**How MySiteAuditor Works**

MySiteAuditor audits one web page at a time and determines how SEO-friendly that page is for a targeted keyword or phrase. A "web page" could be a landing page, home page, service page, product page, or blog article. It does not audit the entire website; however, each web page audit includes sections and signals about the web page's domain authority.

Digital marketers white-label and embed MySiteAuditor on their site to generate more leads and sales. Each time a visitor uses our member's audit tool, they instantly get a lead in their email with the visitors contact information.

Who uses MySiteAuditor?

MySiteAuditor is used digital marketing agencies, freelancers and contractors.

- SEO Firms
- Digital Marketers
- Web Design Companies
- Mobile Web Designers
- Conversion Optimization Firms
- Online PR Firms
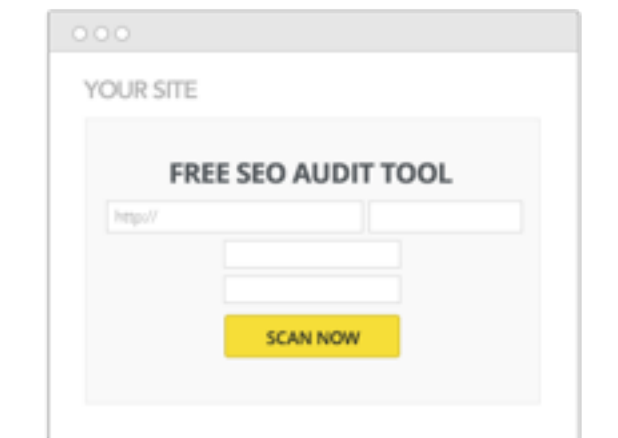
Where do we get our signals audit information?

Our algorithm, SEO signals, and audit information is derived from 10+ years of SEO experience and various parters around the world. For example, our Link Analysis data comes from moz.com, one of the most reputable names in SEO. In addition, many of our signals are cross-referenced with Moz,'s Rankings Factors from 2013, and now 2015.

Each signal is referenced below

SPEED

This page should load quicker

Any page on a website should load in under 2 seconds; otherwise, search engines may think it's not easily accessible for their users.

Supportive link: http://goo.gl/3OqoXG

Reduce the page size

The size of a page on a website should be under 2 megabytes. Otherwise, search engines may think it will take too long to open, and therefore, not easily accessible for their users.

Supportive link: http://goo.gl/Sv7Bi9

Too many file requests

Too many file requests can drastically slow down the time it takes to load this page. Keep the file requests to a minimum; otherwise, search engines may think it's not easily accessible for their users.

Supportive link: http://goo.gl/Sv7Bi9

URL

URL is SEO friendly

The URL helps search engines better understand the topic of a page. Therefore, the URL should only contain actual words and hyphens. It should not contain dynamically generated random numbers and/or characters.

Exact keyword not found in this URL

Search engines read and try to understand URLs so they can better understand the content of a page. Including your exact target keyword in the URL is an important signal to search engines that helps them understand the content of a web page.

Supportive link: http://goo.gl/CznGgq

No underscore in URL

Google has repeatedly made it clear that you should use hyphens, not underscores to separate words in URLs. This will help them better understand the URL, and therefore the content on the page.

Supportive link: http://goo.gl/CznGgq

Page is close enough to top-level domain

In the eyes of major search engines like Google, a web page in the root or main folder of your website is more valuable and important than pages in subfolders.

More valuable: yourdomain.com/webpage.html
Less valuable: yourdomain.com/folder/webpage.html

TITLE TAG

Title tag should contain your target keyword

Studies show that your exact target keyword should be in your title tag. Not only does this help with SEO but it also helps with click through rates on search engine results pages.

Supportive link: http://goo.gl/oCpN2q

Title tag should begin with the exact target keyword

Research has shown, and most SEO experts agree that the title tag should always begin with your exact target keyword.

Supportive link: http://goo.gl/oCpN2q

Title tag has 55 characters or less

Title tags should be less than 55 characters long. Otherwise, Google could cut off the end of your title tag, and only show the first 55 characters.

Supportive link: http://goo.gl/oCpN2q

DESCRIPTION TAG

Description tag has 155 characters or less

Make sure your description tag is less than 155 characters long. Otherwise, Google could cut off the end of your description tag, and only show the first 155 characters.

Supportive link: http://goo.gl/N2FtmS

Description tag includes exact keyword

In search engine results, Google bolds keywords that match a users search, in the description tag. This will improve your CTR, thus improving your SEO.

Supportive link: http://goo.gl/N2FtmS

IMAGE ANALYSIS

All images have alt tags

Since search engines can't see images like a humans can, they look for alt tags (alternative text) to help them better understand the image, and the content on the page.

Supportive link: http://goo.gl/qPakGf

Exact keyword found in an alt tag

By adding your exact target keyword to an alt tag high up on the page, you're sending a signal to search engines that your content is about that target keyword.

Supportive link: http://goo.gl/qPakGf

Exact keyword in an image file name

Search engines read image file names to help them better understand your content. So, use variations of your target keyword instead of generic file names.

Supportive link: http://goo.gl/qPakGf

No underscores found in image file names

We never recommend using underscores to break up words in image file names. The reason is that Google says their algorithm was written to understand hyphens, not underscores.

Supportive link: http://goo.gl/qPakGf

HEADING TAGS

Found heading tags: H1, H2 and H3

Search engines read your heading tags to help them better understand the overall subject and content on this page.

Supportive link: http://goo.gl/CWFqE7

Exact keyword found in H1, H2 or H3 tag

The target keyword should be in the H1, H2, or H3 tag. Preferably, it should be included it in the beginning of the H1 tag.

Supportive link: http://goo.gl/btLXWM

There are no duplicate heading tags

The same heading tags should not repeat over and over. There should only be one h1 tag, one h2 tag, and one h3 tag.

Supportive link: http://goo.gl/btLXWM

mysiteauditor

COPY ANALYSIS

You should have 2,000+ words on this page

Multiple studies have shown that having 2,000 words on a specific web page will dramatically improve it's optimization and rankings.

Supportive link: http://goo.gl/egbF7I

Only use exact keyword 2-4 times

The target keyword should only be used between 2 and 4 times in the copy of this web page. Studies have shown this to be most effective, no matter the length of your content. Keyword density is not a factor.

Supportive link: http://moz.com/search-ranking-factors

Exact keyword is bolded, italicized or underlined

Visually emphasizing the keyword on this page by bolding, italicizing, or underlining it, helps people and search engines better understand the content of this page.

Supportive link: http://moz.com/search-ranking-factors

Exact keyword found in the first 100 words

The target keyword should be in the first 100 words of this page. This will send a signal to search engines that your content is about the target keyword.

Supportive link: http://moz.com/search-ranking-factors

Exact keyword found in anchor text

Despite what your natural instinct tells you, you should link to more authoritative pages, on different websites using the target keyword.

Supportive link: http://goo.gl/f2K9fm

Link this page to a sitemap html

A HTML sitemap helps people find all of the awesome content on a site, essentially growing the authority of a domain; and the authority of a domain, directly impacts it's web pages.

Supportive link: http://goo.gl/2w545w

CODE ANALYSIS

HTML is W3C validated
A W3C valid page meets the industry standard requirements for clean source code. This is a great way to make sure search engines can easily crawl, understand, and properly index a page.

Supportive link: http://goo.gl/ix33GC

No flash found
Search engines and some browsers can't read, crawl, understand or even display flash. Unless it's 2005, there's never a good reason to use flash.

Supportive link: http://goo.gl/Qhyl7Z

Remove inline CSS
CSS is great to use, but not in the source code of a web page. Keep all of your CSS in a separate file or folder, otherwise you will make it more difficult for search engines to crawl and understand content of a page.

Text to HTML ratio is too low (<25%)
At least 25% of this web page's code should be actual text that a search engines can understand, not HTML.

Found schema markup
Search engines look for schema markup to help them better display web pages to users in the search results.

Link to a sitemap.xml
:A sitemap.xml helps search engines find all the other awesome content on a domain, and the awesomeness of a domain impacts the optimization and authority of it's web page.

Supportive link: http://goo.gl/sGajl4

Server Compression

Your server should use compression technology like Gzip, in order to save bandwidth and speed up your site. This is especially important when displaying on mobile devices.

Supportive link: http://goo.gl/dKRF

SOCIAL ANALYSIS

Add a tweet button

The amount tweets a web page gets is a signal of how awesome and informative the page's content is. A tweet button let's your visitors easily share this page.

Supportive link: http://goo.gl/VAg5Lt

Add a Facebook share or like button

A Facebook "Like" or "Share" button lets your visitors easily share this incredible content with their followers; and more shares lets search engines know that you must have awesome content.

Supportive link: http://goo.gl/VAg5Lt

Add a Google+ button

Having a Google+ button on this page lets people share this awesome content with all of their followers. More shares usually results in more links. Note that the amount of Google+ shares does not impact a web page's raking in Google. However, it will help get links and more shares on other social media channels, which can effect rankings.

Supportive link: http://goo.gl/VAg5Lt

We found a link to a blog

The authority of this page is heavily influenced by how much this site grows with awesome content; and a blog is an easy way to grow your site with awesome and informative content.
Supportive link: http://goo.gl/VAg5Lt

MOBILE ANALYSIS

Add a mobile sitemap

Having a mobile sitemap tells search engines which pages are mobile friendly, and search engines tend to rank mobile friendly pages higher in mobile browsers.

Add an Apple icon

Adding an apple icon and tell search engines that you care about how people view your content on mobile phones. This will make a site more SEO friendly in mobile search results.

Supportive link: http://goo.gl/7bRhgY

We found a viewport metatag

A viewport meta tag will send a signal to search engines that this web page can be easily viewed in mobile browsers, resulting in higher mobile search results.

PAGE LINK ANALYSIS

Found X links from other sites

This is the total number of links to a web page, from other web pages and websites.

Found X links from unique domains

This is the total number of unique domains (different websites) that link to a web page. The more unique domains that link to a page the better with regard to SEO.

Supportive link: http://moz.com/search-ranking-factors

This page has X outbound links

This is the number of outbound links from a web page to different websites.

Supportive link: http://moz.com/search-ranking-factors

This page has X outbound follow links

This is the number of times a web page allows a search engine to follow a link from the audit web page to a different website. This should be keep to a minimal.

Supportive link: http://moz.com/search-ranking-factors

MozTrust Page Score

This score measures how trustworthy the links are to this page. (MozTrust does not effect your MSA score)

Supportive link: http://goo.gl/hC7L9H

MozRank Page Score

This score measures how important this page is by looking at the number and quality of other web pages linking to it. (MozRank does not effect your MSA score)

Supportive link: http://goo.gl/8YvPYY

Moz Page Authority

Page Authority is a predication by Moz on how well a web page will perform in search engines, on a scale of 1-100. (Page Authority does not affect your MSA Score)

Supportive link: http://goo.gl/QGQeDo

ROOT DOMAIN LINK ANALYSIS

Found X links from other sites

This is the total number of web pages, on different websites, that link to the domain (home page) of the audited web page, from different websites.

Supportive link: http://goo.gl/7OQZ8j

Found X links from unique domains

This is the total number of different unique websites, that link to the domain (home page) of the audited web page, from different websites.

Supportive link: http://goo.gl/7OQZ8j

Add a link from the DMOZ Directory

This looks for a link on dmoz.org to the audited web page's website.

Supportive link: http://goo.gl/6zmBH0

MozTrust Domain Score

This score measures how trustworthy the links are to your domain (home page). (MozTrust does not effect your MSA score)

Supportive link: http://goo.gl/hC7L9H

MozRank Domain Score

This score measures how important your domain (home page) is by looking at the number and quality of other web pages linking to it. (MozRank does not effect your MSA score) Supportive link: http://goo.gl/8YvPYY

Moz Domain Authority

This score estimates how well your entire website should perform in search engines, on a scale of 1-100 (Domain Authority does not effect your MSA score).

Supportive link: http://goo.gl/QGQeDo

Number of pages indexed by Google

The size of a website directly impacts the authority and optimization of a web page on that site. So, adding more pages to a site, with quality content, will help increase a page's search engine rankings.

Supportive link: http://goo.gl/7PVeum

DOMAIN ANALYSIS

Domain Character Length

Your domain should be less than 15 characters to pass this signal check and be considered optimized for search engines. Longer domains can tend to look less trust worthy to search engines.

Supportive link: https://goo.gl/yHHNWi

Domain Age

In the eyes of major search engines, an older domain has more authority than a newer domain. This impacts the optimization of the audited web page.

Supportive link: http://goo.gl/aSqSjs

Domain Expiration

A domain that expires in less than a year may look very suspicious to a search engine. SEO-friendly domains should not expire for at least 5 years. This impacts the optimization of the audited web page.

Supportive link: http://goo.gl/aSqSjs

Preferred domain set

Search engines sometimes mistakenly think www.domain.com and domain.com are two different websites. Setting a preferred domain tells search engines that you either prefer to have "www" at the beginning of your domain or not. Picking one and redirecting the others help avoid duplicate content concerns from search engines.

Supportive link: http://goo.gl/JCoAM2

Canonicalize your IP address

A site's IP address should be redirected to the preferred domain name. Otherwise, Google may think the IP address and URL are two different websites with the same exact content.

Supportive link: http://goo.gl/EL0oAn, http://goo.gl/ogqWZY, http://goo.gl/d6QaT9

Robots.txt file found

A robots.txt file tells search engines how to crawl your site and which pages to index. More importantly, it tells search engines which pages not to index.

Supportive link: http://goo.gl/qW6fiH

Favicon found

A favicon is a 16px by 16px icon associated with your URL. It should be named favicon.ico and located this domain's root folder on the server. You can see a site's favicon next to the URL and title tag in most browsers. Having a favicon tells search engines how serious you are about your website, and therefore the content on your website.

Supportive link: http://goo.gl/3hywrd