SE Ranking

www.intellectsoft.co.uk Report

Jul-31, 2015 - Aug-06, 2015
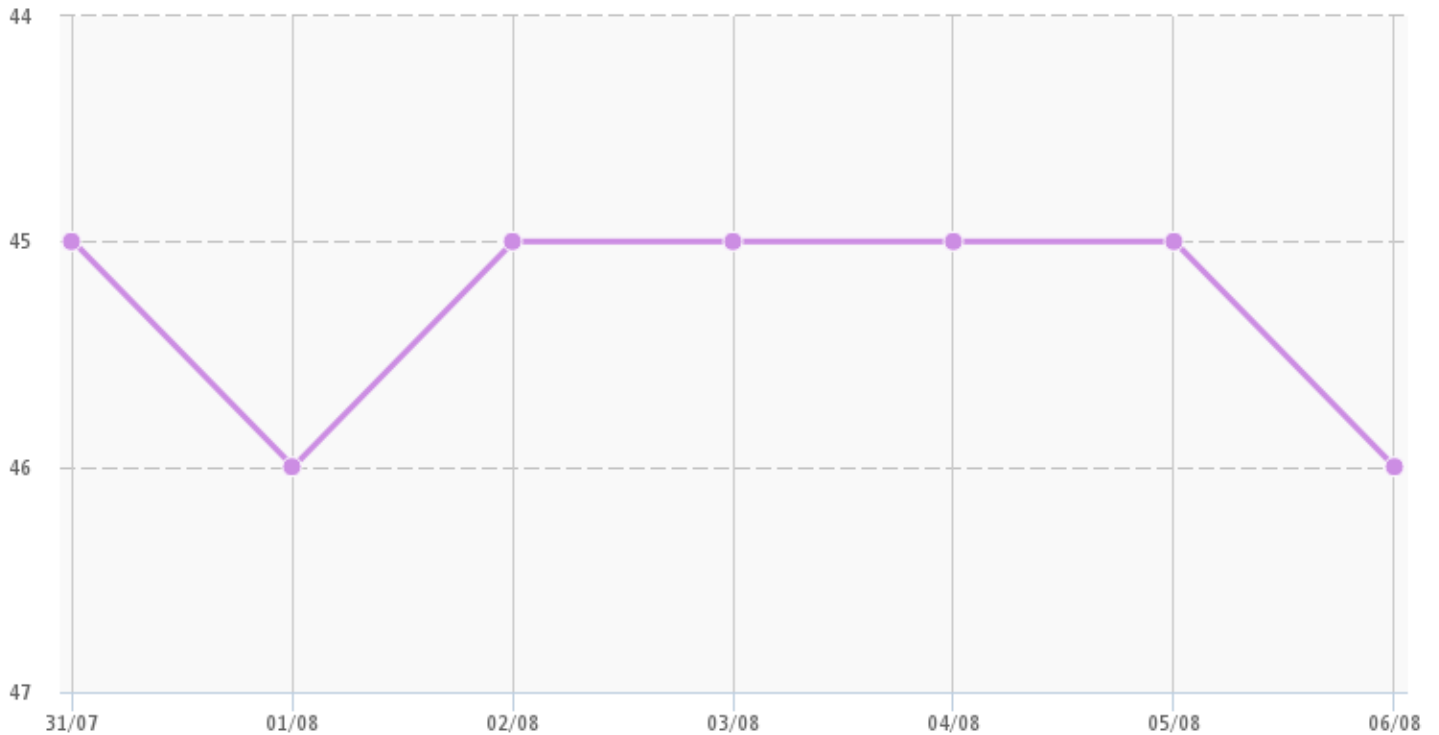
INTELLECTSOFT UK WWW.INTELLECTSOFT.CO.UK   **Report**

Report created on **Aug-06, 2015**

From **Jul-31, 2015**
to **Aug-06, 2015**

46 -1
Average position

57
Keywords in Top 10

31
Positions up

114
Positions unchanged

44
Positions down

Rankings for the first and last period dates

Google UK   Jul-31, 2015 - Aug-06, 2015

Keyword	Search Vol.	31 Jul	6 Aug
app development company	90	10	9 +1
mobile application development company	10	3	4 -1
app development company uk	10	10	10
app development agency	40	31	-
app developers uk	880	30	32 -2
application development services	10	-	97
mobile application development solutions	10	-	-
custom application development services	10	78	61 +17
mobile app development uk	50	18	18
bespoke application development	20	-	-
mobile application development services	10	21	16 +5
native app development	20	-	-
mobile enterprise solutions	10	-	-
enterprise application development companies	10	25	21 +4
enterprise application development services	10	28	23 +5
small business mobile app development	10	-	-
small business app development	10	-	-
iphone app development company	10	39	34 +5
iphone application development services	10	44	31 +13

Keyword	Search Vol.	31 Jul	6 Aug
iphone application development company	10	24	47 -23
iphone app design	110	-	-
ipad apps design	10	78	84 -6
ipad application development	10	51	54 -3
ipad app development services	10	3	3
ios app developer	50	-	-
ios application development	30	-	-
apple application development	10	-	88
android application development service	10	7	10 -3
custom android app development	10	19	19
professional android 4 application development	30	70	73 -3
windows mobile app development	20	-	-
windows phone application developer	10	-	-
developing for windows phone	20	-	-
hybrid app development	40	-	-
xamarin app developement	0	-	-
hybrid mobile app	30	-	-
mobile application design	30	-	-
mobile app ui design	10	-	-
custom application design	10	-	-
mobile backend as a service	30	-	-
backend for mobile apps	10	-	-

Keyword	Search Vol.	31 Jul	6 Aug
html5 development services	10	29	31 -2
html5 web development	10	-	-
b2b mobile app development	10	-	-
business applications developer	10	-	-
app development	2400	27	26 +1
mobile app development	1000	13	14 -1
mobile app developers	390	12	12
app development companies	320	9	10 -1
mobile app development london	110	20	21 -1
app development uk	140	19	16 +3
iphone app developers	50	9	7 +2
iphone application development	40	23	30 -7
iphone app developer	50	19	19
app companies london	70	18	21 -3
app development companies uk	70	13	13
software development companies london	40	78	80 -2
App Developers	1000	22	24 -2
mobile application development	320	79	74 +5
intellect soft	10	1	1
intellectsoft	110	1	1
app developers	1000	22	22
iphone app development	390	36	37 -1

Yahoo United Kingdom   Jul-31, 2015 - Aug-06, 2015

Keyword	Search Vol.	31 Jul	6 Aug
app development company	90	3	3
mobile application development company	10	4	1 +3
app development company uk	10	1	1
app development agency	40	11	17 -6
app developers uk	880	6	6
application development services	10	29	32 -3
mobile application development solutions	10	-	-
custom application development services	10	-	-
mobile app development uk	50	1	1
bespoke application development	20	-	-
mobile application development services	10	23	29 -6
native app development	20	-	-
mobile enterprise solutions	10	-	-
enterprise application development companies	10	-	-
enterprise application development services	10	-	-
small business mobile app development	10	-	-
small business app development	10	-	-
iphone app development company	10	4	5 -1
iphone application development services	10	5	5
iphone application development company	10	2	1 +1

Keyword	Search Vol.	31 Jul	6 Aug
iphone app design	110	5	6 -1
ipad apps design	10	18	21 -3
ipad application development	10	5	5
ipad app development services	10	-	-
ios app developer	50	25	25
ios application development	30	4	4
apple application development	10	6	6
android application development service	10	13	14 -1
custom android app development	10	2	2
professional android 4 application development	30	-	-
windows mobile app development	20	18	17 +1
windows phone application developer	10	-	-
developing for windows phone	20	64	63 +1
hybrid app development	40	12	13 -1
xamarin app developement	0	-	-
hybrid mobile app	30	83	87 -4
mobile application design	30	9	13 -4
mobile app ui design	10	-	-
custom application design	10	-	-
mobile backend as a service	30	-	-
backend for mobile apps	10	-	-
html5 development services	10	4	5 -1

Keyword	Search Vol.	31 Jul	6 Aug
html5 web development	10	-	27
b2b mobile app development	10	26	15 +11
business applications developer	10	-	-
app development	2400	22	22
mobile app development	1000	8	21 -13
mobile app developers	390	22	21 +1
app development companies	320	6	7 -1
mobile app development london	110	12	12
app development uk	140	3	3
iphone app developers	50	3	3
iphone application development	40	2	1 +1
iphone app developer	50	5	3 +2
app companies london	70	8	9 -1
app development companies uk	70	1	2 -1
software development companies london	40	24	23 +1
App Developers	1000	55	54 +1
mobile application development	320	11	11
intellect soft	10	1	1
intellectsoft	110	1	1
app developers	1000	54	54
iphone app development	390	3	3

Bing United Kingdom

Jul-31, 2015 - Aug-06, 2015

Keyword	Search Vol.	31 Jul	6 Aug
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mobile application development company	10	4	4
app development company uk	10	1	1
app development agency	40	11	11
app developers uk	880	6	6
application development services	10	26	32 -6
mobile application development solutions	10	-	-
custom application development services	10	-	-
mobile app development uk	50	1	1
bespoke application development	20	-	-
mobile application development services	10	23	28 -5
native app development	20	-	-
mobile enterprise solutions	10	-	-
enterprise application development companies	10	-	-
enterprise application development services	10	-	-
small business mobile app development	10	-	-
small business app development	10	-	-
iphone app development company	10	4	4
iphone application development services	10	5	5
iphone application development company	10	1	1

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ios application development	30	4	4
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android application development service	10	13	14 -1
custom android app development	10	1	2 -1
professional android 4 application development	30	-	-
windows mobile app development	20	18	17 +1
windows phone application developer	10	-	-
developing for windows phone	20	65	-
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mobile application design	30	12	13 -1
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app development uk	140	1	1
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app companies london	70	9	10 -1
app development companies uk	70	2	2
software development companies london	40	25	24 +1
App Developers	1000	54	54
mobile application development	320	11	11
intellect soft	10	1	1
intellectsoft	110	1	1
app developers	1000	54	54
iphone app development	390	3	3

Rankings Charts

Average position

Traffic overview

Legend: All Traffic · Organic · Referral · Paid · organic from google
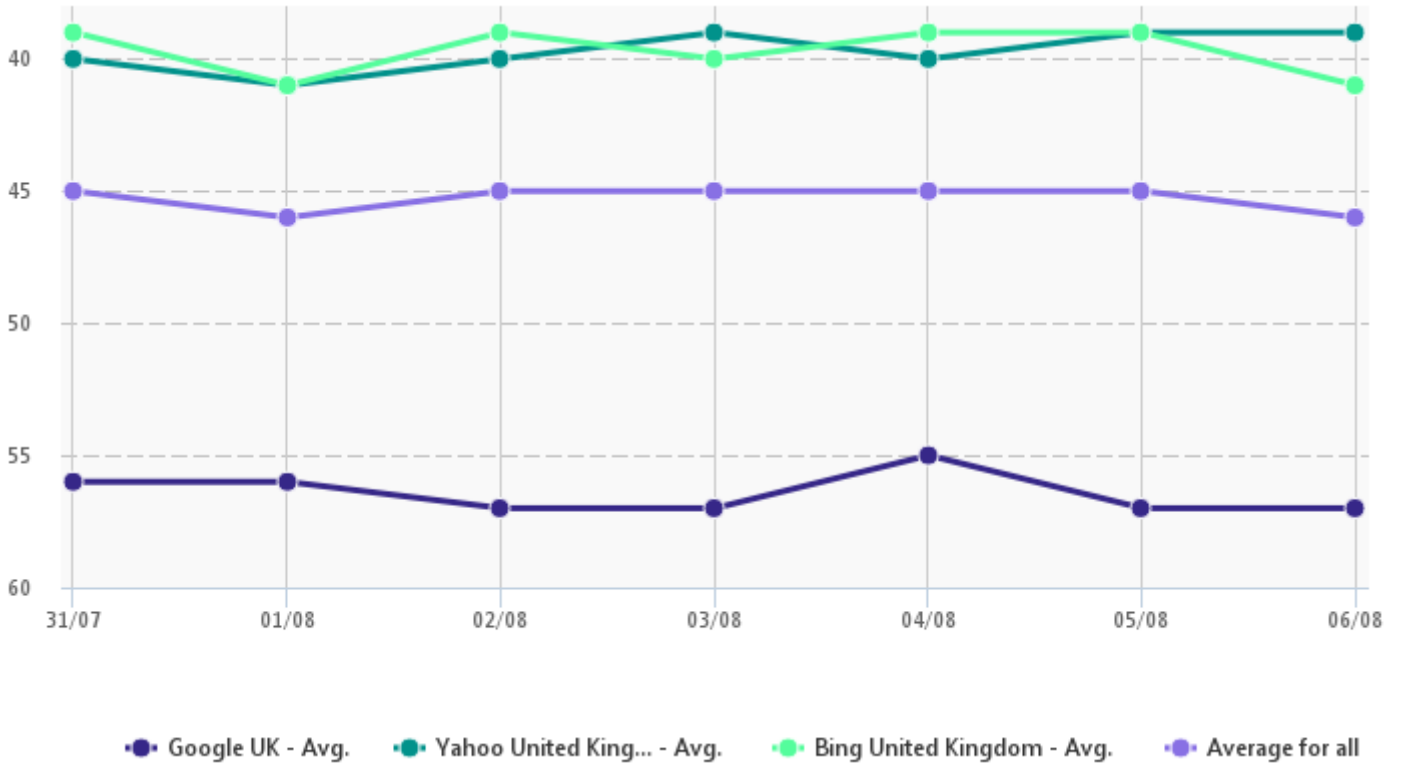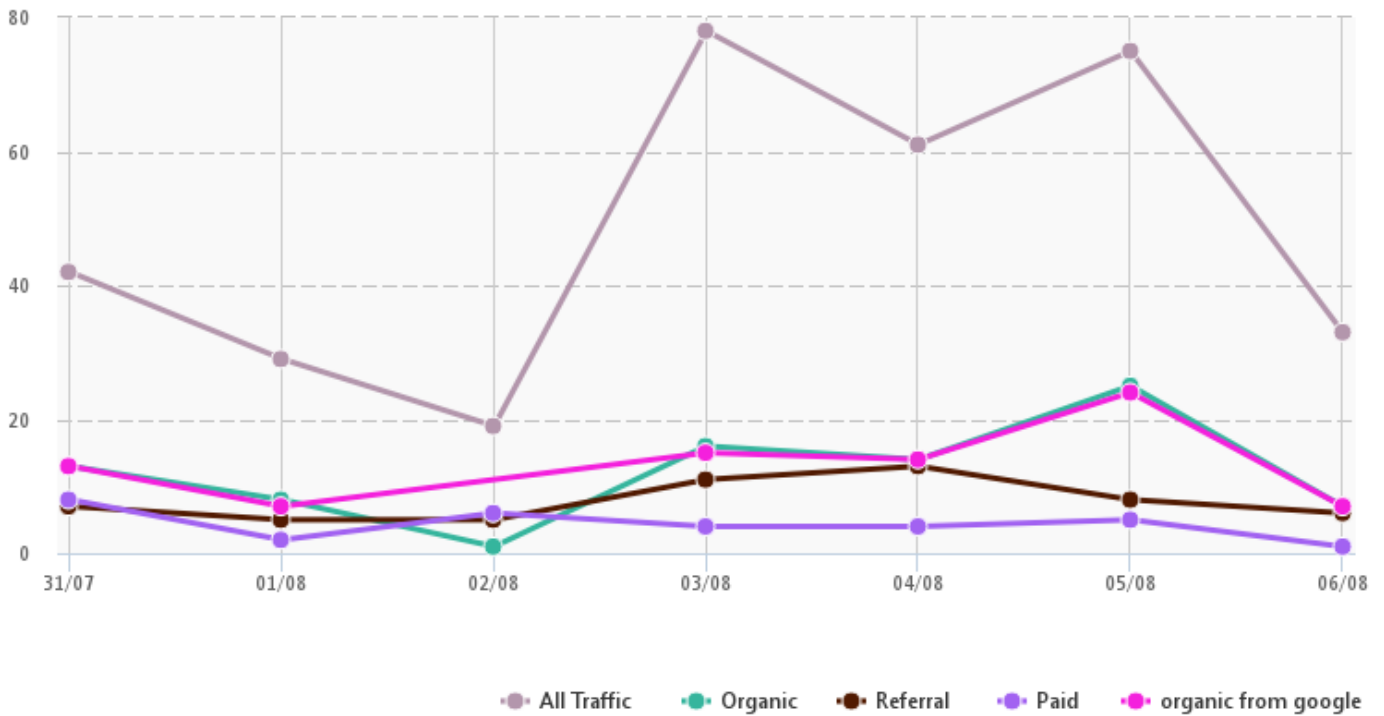
292
Visits

67.66%
Bounce rate

78.34 sec.
Avg. Session Duration

67.66%
% New Sessions
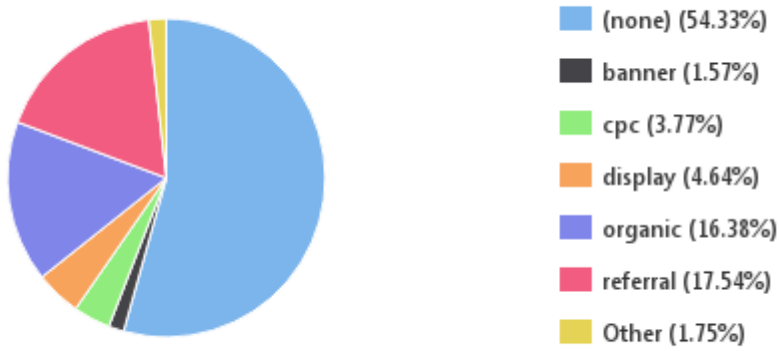
614
Page views

337
Sessions

1.82
Pages / Session

Traffic by countries
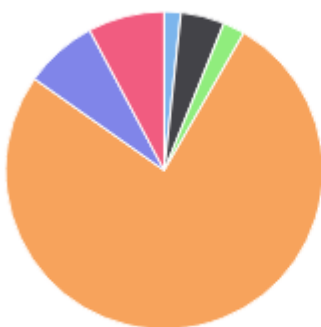
- Germany (1.68%)
- India (4.46%)
- Ukraine (2.22%)
- United Kingdom (76.42%)
- United States (7.43%)
- Other (7.79%)

Traffic by sources

- (none) (54.33%)
- banner (1.57%)
- cpc (3.77%)
- display (4.64%)
- organic (16.38%)
- referral (17.54%)
- Other (1.75%)

Organic Sources

- google (94.94%)
- bing (3.64%)
- yahoo (1.42%)

Website audit

Domain Overview

IP Adress:	46.101.32.22
Server location:	United Kingdom
Age:	7 y 8 m
Expiration date:	Nov-15, 2015
Web archive age:	Apr-10, 2008
PR:	4
MozLinks:	1042
MozDomainAuthority:	46
Alexa Rank:	1179746
DMOZ Listing:	No
G Pages Indexed:	104

74%
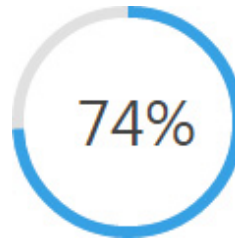
199 Crawled pages
458 Passed Checks
32 Important Fixes
477 Semi-Important Fixes
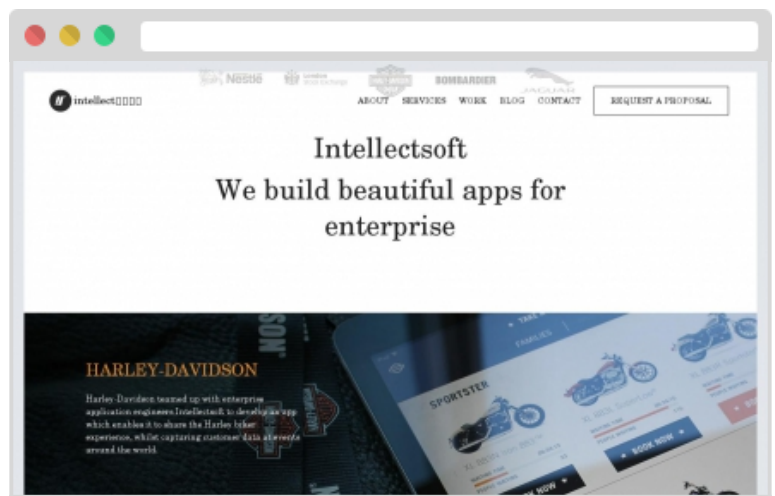
Health Check

✅ DNS configuration

Domain name with www and without www should be resolved to the same IP address.

✅ WWW redirect

This option checks whether your website run 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.

✅ Robots.txt

It is important to use robots.txt file for your website that will help you to restrict the access from search engine robots and prevent these robots from accessing specific pages. With the robots.txt file search engine can specify where XML sitemap is located.

✅ XML sitemap

It is important to create XML sitemaps in order to help search engines crawl your website. After submitting your Sitemap to the search engines, we recommend you to get the feedback how to improve it. You can generate XML sitemaps for URLs, images and videos, news and mobile content.

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.

⚠ No Frame

> **Resolve**
>
> *Don't use 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

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.

✅   65 Pages with 2xx response

✅   0 Pages with 3xx response

✅   0 Pages with 4xx response

✅   0 Pages with 5xx response

✅   0 Pages with too big size

⚠   18 Pages with too long URL

✅   0 Pages blocked by robots.txt

✅   0 Pages blocked by meta noindex

✅   0 Pages blocked by meta nofollow

✅   0 pages with meta refresh redirect

☑ 0 Pages with rel="canonical"

☑ 0 Pages with rel="alternate"

Meta Analysis

Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 70-160 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence on your search results. Check your titles and meta descriptions with Google Webmaster Tools for warning messages about duplicate content.

❌ 13 Pages with duplicate title

☑ 0 Pages with Missing or Empty Title

❗ 1 Page with Title too long > 70

☑ 0 Pages with Title too short < 10

❗ 14 Pages with Missing or Empty Description

☑ 0 Pages with duplicate Description

☑ 0 Pages with Description too short <50

❗ 4 Pages with Description too long >160

☑ 0 Pages with duplicate rel="canonical" code

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 to use jus t 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 the happy medium. Try to minimize a number of spelling and grammar mistakes.

❌ 4 Pages with duplicate content

⚠️ 18 Pages with a low word count < 250

❌ 1 Page with H1 tag empty

❌ 14 Pages with H1 tag missing

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 Webmaster Tools: Search Traffic > Internal links.

✅ 0 Pages with too many outgoing links > 100

⚠️ 18 internal links with missing anchor

⚠️ 240 external links with missing anchor

✅ 0 internal links use rel="nofollow"

✅ 0 external links use rel="nofollow"

✅ 243 external links use rel="dofollow"

⚠️ 60 external links with 4xx status

✅ 121 external links

Images Analysis

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.

❗ 69 images with missing ALT text

Mobile-Friendly Test

✅ This website is mobile-friendly

✅ Mobile viewport

✅ Plugins compatibility

✅ Links placement

✅ Text size

✅ Content size

Usability and Technologies

✅ 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.

> Resolve
>
> *Create a perfect logo for your website and use free favicon generators like favicon.cc or favicon-generator.org. Make the generation with 16×16 pixels and upload the favicon file in your root directory with the .ico format.*

✅ 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.
A 404 page is an error message that a user sees when trying to follow a non-existing page on your website (for example, if this page is deleted or you've mistyped URL). The standard 404 page can differ from your ISP and it usually doesn't contain any helpful information, that's why many people are used to leave this website.

✅ Website Speed avg: 69 ms

It is important to have a fast website speed as it has a great impact on your website ranking. Good website speed will bring you more visitors and reward you with high conversion rates.

Resolve

Optimize your website loading time: image size, image file format, no text graphics, unnecessary plugins, caching, use JavaScript at the end of the document, no redirects, unnecessary CSS and HTML, no multiple tracking scripts, G-zip encoding, cache-control headers, the reduction of cookie size and CMS software update.

✅ 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.
Errors (24) Warnings (184) Validated CSS

Resolve

You can check website errors with W3C validation service and make sure your website meets the web standards.

❌ W3C CSS Validation

It is not vital but it is better to check CSS validation to define your code works well or track real errors that you have missed.
Errors (24) Warnings (184) Validated CSS

Resolve

Check your cascading stylesheets here.