Report

Gardens Alive!

09 SEP, 2019 - 12 SEP, 2019

Table of contents

Rankings overview table

Search Engines	Total Keywords	TOP 3	TOP 4..10	TOP 11..30	TOP 100	Out of SERP	Avg. Position
G Google USA	255	91	94	47	15	8	12
📁 General	255	91	94	47	-	8	12
b Bing USA (English)	255	8	53	54	18	122	58
📁 General	255	8	53	54	-	122	58

G Google USA
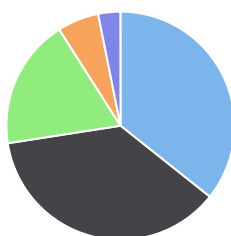
- 🔵 TOP 3 (91)
- ⚫ TOP 4..10 (94)
- 🟢 TOP 11..30 (47)
- 🟠 TOP 31..100 (15)
- 🟣 Out of SERP (8)

b Bing USA (English)
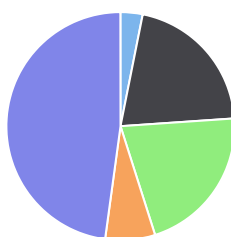
- 🔵 TOP 3 (8)
- ⚫ TOP 4..10 (53)
- 🟢 TOP 11..30 (54)
- 🟠 TOP 31..100 (18)
- 🟣 Out of SERP (122)

Rankings Charts

Average position

- Google USA - Avg.
- Bing USA (English) - Avg.
- Average For All

Average rankings comparing to the main competitor in info search

Average position

12 Aug, 2019 - 12 Sep, 2019

- Gardens Alive
- Gardening Know How

Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed

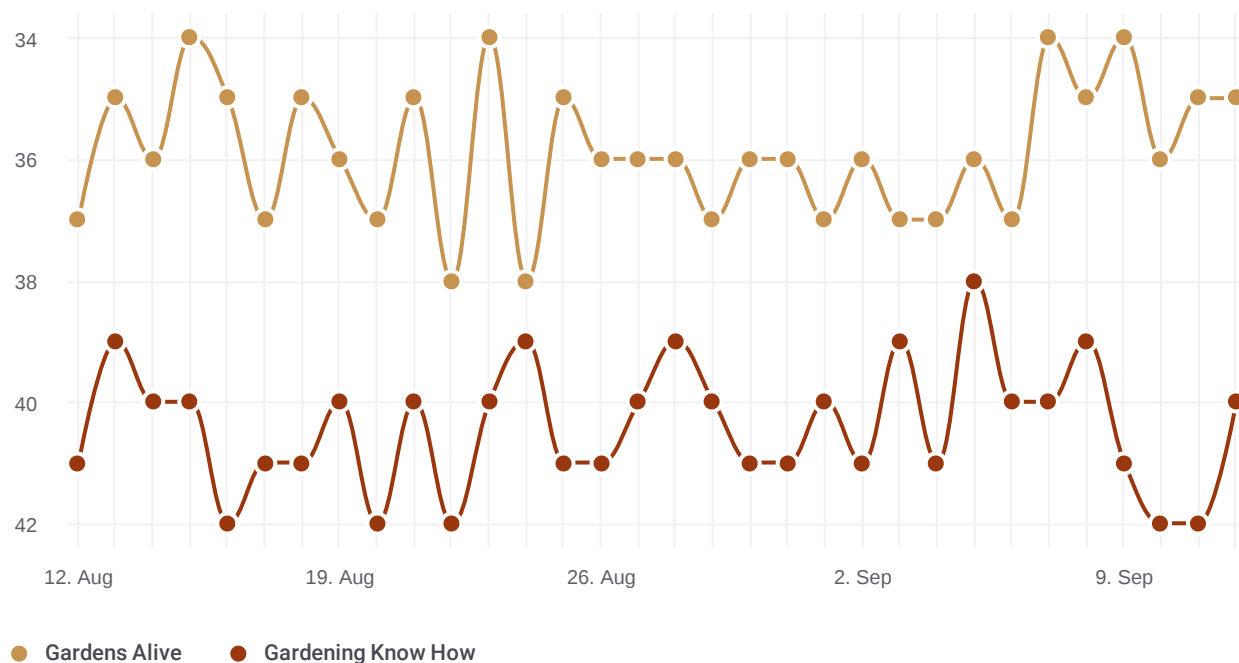| Name	Top 5/10/30	Keywords	Avg. Position	↑/↓	Indexed
Gardening Know How	166/57/88	255	40 +2	109/ 103	G 14K Я 12K
Google USA	71/35/62		35	33/ 48	
Bing USA (English)	95/22/26		45 +4	76/ 55	
Gardens Alive	158/88/101	255	35	112/ 85	G 2.3K Я 3
Google USA	137/48/47		12 +1	33/ 21	
Bing USA (English)	21/40/54		58 -1	79/ 64	

Rankings daily results

G Google USA

🐞 gardensalive.com

09 Sep, 2019 - 12 Sep, 2019

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
rail tie	4	4	4	4
rail ties	3	3	3	3
railway ties	3	3	3	3
railroad tie	5	5	5	5
railroad ties	5	4 +1	4	4
railroad timbers	2	2	2	2
zoysia grass	3	3	4 -1	3 +1
natural gardening	5	4 +1	4	4
vinegar to kill weeds	10	10	9 +1	9
gardening tubs	3	3	3	3
castor bean	3	3	3	3
castor beans	3	3	-	3 +97
zoysia	5	5	5	5
japanese beetle trap	9	9	9	9
nutgrass	8	8	8	8
railroad ties sale	2	3 -1	2 +1	2
railroad timbers for sale	2	2	2	2

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
castor beans plants	1	1	1	1
railway ties for sale	2	2	2	2
castor bean plant	2	2	2	2
castor beans plant	1	1	-	1 +99
castor bean plants	1	1	1	1
garden alive	1	1	1	1
railroad ties for sale	2	2	2	2
rail ties for sale	2	2	2	2
gardens alive	1	1	1	1
prune crepe myrtles	6	7 -1	6 +1	6
dwarf lemon tree	7	7	7	7
you bet your garden	3	3	3	3
coffee ground for plants	6	6	6	6
coffee grounds for plants	6	6	6	6
mulching lawn mower	7	5 +2	6 -1	6
how to start gardening	4	4	4	4
corn gluten meal	3	3	3	3
how to start a garden	3	3	3	3
rock flower bed	3	3	3	3
tomato ripening	1	1	1	1
peanut shells	11	11	11	10 +1
garden mulch	9	9	9	10 -1
what is hay	5	5	5	5
pruning a butterfly bush	4	4	4	4
how to get rid of gnats on plants	6	6	5 +1	5
ground nesting wasps	6	6	6	6
wineberry	7	7	7	7
moss in lawn	9	9	9	9

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
mulcher mower	4	4	4	4
wineberries	3	3	3	3
mulch mower	2	2	2	2
castor plant	2	2	3 -1	2 +1
does vinegar kill weeds	7	7	7	7
dwarf banana tree	4	3 +1	3	2 +1
pruning butterfly bushes	4	4	4	4
prune butterfly bush	4	4	4	4
pruning butterfly bush	4	4	4	4
start a garden	3	3	3	3
castor plants	1	2 -1	1 +1	1
starting a garden	3	3	3	3
landscaping with railroad ties	2	2	2	2
gnats on plants	2	2	2	2
rosemary tree	9	9	9	9
vermiculite vs perlite	7	7	7	7
rosemary trees	2	2	2	2
landscaping railroad ties	4	4	4	4
railroad ties near me	3	3	3	3
when to pick tomatoes	4	4	4	4
what is perlite	1	1	1	1
fertilizer for garden	6	5 +1	6 -1	6
composted soil	3	3	2 +1	3 -1
greenhouse gardening	3	3	3	3
railroad ties landscaping	1	1	1	1
landscape railroad ties	3	4 -1	3 +1	3
free railroad ties	3	3	3	3
used railroad ties	2	2	2	2

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
slow release fertilizer	3	3	3	3
garden fertilizer	2	2	2	2
garden fertilizers	6	5 +1	6 -1	5 +1
remove poison ivy	4	4	4	4
wood chips for mulch	2	2	2	2
coffee grounds fertilizer	5	5	3 +2	5 -2
castor oil plant	9	9	9	8 +1
prune fruit trees	10	10	9 +1	9
when to prune crepe myrtles	7	6 +1	6	6
when to prune crepe myrtle	7	6 +1	7 -1	7
red russian kale	7	8 -1	7 +1	7
poison ivy removal	4	4	4	4
kitchen compost	4	3 +1	3	3
worms in garden	3	3	3	3
hydrangea deer resistant	5	5	5	5
gnats in houseplants	4	4	4	3 +1
gnats on houseplants	3	3	3	3
houseplant gnats	3	3	3	3
sweet banana pepper	7	7	6 +1	7 -1
when to trim crepe myrtle	8	8	10 -2	10
vole holes	10	10	10	10
floating row cover	7	7	6 +1	7 -1
snow on the mountain plants	5	4 +1	5 -1	5
rock dust	7	7	7	7
where to buy railroad ties	3	3	3	3
worms for garden	4	4	3 +1	3
milky spore powder	4	4	4	4
wine berries	2	2	2	2

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
when to prune a peach tree	8	8	8	8
vole damage	7	7	7	7
nutgrass killer	7	6 +1	5 +1	5
cow manure compost	4	4	4	4
grasshoppers in garden	3	3	3	3
systemic insecticides	3	3	3	3
perlite in soil	3	3	3	3
pruning boxwoods	3	3	3	3
boxwoods pruning	3	3	3	3
when to trim boxwoods	3	5 -2	5	5
dogwood fruit	3	3	3	3
wood ashes in garden	5	5	5	5
fertilizer for peonies	5	5	5	5
moss in grass	9	9	10 -1	9 +1
stone mulch	10	10	10	10
when to prune fruit trees	9	9	9	9
what is peat moss used for	7	6 +1	7 -1	7
moss grass	6	6	6	6
vegetable garden fertilizer	9	9	9	9
will vinegar kill weeds	6	7 -1	5 +2	5
buying compost	6	6	-	6 +94
systemic insecticide	3	3	3	3
perlite soil	2	2	2	2
dwarf pomegranate	2	2	2	2
ladybugs for garden	2	2	2	2
how to kill weeds and grass	8	8	8	8
rock beds	1	1	1	1
river rock flower beds	3	3	2 +1	2

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
crossties for sale	1	1	1	1
when to prune a butterfly bush	3	3	3	3
when to prune butterfly bushes	4	4	4	4
beauregard sweet potato	7	7	7	7
buy railroad ties	2	2	2	2
how to attract dragonflies	4	4	4	4
how long are railroad ties	3	3	3	3
how long is a railroad tie	3	3	3	3
when to prune butterfly bush	3	3	3	3
peat moss uses	4	4	4	4
arborvitae care	7	7	8 -1	8
horse manure compost	9	9	8 +1	8
tree mulch	10	10	10	10
pre emergent fertilizer	6	6	6	6
cross ties for sale	3	3	3	3
where to buy compost	3	3	3	3
compost mulch	3	3	3	3
best fertilizer for garden	8	8	8	8
solarize soil	3	3	3	3
tomatoes cracking	6	5 +1	5	5
trim butterfly bush	4	4	4	4
trimming butterfly bush	4	4	4	4
underground wasps nest	7	5 +2	5	5
cracked tomatoes	3	3	3	3
butterfly bush trimming	4	4	4	4
how to prune a butterfly bush	4	4	4	4
how to prune butterfly bush	4	4	4	4
how to trim boxwoods	3	3	3	3

Keyword	09 Sep	10 Sep	11 Sep	12 Sep
growing sweet potato vines	5	5	5	5
when to prune boxwoods	3	3	3	3
when to plant pansies	4	4	4	4
garden row cover	7	7	7	8 -1
grass mulch	5	5	5	9 -4
railroad cross ties	4	5 -1	5	5
used railroad ties for sale	2	2	2	2
nematodes for grubs	2	2	2	2
underground bee nest	3	3	3	3
why do tomatoes crack	4	4	4	4
ashes fertilizer	3	2 +1	2	2
what is a cinder block	6	6	6	6
when to trim butterfly bush	3	3	3	3
underground bees nest	3	3	3	3
compost cardboard	2	2	2	2
composting cardboard	2	2	2	2
ash fertilizer	2	2	2	2
baby plants	11	11	10 +1	9 +1
how to trim butterfly bush	3	3	3	3
water absorbing plants	3	5 -2	5	5
how to compost food	5	5	6 -1	5 +1
best fertilizer for vegetables	9	9	9	9
zoysia grass reviews	1	1	1	1
are coffee grounds good for the garden	5	5	5	5
systemic pesticide	4	3 +1	5 -2	4 +1
wood ashes fertilizer	3	3	2 +1	2
what eats flowers	3	3	3	3
when to cut back butterfly bush	3	3	3	3

Website audit

❌ **213**
Important fixes

⚠️ **23675**
Semi-important fixes

✅ **0**
Crawled pages

📄 **28267**
Passed checks

49 /100

SCORE
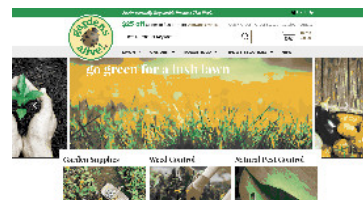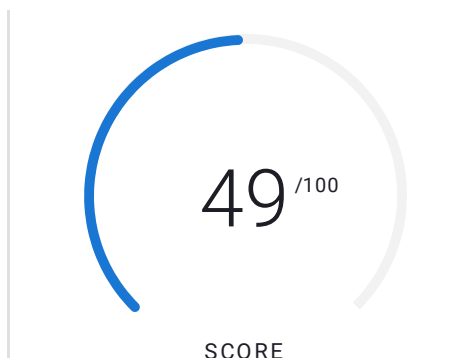
Domain overview

Domain characteristics

IP	IP address	162.248.104.127
📍	Server location	United States
⏳	Expiration date	2019-10-23
🕐	Web archive age	1999-01-25

SEO metrics

🔳	Yandex X	10
M	Moz DA	56
M	Alexa rank	202563
🔗	Backlinks	41139

Index status

G	Google	2170
b	Bing	23800
Y	Yahoo	23800
Y	Yandex	6

Health check

❌ 1 Important fixes   ⚠️ 15 Semi-important fixes

> Wondering how well your website is performing? Here you can check your website against the major SEO parameters and see whether your site has the proper WWW redirect, SEO and user-friendly URLs with trailing slashes, functional robots.txt file, XML sitemap, duplicate content, etc. Take advantage of the website health check to eliminate all possible errors, and follow our recommendations on how to increase your search engine visibility.

✅ WWW redirect

This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.

✅ URL rewrite

Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs.
Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear for users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLS.

✅ Trailing slashes

If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.

✅ Redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially announced that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions.

✅ Robots.txt

Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and

index the maximum number of the website's pages.

✅ XML sitemap

You should specify the change frequency for each URL, time when you have made the last changes and the importance of the URLs. You will help search engines to crawl the site easily and intelligently.

❌ No flash

Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

> Try to avoid [Flash](#) content for websites in order to maximize your SEO. If you use Flash for your website you should follow the guide for your SEO:
>
> 1. Try to use multiple Flash files
> 2. Add your content in HTML format to your Flash files in order to be easily indexed by search engines
> 3. Make sure you have optimized your flash-based website for all browsers to enhance usability on your site. You can use the Scalable Inman Flash Replacement method (sIFR) or theSWFObject Method to change the flash content.
> 4. Use Sitemaps for your Flash website as it will help to facilitate the indexing of your website pages.
> 5. Don't use Flash for website navigation as you will confuse users for navigation options and you won't get accurate data to measure your site performance.

⚠️ No frame

Try not to use [frames](#) on your website as search engines can't index or crawl your website content via them.

> Avoid the use of frames on your web pages as much as possible and use the [NoFrames tag](#) on website.

✅ Common homepage variations

Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

Pages analysis

❌ 1 Important fixes   ⚠️ 51 Semi-important fixes

> Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

✅ **2162 Pages with 2xx response**

✅ **0 Pages with 3xx response**

✅ **0 Pages with 4xx response**

✅ **0 Pages with 5xx response**

❌ **1 Page with too big size**

⚠️ **51 Pages with too long URL**

✅ **0 Pages blocked by robots.txt**

✅ 25 Pages blocked by meta noindex

✅ 0 Pages blocked by meta nofollow

✅ 0 Pages with meta refresh redirect

✅ 2511 Pages with rel="canonical"

✅ 0 Pages without rel="canonical"

✅ 888 Pages with the same canonical URL rel="canonical"

✅ 0 Pages with duplicate rel="canonical" tag

✅ 0 Pages with rel="alternate"

✅ 0 Pages with the hreflang attribute

✅ 1678 Pages with no hreflang attribute

✅ 0 Pages with errors in the hreflang attribute

Meta analysis

❌ 95 Important fixes   ⚠️ 1349 Semi-important fixes

> Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 50-320 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence your search results. Check your titles and meta descriptions with Google Search Console for warning messages about duplicate content.

❌ 95 Pages with duplicate title

✅ 0 Pages with missing or empty Title

⚠️ 112 Pages with Title too long > 70

⚠️ 1 Page with Title too short < 10

✅ 0 Pages with missing or empty Description

⚠️ 58 Pages with duplicate Description

⚠️ 131 Pages with Description too short < 50

⚠️ 1047 Pages with Description too long

Content analysis

> Keep in mind that unique content plays a vital role in search engine results. You website structure should include HTML headings (h1-h6). Try to use important keywords in your headings. The tag H1 must have the most important keywords. Don't use duplicate content for your heading tags. The best variant is just to use h1-h3.
> Write only unique content, no duplicate and rewritten content. Keep your content with 400 words and more. Too long articles are not good either. It is better to keep a happy medium. Try to minimize the number of spelling and grammar mistakes.

✅ 0 Pages with duplicate content

✅ 0 Pages with a low word count < 250

✅ 0 Pages with empty H1 tag

❌ 13 Pages with no H1 tag

⚠️ 62 Pages with H1 too long

❌ 96 Pages with duplicate H1 tag

✅ 0 Pages with empty H2 tag

⚠️ 916 Pages with no H2 tag

✅ 0 Pages with H2 too long

Links analysis

> Make sure you have no more than 100 external links per each page. Try to link only to quality website. Use Nofollow tag for external links if you don't want to show unsolicited links to search engines. Optimize the anchor text of your links with important keywords. Avoid keyword stuffing. Don't use too spammy links for your website. Analyze the structure of your interlinking here: Google Search Console: Search Traffic > Internal links.

✅ 0 Pages with too many outgoing links > 100

✅ 0 URLs with the excessive number of redirects > 5

⚠️ 6272 Internal links with missing anchor

⚠️ 1 External link with missing anchor

✅ 0 Internal links use rel="nofollow"

✅ 1678 External links use rel="nofollow"

⚠️ 165 Pages with no inbound internal links

7779 External links use rel="dofollow"

⚠️ 11 External links with 4xx status

⚠️ 2 External links with 5xx status

✅ 9457 External links

✅ 2055 Links in the XML site map

Images analysis

❌ 3   Important fixes   ⚠️ 14822   Semi-important fixes

> Keep your Alt text and Image titles unique per each image. Use no more than 7 words for Alt text. Avoid keyword stuffing. Make your images informative and detailed with important keywords. Get good-quality images with a specified width and height for each one.

⚠️ 14822 Images with missing ALT text

❌ 3 Images with 4xx status

✅ 0 Images with 5xx status

Page load optimization

🖥️ **For desktops**   ❌ 3   Important fixes   ⚠️ 4   Semi-important fixes

❌ **Leverage browser caching**

Если указывать в заголовках HTTP дату или срок действия статических ресурсов, браузер будет загружать уже полученные ранее ресурсы с локального диска, а не из Интернета.

❌ **Eliminate render-blocking JavaScript and CSS in above-the-fold content**

Количество блокирующих скриптов на странице: 10. Количество блокирующих ресурсов CSS на странице: 6. Они замедляют отображение контента.

❌ **Optimize images**

Правильный формат и сжатие изображений позволяет сократить их объем.

⚠️ **Enable compression**

Сжатие ресурсов с помощью функций gzip или deflate позволяет сократить объем данных, передаваемых по сети.

⚠️ **Reduce server response time**

По результатам проверки время ответа вашего сервера составило 0,38 секунды.

⚠️ **Minify CSS**

Сжатие кода CSS позволяет сократить объем данных, чтобы ускорить загрузку и обработку.

⚠️ **Minify HTML**

Сжатие HTML-кода (в том числе встроенного кода JavaScript или CSS) позволяет сократить объем данных, чтобы ускорить загрузку и обработку.

✅ **Avoid landing page redirects**

На вашей странице нет переадресаций. Подробнее о том, [как избегать переадресаций на целевых страницах](#).

✅ **Minify JavaScript**

Код JavaScript сокращен. Подробнее о том, [как сокращать код JavaScript](#).

✅ **Prioritize visible content**

Содержание верхней части страницы оптимизировано для быстрого отображения. Подробнее о том, [как обеспечить быстрое отображение видимой части страницы](#).

📱 For mobile	❌ 1 Important fixes	⚠️ 4 Semi-important fixes

❌ **Eliminate render-blocking JavaScript and CSS in above-the-fold content**

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✅ **Minify CSS**

Код CSS сокращен. Подробнее о том, [как сокращать код CSS](#).

✅ **Minify JavaScript**

Код JavaScript сокращен. Подробнее о том, [как сокращать код JavaScript](#).

Minify HTML

HTML-код сокращен. Подробнее о том, [как сокращать HTML-код](#).

✅ **Prioritize visible content**

Содержание верхней части страницы оптимизировано для быстрого отображения. Подробнее о том, [как обеспечить быстрое отображение видимой части страницы](#).

Usability and technologies

<div style="display:flex"> ❌ 0 Important fixes   ⚠️ 1 Semi-important fixes </div>

> This section covers usability and technical requirements that apply to a properly functioning website. Start from checking whether your website has a favicon in its place, valid markup and custom 404 error page. Also check your website loading and running speed as it directly affects the rankings, and test whether it's secure for browsing.

✅ **Favicon**

Make sure that you have a favicon for your website and it is consistent with your brand. The favicon should give your website a professional look, an easy identification and branding.

✅ **Custom 404 page**

Use a [Custom 404 page](#). If you correctly create your Custom 404 page, it will help people find all proper content, provide other useful information and encourage them to stay your website further.

✅ **Safe browsing**

Try to avoid phishing and malware for your website. You can make your website work safe with [Google Safe browsing](#).

⚠️ **W3C HTML validation**

Make sure that you use valid markup that doesn't contain HTML errors. With syntax errors you make your page difficult to get indexed by search engines.

> You can check website errors with [W3C validation service](#) and make sure your website meets the web standards.