

## On-Site Audit Report

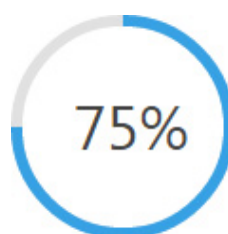
# INTELLECTSOFT.NET INTELLECTSOFT.NET





Report created on: Apr-27 2016 14:49:29

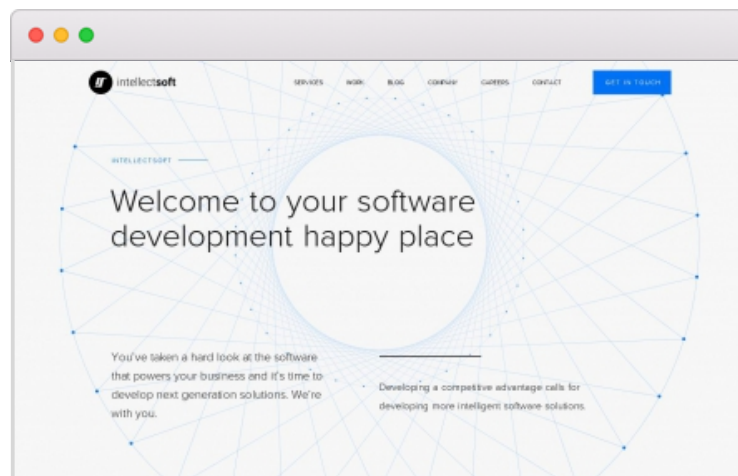
Comprehensive website analysis will help to identify all the factors that may impede your website from reaching the TOP. Without this analysis, successful website promotion is basically impossible and the external optimization positive effect can literally be reduced to zero. Please, read the given information carefully. Follow the recommendations made by experienced SEO experts and your website positions growth won't take long!

### Domain Overview

IP Adress:	162.243.222.148
Server location:	United States
Age:	6 y 9 m
Expiration date:	Jul-09 2017
Web archive age:	Jun-30 2008
PR:	0
MozLinks:	26
MozDomainAuthority:	48
Alexa Rank:	240962
DMOZ Listing:	No
G Pages Indexed:	127



-  379 Crawled pages
-  1603 Passed Checks
-  10 Important Fixes
-  894 Semi-Important Fixes



# Health Check

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## ✔ DNS configuration

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

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## ✔ WWW redirect

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

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## ✔ 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.

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## ✔ 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.

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## ✔ 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.

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## ✔ 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.

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## ✔ 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.

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## No Frame

### Resolve

*Don't use frames on your web pages as much as possible and use the [NoFrames tag](#) on website.*

- <http://www.intellectsoft.net/>
- <http://www.intellectsoft.net/case-studies/cirrus>
- <http://www.intellectsoft.net/case-studies/eurostar>
- <http://www.intellectsoft.net/case-studies/harley-davidson/events>
- <http://www.intellectsoft.net/community>
- <http://www.intellectsoft.net/community/page/2>
- <http://www.intellectsoft.net/community/page/3>
- <http://www.intellectsoft.net/community/page/4>
- <http://www.intellectsoft.net/community/page/5>
- <http://www.intellectsoft.net/design-lab>
- <http://www.intellectsoft.net/documents>
- <http://www.intellectsoft.net/dreamforce2015>
- <http://www.intellectsoft.net/enterprise-development>
- <http://www.intellectsoft.net/events>
- <http://www.intellectsoft.net/insiders-guide-to-mobile-app-development>
- <http://www.intellectsoft.net/mobile-development>
- <http://www.intellectsoft.net/news>
- <http://www.intellectsoft.net/news/page/2>
- <http://www.intellectsoft.net/product-strategy>
- <http://www.intellectsoft.net/qa-testing>
- <http://www.intellectsoft.net/software-maintenance-support>
- <http://www.intellectsoft.net/staffing>
- <http://www.intellectsoft.net/startups>

## 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.

✔ 84 Pages with 2xx response

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✔ 2 Pages with 3xx response

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✔ 0 Pages with 4xx response

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✔ 0 Pages with 5xx response

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✔ 0 Pages with too big size

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! 3 Pages with too long URL

- <http://www.intellectsoft.net/community/how-to-update-your-app-and-when-to-go-back-to-the-drawing-board>
  - <http://www.intellectsoft.net/community/intellectsoft-at-mobile-world-congress-2016-highlights-from-barcelona>
  - <http://www.intellectsoft.net/community/made-in-new-york-jazz-competition-appoints-intellectsoft-coo-uri-soroka-as-chairman-of-the-board>
- 

✔ 0 Pages blocked by robots.txt

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✔ 0 Pages blocked by meta noindex

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✔ 0 Pages blocked by meta nofollow

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✔ 0 pages with meta refresh redirect

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✔ 76 Pages with rel="canonical"

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✔ 0 Pages with rel="alternate"

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## 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 Search Console for warning messages about duplicate content.

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✔ 0 Pages with duplicate title

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✔ 0 Pages with Missing or Empty Title

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**! 7 Pages with Title too long > 70**

- <http://www.intellectsoft.net/community/intellectsoft-at-dreamforce-2015>
- <http://www.intellectsoft.net/community/made-in-new-york-jazz-competition-appoints-intellectsoft-coo-uri-soroka-as-chairman-of-the-board>
- <http://www.intellectsoft.net/dreamforce2015>
- <http://www.intellectsoft.net/enterprise-development>
- <http://www.intellectsoft.net/insiders-guide-to-mobile-app-development>
- <http://www.intellectsoft.net/news/2015-apple-design-award-winners>
- <http://www.intellectsoft.net/news/impossible-task-managing-user-expectations>

**✓ 0 Pages with Title too short < 10****! 11 Pages with Missing or Empty Description**

- <http://www.intellectsoft.net/case-studies/brauer>
- <http://www.intellectsoft.net/case-studies/dropix>
- <http://www.intellectsoft.net/case-studies/retail-chain-client>
- <http://www.intellectsoft.net/design-lab>
- <http://www.intellectsoft.net/enterprise-development>
- <http://www.intellectsoft.net/mobile-development>
- <http://www.intellectsoft.net/product-strategy>
- <http://www.intellectsoft.net/qa-testing>
- <http://www.intellectsoft.net/software-maintenance-support>
- <http://www.intellectsoft.net/staffing>
- <http://www.intellectsoft.net/startups>

**✓ 0 Pages with duplicate Description****✓ 0 Pages with Description too short <50****! 3 Pages with Description too long >160**

- <http://www.intellectsoft.net/community/business/choosing-responsive-web-development-native-app>
- <http://www.intellectsoft.net/community/business/secret-high-quality-custom-enterprise-applications>
- <http://www.intellectsoft.net/news/what-weeks-conversation>

**✓ 0 Pages with duplicate rel="canonical" code**

## Content Analysis

Keep in mind that unique content plays a vital role in search engine results. Your 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 just 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.

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✔ 0 Pages with duplicate content

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! 6 Pages with a low word count < 250

- <http://www.intellectsoft.net/case-studies>
  - <http://www.intellectsoft.net/contact>
  - <http://www.intellectsoft.net/documents>
  - <http://www.intellectsoft.net/events>
  - <http://www.intellectsoft.net/insiders-guide-to-mobile-app-development>
  - <http://www.intellectsoft.net/salesforce-integration>
- 

✔ 0 Pages with H1 tag empty

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✘ 9 Pages with H1 tag missing

- <http://www.intellectsoft.net/case-studies/brauer>
  - <http://www.intellectsoft.net/case-studies/cirrus>
  - <http://www.intellectsoft.net/case-studies/dropix>
  - <http://www.intellectsoft.net/case-studies/ernst-young>
  - <http://www.intellectsoft.net/case-studies/eurostar>
  - <http://www.intellectsoft.net/case-studies/guinness>
  - <http://www.intellectsoft.net/case-studies/harley-davidson/events>
  - <http://www.intellectsoft.net/case-studies/jaguar-land-rover/jaguar-talk>
  - <http://www.intellectsoft.net/case-studies/retail-chain-client>
- 

## 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](#).

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✔ 0 Pages with too many outgoing links > 100

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## ! 160 internal links with missing anchor

- <http://www.intellectsoft.net/>
- <http://www.intellectsoft.net/about>
- <http://www.intellectsoft.net/android-application-development>
- <http://www.intellectsoft.net/big-data-solutions>
- <http://www.intellectsoft.net/careers>
- <http://www.intellectsoft.net/case-studies>
- <http://www.intellectsoft.net/case-studies/brauer>
- <http://www.intellectsoft.net/case-studies/cirrus>
- <http://www.intellectsoft.net/case-studies/dropix>
- <http://www.intellectsoft.net/case-studies/ernst-young>
- <http://www.intellectsoft.net/case-studies/eurostar>
- <http://www.intellectsoft.net/case-studies/guinness>
- <http://www.intellectsoft.net/case-studies/harley-davidson/events>
- <http://www.intellectsoft.net/case-studies/jaguar-land-rover/jaguar-talk>
- <http://www.intellectsoft.net/case-studies/retail-chain-client>
- <http://www.intellectsoft.net/cloud-computing-solutions>
- <http://www.intellectsoft.net/community>
- <http://www.intellectsoft.net/community/5-benefits-staff-augmentation>
- <http://www.intellectsoft.net/community/7-talks-you-dont-want-to-miss-at-collision-2016>
- <http://www.intellectsoft.net/community/business/advice-start-up-entrepreneurs>
- <http://www.intellectsoft.net/community/business/agile-vs-waterfall-development>
- <http://www.intellectsoft.net/community/business/app-monetization-facts-before-you-build>
- <http://www.intellectsoft.net/community/business/choosing-responsive-web-development-native-app>
- <http://www.intellectsoft.net/community/business/dreamforce-15-get-mobile-or-get-lost>
- <http://www.intellectsoft.net/community/business/finland-office-mobile-gaming>
- <http://www.intellectsoft.net/community/business/importance-net-neutrality>
- <http://www.intellectsoft.net/community/business/moving-to-an-apps-based-world>
- <http://www.intellectsoft.net/community/business/secret-high-quality-custom-enterprise-applications>
- <http://www.intellectsoft.net/community/business/secrets-to-the-success-of-the-apple-watch>
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- <http://www.intellectsoft.net/community/development/the-4-pillars-of-holistic-app-development>
- <http://www.intellectsoft.net/community/development/wearable-apps-where-we-are-where-were-going>
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- <http://www.intellectsoft.net/community/healthcare-mobile-app-development-engagement>
- <http://www.intellectsoft.net/community/how-emm-spells-mobile-security>
- <http://www.intellectsoft.net/community/how-to-update-your-app-and-when-to-go-back-to-the-drawing-board>
- <http://www.intellectsoft.net/community/intellectsoft-at-dreamforce-2015>
- <http://www.intellectsoft.net/community/intellectsoft-at-mobile-world-congress-2016-highlights-from-barcelona>
- <http://www.intellectsoft.net/community/made-in-new-york-jazz-competition-appoints-intellectsoft-coo-uri-soroka-as-chairman-of-the-board>

- <http://www.intellectsoft.net/community/mobile-roadie-acquisition>
- <http://www.intellectsoft.net/community/page/2>
- <http://www.intellectsoft.net/community/page/3>
- <http://www.intellectsoft.net/community/page/4>
- <http://www.intellectsoft.net/community/page/5>
- <http://www.intellectsoft.net/community/retail-beacons-in-store-experience>
- <http://www.intellectsoft.net/community/statement-from-intellectsoft-coo-uri-soroka>
- <http://www.intellectsoft.net/community/swrve-partnership>
- <http://www.intellectsoft.net/community/the-importance-of-mobile-app-marketing>
- <http://www.intellectsoft.net/community/wearables-and-apps-for-good>
- <http://www.intellectsoft.net/community/you-cant-afford-to-make-mobile-security-an-afterthought>
- <http://www.intellectsoft.net/contact>
- <http://www.intellectsoft.net/design-lab>
- <http://www.intellectsoft.net/documents>
- <http://www.intellectsoft.net/dreamforce2015>
- <http://www.intellectsoft.net/enterprise-development>
- <http://www.intellectsoft.net/enterprise-mobility-management>
- <http://www.intellectsoft.net/events>
- <http://www.intellectsoft.net/html5-app-development>
- <http://www.intellectsoft.net/innovation>
- <http://www.intellectsoft.net/insiders-guide-to-mobile-app-development>
- <http://www.intellectsoft.net/interop2015>
- <http://www.intellectsoft.net/iphone-development-services>
- <http://www.intellectsoft.net/mobile-development>
- <http://www.intellectsoft.net/news>
- <http://www.intellectsoft.net/news/10-apps-every-baseball-fan-should-have>
- <http://www.intellectsoft.net/news/2015-apple-design-award-winners>
- <http://www.intellectsoft.net/news/a-p-you-a-p-i>
- <http://www.intellectsoft.net/news/build-app>
- <http://www.intellectsoft.net/news/contrary-popular-belief-development-magic>
- <http://www.intellectsoft.net/news/impossible-task-managing-user-expectations>
- <http://www.intellectsoft.net/news/page/2>
- <http://www.intellectsoft.net/news/total-transparency-software-development>
- <http://www.intellectsoft.net/news/were-all-about-that-bass-treble>
- <http://www.intellectsoft.net/news/what-weeks-conversation>
- <http://www.intellectsoft.net/partners>
- <http://www.intellectsoft.net/privacy-policy>
- <http://www.intellectsoft.net/product-strategy>
- <http://www.intellectsoft.net/qa-testing>
- <http://www.intellectsoft.net/salesforce-integration>
- <http://www.intellectsoft.net/software-maintenance-support>
- <http://www.intellectsoft.net/staffing>
- <http://www.intellectsoft.net/startups>
- <http://www.intellectsoft.net/team>

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**!** 420 external links with missing anchor

- <http://www.intellectsoft.net/>
- <http://www.intellectsoft.net/about>



- <http://www.intellectsoft.net/android-application-development>
- <http://www.intellectsoft.net/big-data-solutions>
- <http://www.intellectsoft.net/careers>
- <http://www.intellectsoft.net/case-studies>
- <http://www.intellectsoft.net/case-studies/brauer>
- <http://www.intellectsoft.net/case-studies/cirrus>
- <http://www.intellectsoft.net/case-studies/dropix>
- <http://www.intellectsoft.net/case-studies/ernst-young>
- <http://www.intellectsoft.net/case-studies/eurostar>
- <http://www.intellectsoft.net/case-studies/guinness>
- <http://www.intellectsoft.net/case-studies/harley-davidson/events>
- <http://www.intellectsoft.net/case-studies/jaguar-land-rover/jaguar-talk>
- <http://www.intellectsoft.net/case-studies/retail-chain-client>
- <http://www.intellectsoft.net/cloud-computing-solutions>
- <http://www.intellectsoft.net/community>
- <http://www.intellectsoft.net/community/5-benefits-staff-augmentation>
- <http://www.intellectsoft.net/community/7-talks-you-dont-want-to-miss-at-collision-2016>
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- <http://www.intellectsoft.net/community/business/app-monetization-facts-before-you-build>
- <http://www.intellectsoft.net/community/business/choosing-responsive-web-development-native-app>
- <http://www.intellectsoft.net/community/business/dreamforce-15-get-mobile-or-get-lost>
- <http://www.intellectsoft.net/community/business/finland-office-mobile-gaming>
- <http://www.intellectsoft.net/community/business/importance-net-neutrality>
- <http://www.intellectsoft.net/community/business/moving-to-an-apps-based-world>
- <http://www.intellectsoft.net/community/business/secret-high-quality-custom-enterprise-applications>
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- <http://www.intellectsoft.net/community/development/the-4-pillars-of-holistic-app-development>
- <http://www.intellectsoft.net/community/development/wearable-apps-where-we-are-where-were-going>
- <http://www.intellectsoft.net/community/development/when-is-it-time-to-update-my-app>
- <http://www.intellectsoft.net/community/health-care-virtual-reality>
- <http://www.intellectsoft.net/community/healthcare-mobile-app-development-engagement>
- <http://www.intellectsoft.net/community/how-emm-spells-mobile-security>
- <http://www.intellectsoft.net/community/how-to-update-your-app-and-when-to-go-back-to-the-drawing-board>
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- <http://www.intellectsoft.net/community/page/4>
- <http://www.intellectsoft.net/community/page/5>

- <http://www.intellectsoft.net/community/retail-beacons-in-store-experience>
- <http://www.intellectsoft.net/community/statement-from-intellectsoft-coo-uri-soroka>
- <http://www.intellectsoft.net/community/swrve-partnership>
- <http://www.intellectsoft.net/community/the-importance-of-mobile-app-marketing>
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- <http://www.intellectsoft.net/community/you-cant-afford-to-make-mobile-security-an-afterthought>
- <http://www.intellectsoft.net/contact>
- <http://www.intellectsoft.net/design-lab>
- <http://www.intellectsoft.net/documents>
- <http://www.intellectsoft.net/dreamforce2015>
- <http://www.intellectsoft.net/enterprise-development>
- <http://www.intellectsoft.net/enterprise-mobility-management>
- <http://www.intellectsoft.net/events>
- <http://www.intellectsoft.net/html5-app-development>
- <http://www.intellectsoft.net/innovation>
- <http://www.intellectsoft.net/insiders-guide-to-mobile-app-development>
- <http://www.intellectsoft.net/interop2015>
- <http://www.intellectsoft.net/iphone-development-services>
- <http://www.intellectsoft.net/mobile-development>
- <http://www.intellectsoft.net/news>
- <http://www.intellectsoft.net/news/10-apps-every-baseball-fan-should-have>
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- <http://www.intellectsoft.net/news/what-weeks-conversation>
- <http://www.intellectsoft.net/partners>
- <http://www.intellectsoft.net/privacy-policy>
- <http://www.intellectsoft.net/product-strategy>
- <http://www.intellectsoft.net/qa-testing>
- <http://www.intellectsoft.net/salesforce-integration>
- <http://www.intellectsoft.net/software-maintenance-support>
- <http://www.intellectsoft.net/staffing>
- <http://www.intellectsoft.net/startups>
- <http://www.intellectsoft.net/team>

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✓ 1 internal link use rel="nofollow"

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✓ 497 external links use rel="nofollow"

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✓ 175 external links use rel="dofollow"

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## ❗ 1 external link with 4xx status

- <http://www.popsci.com/dhs-is-getting-wearable-radiation-detector>
  - <http://www.intellectsoft.net/community/development/wearable-apps-where-we-are-where-were-going>

## ✅ 712 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.

## ❗ 251 images with missing ALT text

- <http://www.intellectsoft.net/>
- <http://www.intellectsoft.net/about>
- <http://www.intellectsoft.net/android-application-development>
- <http://www.intellectsoft.net/careers>
- <http://www.intellectsoft.net/community>
- <http://www.intellectsoft.net/community/5-benefits-staff-augmentation>
- <http://www.intellectsoft.net/community/7-talks-you-dont-want-to-miss-at-collision-2016>
- <http://www.intellectsoft.net/community/business/advice-start-up-entrepreneurs>
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- <http://www.intellectsoft.net/community/business/finland-office-mobile-gaming>
- <http://www.intellectsoft.net/community/business/importance-net-neutrality>
- <http://www.intellectsoft.net/community/business/moving-to-an-apps-based-world>
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- <http://www.intellectsoft.net/community/development/the-4-pillars-of-holistic-app-development>
- <http://www.intellectsoft.net/community/development/wearable-apps-where-we-are-where-were-going>
- <http://www.intellectsoft.net/community/development/when-is-it-time-to-update-my-app>
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## Optimization

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### Mobile

 **Mobile-friendly**

---

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

---

Leverage browser caching

---

Reduce server response time

---

Minify HTML

---

Prioritize visible content

---

Optimize images

---

Avoid app install interstitials that hide content

---

Avoid landing page redirects

---

Minify JavaScript

---

Use legible font sizes

---

Enable compression

---

Minify CSS

---

Configure the viewport

---

Links placement

---

Mobile viewport

---

Content size

---

Plugins compatibility

---

Text size

---

Size content to viewport

---

Avoid plugins

---

Size tap targets appropriately

---

## Desktop

Minify HTML

---

Reduce server response time

---

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

---

Leverage browser caching

---

Avoid plugins

---

Configure the viewport

---

Size content to viewport

---

Use legible font sizes

---

Size tap targets appropriately

---

Avoid app install interstitials that hide content

---

Prioritize visible content

---

Minify CSS

---

Minify JavaScript

---

✔ Enable compression

---

✔ Avoid landing page redirects

---

✔ Optimize images

---

## Usability and Technologies

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✔ 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](http://favicon.cc) or [favicon-generator.org](http://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.

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✔ Website Speed avg: 597 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.*

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 **Safe browsing**

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

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 **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: [51](#), warnings: [25](#)

**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 ([29](#)) Warnings ([214](#)) Validated CSS

**Resolve**

*Check your cascading stylesheets [here](#).*

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