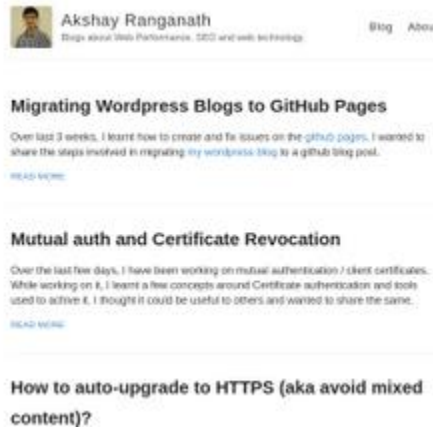0.0

akshayranganath.github.io

April 4, 2017 5:25 PM
Passed
To Improve
Errors

Marketing Checklist

Configure your domain redirects from non-original pages versions Top Priority

High impact Easy to solve for Developer

Why it's important

Search engines do not like pages which duplicate large amounts of content on the same website, which can happen when the same page, due to Web configuration or CMS issues, is shown in different URLs.

A common scenario for this issue is found when the non-www and the www version of your site both feature your content. For example, when www.domain.com and domain.com show the home page information.

You should pick either version to show your site content and use 301 redirects to refer from the non-original page versions to the original ones, making show you only show each page through one URL.

Getting it done

A 301 Redirect should be used to refer from the non-original URLs to the original ones.

If you are creating other subdomains, use relevant keywords and avoid duplicate content. Check if your homepage is correctly redirecting to the original URL version with the WWW Resolve criteria under the SEO section in your WooRank Reviews.

External resources

- [Tips to Specify Preferred Domains](#)

Optimize images for your website

Medium impact Easy to solve for Marketer

Why it's important

An accurate text description of an image is valuable to search engines, and visually-impaired or blind website visitors. It's also valuable to websites in potentially generating traffic from image searches as well as avoiding losing potential customers.

This text is contained in the Alternative Text or 'Alt' attribute, which is seen by search engines, various social image sharing sites (e.g Pinterest), and is converted to speech by software for the visually impaired. This makes an accurate description of the content of the image highly important.

Getting it done

Ensure your descriptions are accurate for the content of the image.

Avoid Alt Text longer than seven words. The absolute maximum would be 150 characters including spaces.

Use the most relevant descriptive keyword, and avoid repetitive keyword stuffing.

Consider how users performing an image search may look for different attributes than a web search.

File names and captions should also be logical. Images should also be optimised for load times, but larger and higher quality pictures will perform better in image search results.
Check for Alt Attributes in your WooRank Advanced Review under SEO > Images.

External resources

- [Google Guide to Images](#)
- [Google Image Publishing Guidelines](#)
- [Image Alt Attribute – Relevant for SEO](#)

Optimize your pages titles

High impact Easy to solve for Marketer

Why it's important

Page titles are important for search engine relevance and they will also be the first thing users see in search results, so it's important they are logical for the search query and users feel confident clicking on them.

They should be optimised as an accurate reflection for what is on that particular page to avoid being flagged by Google, or users simply feeling tricked when they arrive on your website.

Getting it done

A unique title should be created for each page. Avoid duplication, particularly due to automation on larger websites. Try to avoid boilerplate titles as far as possible.

Titles should be 70 characters or less (including spaces) and should include your keywords as early as possible. The brand should only be placed first on the homepage of your website.

Avoid spammy keywords such as Free, Cheap etc.

Use combinations of terms such as city names and industry terms to add relevance.

Keep the keywords consistent with those in your content, sub-headings (H tags) and meta descriptions.
Check your Titles in the SEO section of your WooRank Advanced Review to make sure it is the right length and contains your most important keywords.

External resources

- Title Tag Optimization
- Google Tips for Site Titles

Show more
Optimize

SEO

Title Tag

Akshay Ranganath – Blogs about Web Performance, SEO and web technology.

Length: 71 character(s)

Meta Description

Blogs about Web Performance, SEO and web technology.

Length: 52 character(s)

Google Preview

Akshay Ranganath – Blogs about Web Performance, SEO and web technology.

akshayranganath.github.io/

Blogs about Web Performance, SEO and web technology.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>
14	0	0	0	0

\<H1\> Akshay Ranganath
\<H1\> Migrating Wordpress Blogs to GitHub Pages
\<H1\> Mutual auth and Certificate Revocation

[Show more](#)

Keywords Cloud

- seo 7
- git 6
- devops 4
- tags 4
- commands 4
- notes 3
- distribution 3
- useful 3
- pages 3
- github 3
- migrating 3
- cdn 2
- efforts 2
- speed 2
- mutual 2
- certificate 2
- metric 2
- authentication 2
- concepts 2
- wordpress 2

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
SEO	7			
Git	6			
devops	4			
Tags	4			
Commands	4			

Keywords (2 words)	Freq	Title	Desc	<H>
blog post	4			
Git Commands	2			
GitHub Pages	2			
mixed content	2			
SEO efforts	2			

Alt Attribute

We found **1** images on this web page.

1 ALT attributes are empty or missing.

https://avatars3.githubusercontent.com/u/10872342?v=3&s=460

In-Page Links

We found a total of 22 link(s) including 0 link(s) to files

External Links: NoFollow (0%)External Links: Follow (9.3%)Internal Links (90.7%)

Anchor	Type	Follow
No Anchor Text	External Links	Follow
github pages	External Links	Follow
my wordpress blog	External Links	Follow
calendar.perfplanet.com	External Links	Follow
Docker Quickstart	External Links	Follow
No Anchor Text	External Links	Follow
Show more		

Broken links

No broken links were found on this web page

WWW Resolve

Warning, no [301 redirects](#) are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

Robots.txt

https://akshayranganath.github.io/robots.txt

XML Sitemap

https://akshayranganath.github.io/sitemap.xml

URL Parameters

Good, the URLs look clean.

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs.

Blocking Factors

Flash: No

Frames: No

Blog

We found a Blog on this website.

Mobile

Mobile visits

Upgrade to see the number of monthly visits from mobile users.

Mobile-friendliness

Very Good

This web page is super optimized for Mobile Visitors

Mobile Rendering

Touchscreen Readiness

Perfect, the most important buttons/links are large enough to be tapped easily.

Mobile Compatibility

Perfect, no embedded objects detected.

Font Size Legibility

Perfect, this web page's text is legible on mobile devices.

Mobile Viewport

Great, a configured viewport is present.

The content fits within the specified viewport size.

Mobile Speed

Average

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

Leverage browser caching

Optimize images

Avoid landing page redirects

Enable compression

Mobile Frameworks

No mobile frameworks have been detected.

Usability

URL

akshayranganath.github.io

Length: 15 character(s)

Favicon

Your website does not have a favicon.

Custom 404 Page

Great, your website has a custom 404 error page.

Your server responded with the HTTP status code: 404

Page Size

9.5 KB (World Wide Web average is 2 Mb)

Load Time

0.25 second(s) (387.99 kB/s)

Language

Declared: Missing

Detected: *English*

Structured Data Markup

- [og description](#)

Domain Availability

Domains	**Status**
github.com	Expires in 4 years
github.net	Expires in 10 months
github.org	This domain is booked
github.info	This domain is booked
github.biz	This domain is booked
github.eu	Available. Register it now!

Typo Availability

Domains	**Status**
giyhub.io	Available. Register it now!
githhb.io	Available. Register it now!
gitjub.io	Available. Register it now!
gitgub.io	Available. Register it now!
gityub.io	Available. Register it now!
gihtub.io	Available. Register it now!

Show more

Email Privacy

Good, no email address has been found in plain text.

Technologies

Server Uptime

Upgrade now and get notified when **akshayranganath.github.io** goes down.

Server IP

151.101.32.133

Server location: San Francisco

Technologies

Varnish Cache Tools

Speed Tips

Congratulations! Your website's speed is fully optimized.

Perfect, your server is using a caching method to speed up page display.

Perfect, your website doesn't use nested tables.

Perfect, your website does not use inline styles.

Perfect, your website has few CSS files.

Perfect, your website has few JavaScript files.

Perfect, your website takes advantage of [gzip](#).

Analytics

[Google Analytics](#)

Doctype

HTML5

Encoding

Great, language/character encoding is specified: utf8

SSL Secure

Great, your website is SSL secured (HTTPS).

Your website's URLs redirect to HTTPS pages.

Your headers are not properly set up to use [HSTS](#).

The SSL certificate expires in 3 years.

The certificate issuer is DigiCert Inc.

Crawl Errors

URL Errors

The Crawl Errors report for websites provides details about the site URLs that Google could not successfully crawl or that returned an HTTP error code.
Promote

Backlinks

Backlink Quality

Upgrade to get detailed insights into the quality and source of your backlinks, including:

- Source Pages
- Target URLs
- Backlink Quality Score and more!

Social

Social Media Engagement

Your homepage has not been widely shared on social networks.

Facebook Shares0

Google™ +0

Linkedin Shares0

Pinterest Shares0

StumbleUpon0

Facebook Views

Upgrade to connect your Facebook Page and get in-depth insights about:

- Views
- Activity
- Demographics and more!

Facebook Page

Not found

Add your Facebook Page or create one

Twitter™ Account

The Twitter™ Account @rakshay is booked and it is linked to your website.

Name

Followers
121
Tweets
1,465
Bio
Technocrat, web performance addict, Enterprise Architect @ Akamai
Location
New York
Created
9 years ago

Google+ Page

Not found

[Add your Google+ profile](#) or [create one](#)

Local

Local Directories

Upgrade to see the latest reviews of **akshayranganath.github.io** in local directories
Measure

Keyword Tool

Google Ranking

Upgrade to monitor **akshayranganath.github.io**'s Google ranking for custom keywords

Visitors

Traffic Estimations

Very High

Sessions

Upgrade to sync your Google Analytics account and find significant metrics like:

- Traffic Source
- Source Domains

- Pageviews and more!

Traffic Rank

198th most visited website in the World

[177th most visited website in United States](#)

Adwords Traffic

0%   0%

Visitors Localization

Popular Countries	ccTLD	Status
[United States](#)	github.us	This domain is booked
[China](#)	github.cn	Available. [Register it now!](#)
[Japan](#)	github.jp	Available. [Register it now!](#)
[India](#)	github.in	This domain is booked
[Taiwan](#)	github.tw	Available. [Register it now!](#)