

# WEBSITE

# AUDIT REPORT



Report Content

Last Updated

Sep 30, 2018



Local Visibility



Local Reviews



On-Page Optimization



Off-Page Optimization



Social Media



Keywords Report

## NATURAL ACUPUNCTURE & WELLNESS, PC

161 Madison Avenue #2N, New York

(212) 564-3324

# 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 the major search engines.

## Off-Page Optimization

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

## Visibility

Monitor 30+ directories and industry review sites for your business.

## Reviews

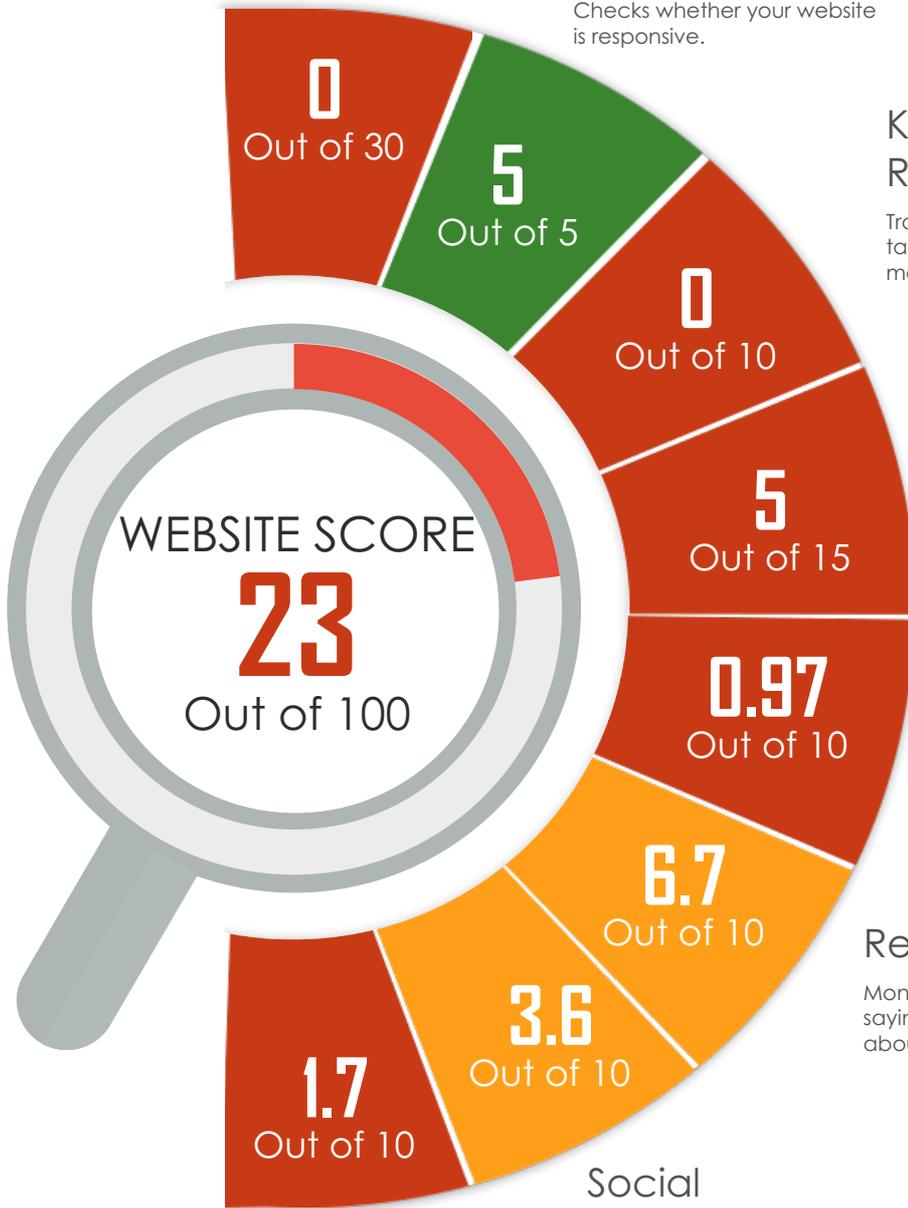
Monitor what customers are saying on top review sites about your business.

## Social

Monitor your social activity across major platforms and even compares it with the industry average.

## Competitor Analysis

Analysis of how your website compares with 3 other competitors.



## 4 High Priority Problems

10 Duplicate Title

0 Google Analytics Code Missing

1 Title Too Short

0 Page Title Missing or Empty

1 Description Missing or Empty

50 Schema Tags Missing

0 H1 Tag Missing

## 4 Medium Priority Problems

0 Slow Pages

48 Non SEO Friendly Urls

5 Title Too Long

12 Duplicate Meta Description

3 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.



<h3>Page Title</h3> <p>Great! Title tag detected on the home page. A well optimized Title is the most important factor to rank a website in search engines.</p>	<h3>Meta Description</h3> <p>Great! Meta Description detected on the home page. It serves as an ad-copy which entices visitors to click through and visit your website.</p>
<h3>H1 Tag</h3> <p>Great! H1 tag detected on the home page. H1 is a heading tag. Search Engines consider the text in the H1 tag important.</p> <p>&lt;h1&gt;</p>	<h3>Word Count</h3> <p>The home page has a word count of 502 which is acceptable as per search engine best practices.</p>
<h3>XML Sitemap</h3> <p>No XML sitemap detected! You're missing out on a great opportunity to submit pages of your website to search engines which will help them to navigate your website and index your content easily.</p>	<h3>Robots.txt File</h3> <p>No Robots.txt file detected! You might be missing out on instructing search engines to index or avoid specific areas of the website. For e.g. credit card details stored on the server, critical access details, duplicate pages, etc.</p>
<h3>Google Analytics Code</h3> <p>Great! Google Analytics code detected. Data from Google Analytics can be used to find new customers and increase online conversions.</p>	<h3>Canonical Tag</h3> <p>No Canonical Tag detected on the home page! You might be missing out on a great chance to easily eliminate internal duplicate content as well as maintain domain name uniformity with search engines.</p>
<h3>Site Response Code</h3> <p>Your server returned a response code of 301! A response code other than 200 indicates client error or server error which is not search engine friendly and should be fixed right away.</p>	<h3>Site Load Time ( 0.36 Seconds )</h3> <p>Great! Your site's load time is 0.36 seconds.</p>

Note that the elements with a green checkmark doesn'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

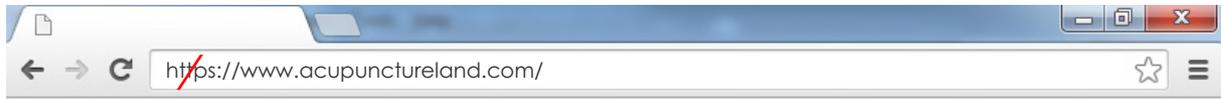


1,290 Pages Found In Google

This is the number of pages of your website that are present in Google's search engine database. 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 78% of search share, we also optimize your website in Bing and Yahoo, which cover 8% and 6% of search share respectively. Overall, we have your website covered for almost 93% of the online searches.

## SSL



Non Secure website

Oops! Your website is not secured. Having a secure website (website that opens up as HTTPS) is recommended by Google and will be considered as a ranking factor.

Another important reason to use HTTPS is Google's Chrome browser will show a 'NOT SECURE' warning when users enter text in a form on a HTTP (non secure) page. Other major browsers reportedly might also follow suit.

Google Chrome has the highest browser market share with close to 65% users worldwide followed by Safari and Firefox. These 3 take up more than 82% of browser user share i.e. most of your users are using these browsers to visit your website. And if they get this warning message on your website, you're likely to lose out on potential leads which will affect your business.

Here are the scores for acupunctureland.com/

Awesome! Google considers your website as mobile friendly.  
Google gave your website score of 99%, which translates to score 5 out of 5.



- ✔ Passed      ⚠ Consider Fixing      ✖ Should Fix
- ✔ Size content to viewport
- ⚠ Size tap targets appropriately
- ⚠ Avoid landing page redirects
- ✔ Avoid plugins
- ✔ Configure the viewport
- ✔ Use legible font sizes

## Mobile Speed

POOR

27 / 100

✔ Passed      ⚠ Consider Fixing      ✖ Should Fix

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

Desktop Speed

POOR

41 / 100

✔ Passed      ⚠ Consider Fixing      ✖ Should Fix

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

## 5 top reasons why having a responsive website is a good option to include into your marketing strategy.

1. Generally, close to 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.



### SEO Opportunity

These are the keywords which you should most likely target in order to get more traffic flowing into the website. The final two columns on this chart show you where your website currently ranks for these keywords.

#	Organic Keyword	Avg. Monthly Searches	PPC Competition	Google	bing
1	new york chinese medicine treatment	Less than 100	Less than 20%	Not in top 10	Not in top 10
2	new york acupuncture	590	37.62%	Not in top 10	Not in top 10
3	new york acupuncturist	590	37.62%	Not in top 10	Not in top 10
4	nyc acupuncture	4,400	44.56%	Not in top 10	Not in top 10
5	long island acupuncture	260	43.99%	Not in top 10	Not in top 10
6	new york chinese medicine	Less than 100	36%	Not in top 10	Not in top 10
7	acupuncture for back pain	2,400	32.3%	Not in top 10	Not in top 10
8	acupuncture for neck pain	880	22.1%	Not in top 10	Not in top 10
9	acupuncture for infertility	8,100	33.97%	Not in top 10	Not in top 10
10	acupuncture for ivf	390	34.87%	Not in top 10	Not in top 10
11	acupuncture for cough	Less than 100	Less than 20%	Not in top 10	Not in top 10
12	acupuncture for prostate	Less than 100	27.27%	Not in top 10	Not in top 10
13	acupuncture for stomach	140	Less than 20%	Not in top 10	Not in top 10



### SEO Opportunity (continued...)

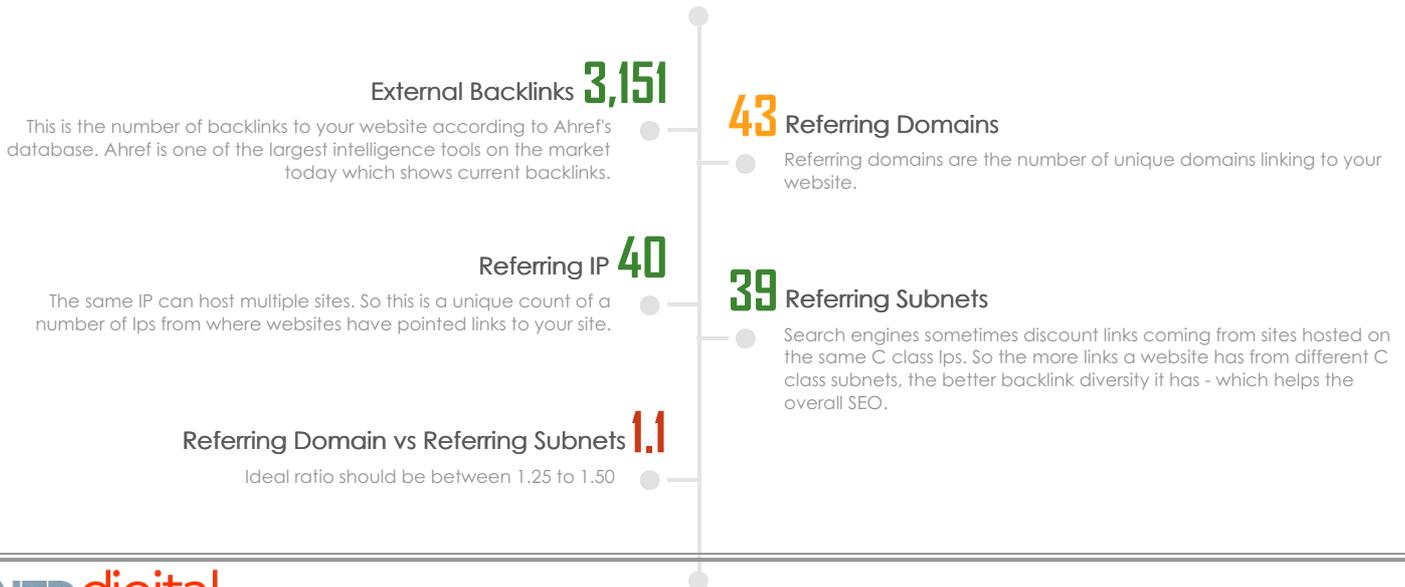
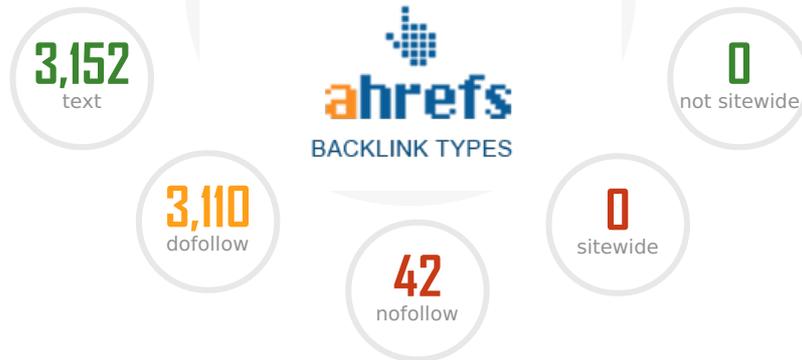
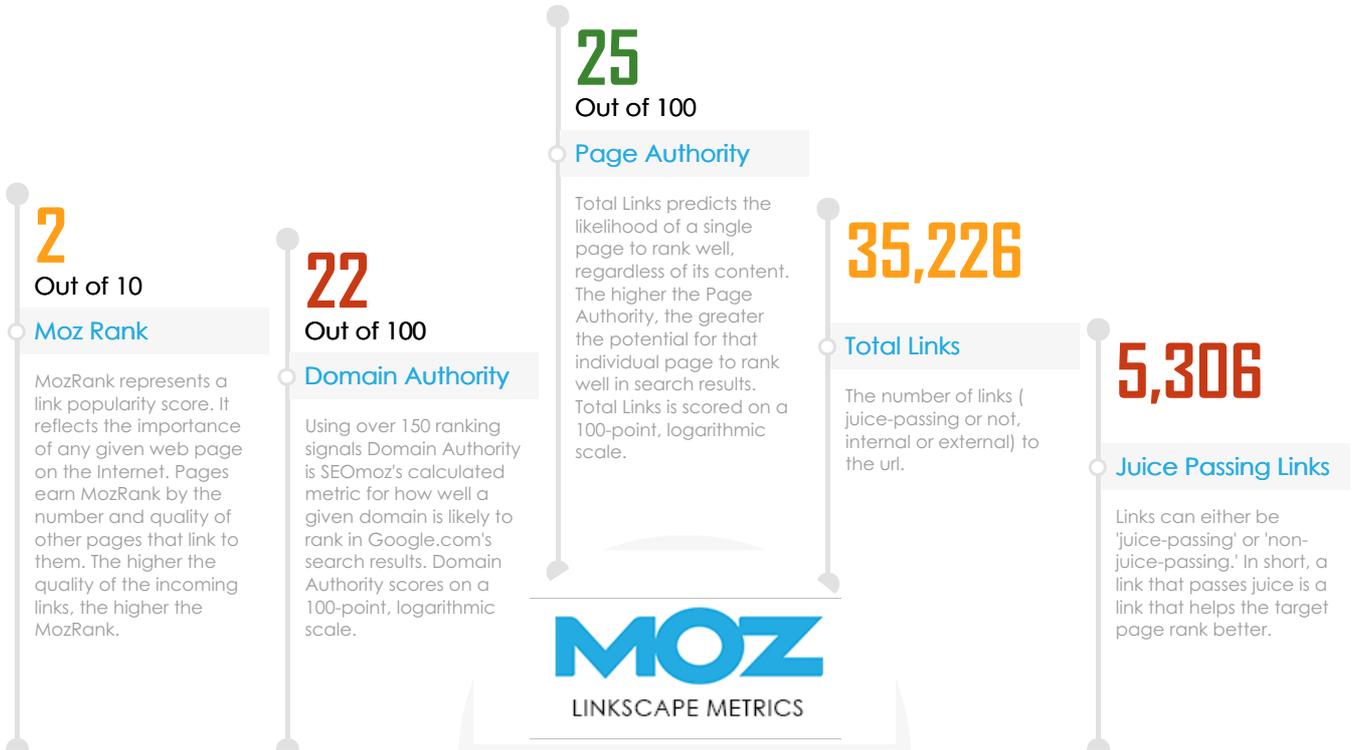
These are the keywords which you should most likely target in order to get more traffic flowing into the website.

#	Organic Keyword	Global Monthly Search	PPC Competition	Google	bing
14	acupuncture for insomnia	720	36.37%	Not in top 10	Not in top 10

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



If your website security is breached i.e. if your website is affected by any virus or malware, Google will warn users with the ominous message "This site may harm your computer". Even modern browsers like Chrome and Firefox display a warning message if they detect something suspicious. This directly affects your website's visibility and traffic. Immediate action needs to be taken to clean off these vulnerabilities before Google drops your website from its search results.



## NAP Details

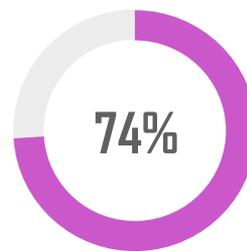
Website Address:-	http://www.acupunctureland.com/	City:-	New York
Business Title:-	Natural Acupuncture & Wellness, PC	State:-	NY
Zip Code:-	10016	Business Category:-	Healthcare
Country:-	USA	Business Address:-	161 Madison Avenue #2N, New York
		Telephone No:-	(212) 564-3324

Your Visibility Score across Search Engines, Local Directories, Review Sites & Social Sites.



Visibility Score

VS



Industry Avg.



Found and Accurate

0



Found with Possible Errors

3



Source Missing

27



Search Engines ..... 2

Accurate : 0 | Possible Errors : 2 | Missing : 0



Directory Sites ..... 22

Accurate : 0 | Possible Errors : 1 | Missing : 21



Review Sites ..... 3

Accurate : 0 | Possible Errors : 0 | Missing : 3



Social Sites ..... 3

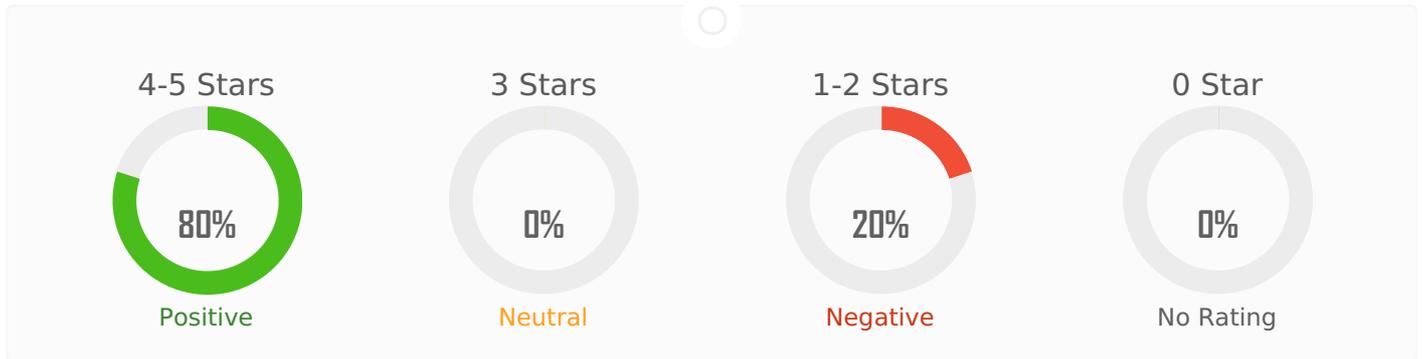
Accurate : 0 | Possible Errors : 0 | Missing : 3

Having a good visibility score implies the performance of your business in local search engines, directories, review sites and social networks. Fixing the inconsistent and missing listings mentioned above will definitely help your business' performance in the local ecosystem.

# Reviews

6.7  
Out of  
10

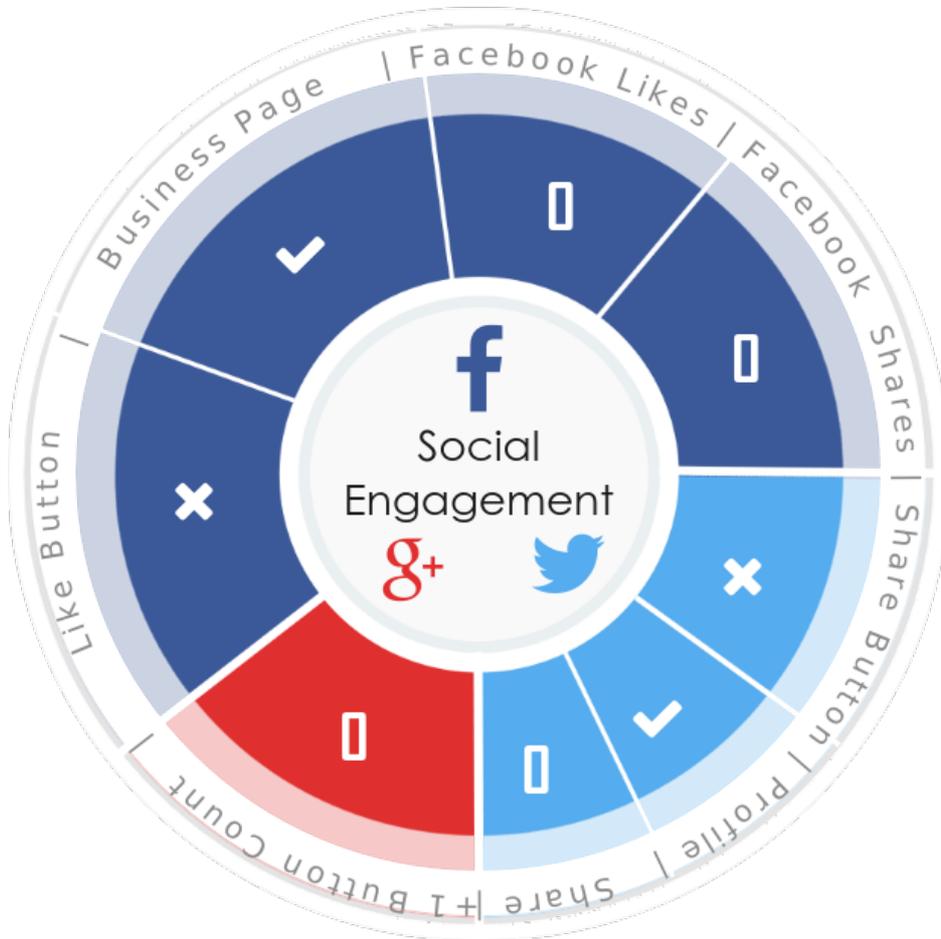
Total Reviews : 5  
Industry Avg. : 10



## Top 5 Sites Reviews

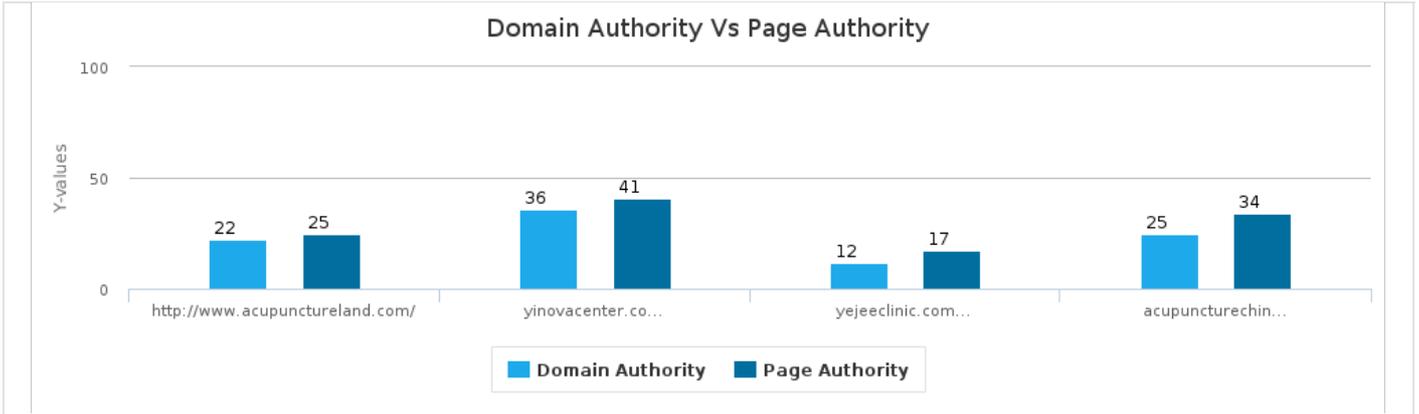
Sep 30, 2017 Mian Deng	I had a very persistent eczema and kept getting worse everyday last month. I was freaking out. Took ... I had a very persistent eczema and kept getting worse everyday last month. I was freaking out. Took the allergy tests nothing was tested positive. The next thing my allergist suggested me to do is to ... ★★★★★
Sep 30, 2017 Daniel Ma	I had my lipoma treatment there in the last 3 months, I was suffering from fast-paced life and felt ... I had my lipoma treatment there in the last 3 months, I was suffering from fast-paced life and felt my body really stressful. My lipoma at my waist slowly grow bigger, sometimes I felt pain when touch... ★★★★★
Sep 30, 2016 Jung Won Kim	Great place for acupressure and acupuncture. ... Great place for acupressure and acupuncture. ... ★★★★★
Sep 30, 2016 Rachel Shen	very professional and great!... very professional and great!... ★★★★★
Jul 30, 2018 Tingting Yang	This place sucks! Yesterday I wanted to have massage only, however, they kept persuading me to try a... This place sucks! Yesterday I wanted to have massage only, however, they kept persuading me to try acupuncture... I said No directly. But they NEVER listened to me! I refused and repeated "NO" at leas... ★☆☆☆☆

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.



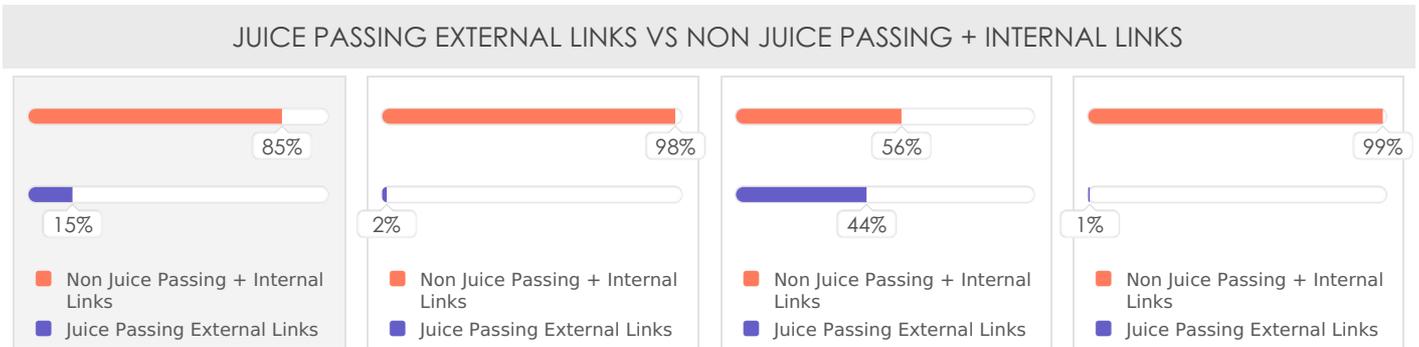
Social signals have come a long way in terms of their impact on SEO. Recently, Twitter also reportedly struck a deal for tweets in Google search results. This means, your tweets will have a larger audience than ever before.

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



ACUPUNCTURELAND.COM	YINOVACENTER.CO...	YEJEECLINIC.COM...	ACUPUNCTURECHIN...
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<http://www.acupunctureland.com/> <https://www.yinovacenter.com/acupuncture/> <http://yejeeclinic.com/> <http://www.acupuncturechineseherbs.com/>



### LINK SATURATION

ACUPUNCTURELAND.COM	YINOVACENTER.CO...	YEJEECLINIC.COM...	ACUPUNCTURECHIN...
1,290 Google	1,590 Google	311 Google	87 Google

### MOZ METRICS

ACUPUNCTURELAND.COM	YINOVACENTER.CO...	YEJEECLINIC.COM...	ACUPUNCTURECHIN...
22 Domain Authority	36 Domain Authority	12 Domain Authority	25 Domain Authority
5,306 Juice Passing Links	3,053 Juice Passing Links	19 Juice Passing Links	455 Juice Passing Links
35,226 Total Links	178,491 Total Links	43 Total Links	34,010 Total Links

### AHREFS METRICS

ACUPUNCTURELAND.COM	YINOVACENTER.CO...	YEJEECLINIC.COM...	ACUPUNCTURECHIN...
43 Referring Domains	493 Referring Domains	11 Referring Domains	98 Referring Domains
40 Referring IPs	482 Referring IPs	13 Referring IPs	108 Referring IPs