog not found.
- Your domain authority is only 19.

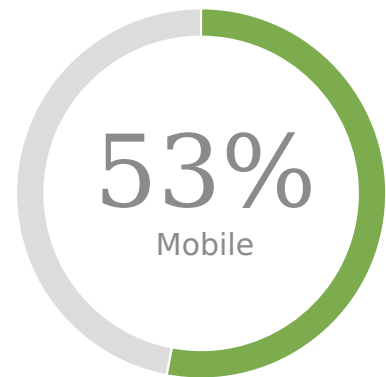
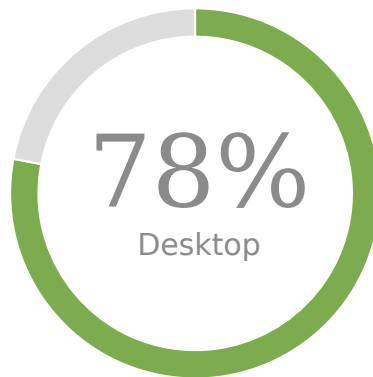
Moz Analytics



Majestic Analytics



Google Page Speed



Social Analysis



SEO ANALYSIS

Robots



orwarchitecture.com/
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 200



URL: <http://www.orwarchitecture.com>



Redirect URL: <http://www.orwarchitecture.com/>

URL without WWW



HTTP Code 301



URL: <http://orwarchitecture.com>



Redirect URL: <http://www.orwarchitecture.com/>

Sitemaps



orwarchitecture.com/
sitemap.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



ORW Architecture | architects |
Medford, Oregon
47 characters

Recommendation



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 146

Ogden Roemer Wilkerson Architecture is southern Oregon's largest architectural firm, offering a full range of architectural and planning services.

Recommendation



Your description is less than 160 characters. The description should optimally be between 150-160 characters.

Images



All images have a filled alt attribute.

Recommendation



Use the alt attribute to provide descriptive text.

Headings



Headings found.

H1 | 0 found

H2 | 0 found

H3 | 0 found

H4 | 0 found

H5 | 0 found

H6 | 0 found

Recommendation



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 1 words.
Content optimization is
needed.

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



Did you install Google Analytics? We didn't find it in the HTML, but you may have installed it another way

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:** www.orwarch.com/
contains a link to: www.orwarchitecture.com/
- 2** **This page:** blog.buildllc.com/2010/02/how-we%E2%80%99re-making-it-a-top-10-list/
contains a link to: www.orwarchitecture.com/
- 3** **This page:** sustainablelivingprograms.com/instructors.shtml
contains a link to: www.orwarchitecture.com/
- 4** **This page:** www.theoregonwineexperience.com/sponsors/
contains a link to: www.orwarchitecture.com/
- 5** **This page:** www.sustainablelivingprograms.com/instructors.shtml
contains a link to: www.orwarchitecture.com/

- 6** **This page:** blog.buildllc.com/2010/02/dynamic-bridges/
contains a link to: www.orwarchitecture.com/
- 7** **This page:** blog.buildllc.com/2010/01/an-architects-philosophy-of-photography/
contains a link to: www.orwarchitecture.com/
- 8** **This page:** www.ashland.k12.or.us/SectionIndex.asp?SectionID=68
contains a link to: www.orwarchitecture.com/
- 9** **This page:** www.medfordchamber.com/cwt/external/wcpages/chamber/business_link.aspx
contains a link to: www.orwarchitecture.com/
- 10** **This page:** recmanagement.com/feature/200410FP02/2
contains a link to: www.orwarchitecture.com/

Recommendation



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.