



EXECUTIVE SUMMARIES

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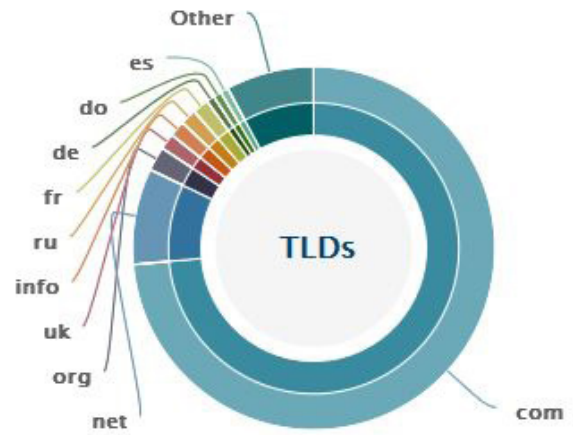
Marketer's
Center

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BACKLINK AUDIT SUMMARY

- Majestic shows a total of **89** unique backlinks, Ahrefs a total of **279** unique backlinks. When combined and de-duped, the site has a total of **283** unique backlinks total.
- We've compiled a total of **149** unique link opportunities for your consideration, based off of what links heavily to your competition but not to you.



TOP REFERRING TLDs

Anchor Text Cloud

marketerscenter.com (14%) **andrew scherer** (10%) **<a>noText** (5%) **www.marketerscenter.com** (5%) **marketer's center** (4%)
local onpage seo: my 11 point checklist | marketer's center blog (3%) marketerscenter (3%) visit website (3%) a good reason to link to you (2%) download sample 1 (2%) download sample 2 (2%)
download sample 3 (2%) effective link building packages (2%) francis @mc (2%) get more info on this service here (2%) marketer's center (2%) sidebar of this blog (2%) ways to get natural backlinks (2%)
\$149 get more info (1%) \$23.95 get more info (1%) \$29.99 get more info (1%) \$5 get more info (1%) \$75 get more info (1%) 17 untapped link building secrets (1%) 17 untapped link building secrets 3.0 (1%)
2,000+ contextual links from the top 8 article networks (1%) a great link building service (1%) a high quality link builder (1%) a high quality link building service (1%) affordable seo package (1%)

Anchor Text Phrases

marketerscenter.com	14 / 14%
andrew scherer	10 / 10%
http://www.marketerscenter.com	10 / 10%
<a>noText	5 / 5%
www.marketerscenter.com	5 / 5%
marketer's center	4 / 4%
local onpage seo: my 11 point checklist marketer's center blog	3 / 3%
marketerscenter	3 / 3%
visit website	3 / 3%
a good reason to link to you	2 / 2%

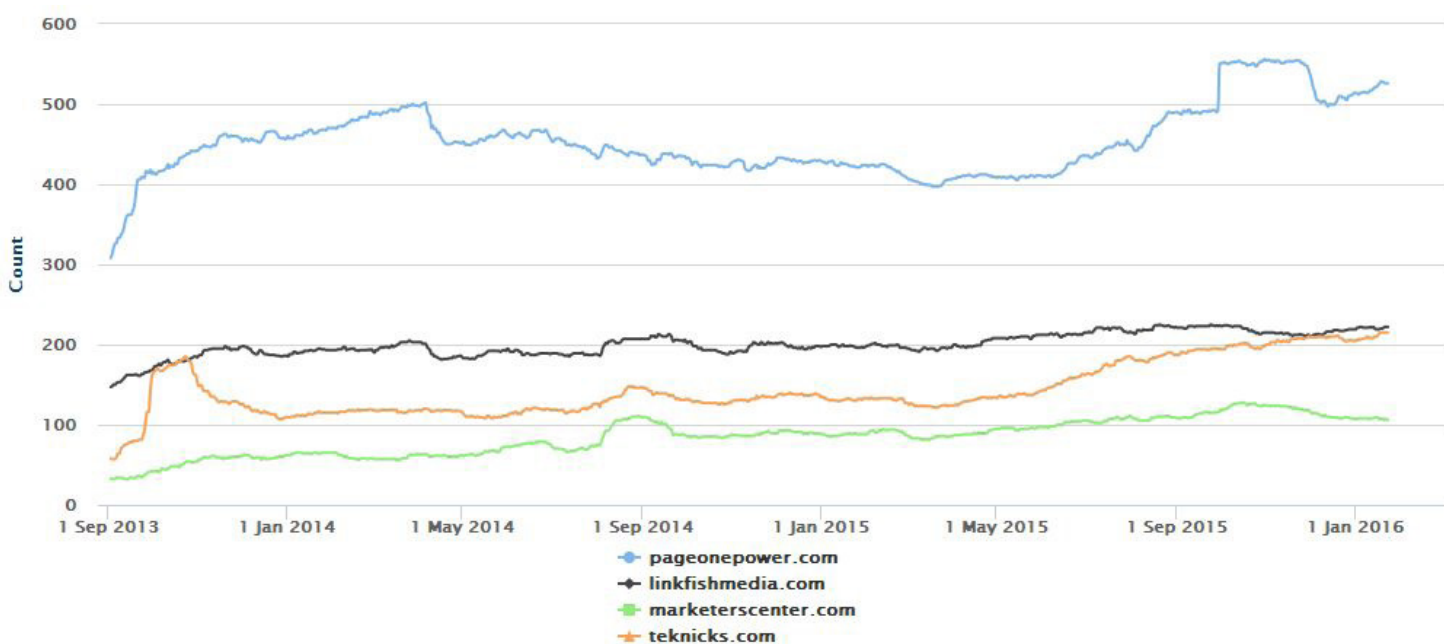
visit andrew scherer's homepage!	342 / 37%
<a>noText	237 / 26%
marketerscenter.com	23 / 2%
www.marketerscenter.com	20 / 2%
download sample 1	18 / 2%
download sample 2	18 / 2%
download sample 3	18 / 2%
posted image	17 / 2%
andrew scherer	16 / 2%
http://www.marketerscenter.com	15 / 2%

Make sure your anchor text isn't over-optimized. If you're focusing too much on a single set of keywords it could hurt your rankings over time. Ideally, your top anchors should be brand names and/or raw anchor URLs.

Offpage Competitive Comparison

	1 pageonepower.com	2 linkfishmedia.com	3 marketerscenter.com	4 teknicks.com
Domain Rating	51	51	43	48
f Facebook	51	86	37	24
G+ Google+	1,700	372	10	71
in LinkedIn	12	0	40	4
Pinterest	0	0	0	0
Ref Domains	526	222	106	215
Ref .gov domains	0	0	0	0
Ref .edu domains	0	0	0	6
Ref .com domains	371	154	76	135
Ref .net domains	36	12	11	27
Ref .org domains	15	10	3	15
Ref IPs	514	224	107	214
SubNets	462	211	102	203
Referring Pages	16,110	1,350	805	921
Backlinks	18,083	1,461	1,067	1,129
Crawled Pages	1,177	57	452	550
Text	2,303	1,362	974	883
DoFollow	1,100	1,225	102	651
NoFollow	1,203	137	872	232
Redirect	13,925	2	0	59
Image	233	44	290	402
Form	0	0	0	0
.gov	0	0	0	0
.edu	0	0	0	15

Referring Domains





SITE AUDITOR SUMMARY

862

TOTAL ISSUES

149 Pages Crawled - January 23, 2016

Visibility Issues	META Issues	Content Issues	Link Issues	Image Issues	Semantic Issues
70	405	102	70	206	9

Visibility Issues	# of Issues
16 page errors were detected A page server error indicates a problem with your website's hosting provider delivering a page to a search engine robot. This can be caused by problems with the code on the page or problems with the hosting server.	16
54 pages have redirects Redirects are used for pages, folders and domains that have moved. Search engines recommend using 301 redirects for content that has been permanently moved. However, other types of redirects may be appropriate for the changes you're making to your site.	54
0 pages were blocked by robots.txt A robots.txt file permits or restricts access to your website by search engine robots that crawl the web. These bots are automated, and before they access your website, they check to see if the robots.txt file blocks them from accessing certain pages.	0
No malware found Kinds of malware include (but are not limited to) viruses, worms, spyware, and Trojan horses. Once a site or computer has been compromised, it can be used to host malicious content such as phishing sites (sites designed to trick users into parting with personal and credit card information).	0

META Issues	# of Issues
<p>21 pages have a duplicate page title</p> <p>Search engines prefer it when your website has a unique page title for each page. Identical page titles could confuse website visitors trying to navigate your site, as well as the algorithm trying to understand the page. Search engines may ignore any pages with the same titles.</p>	21
<p>123 pages are missing a meta description</p> <p>The description attribute (a.k.a. meta description) is a short, helpful summary of your page's content. It is a primary piece of information searchers use to decide which result to click on. Having a description attribute doesn't guarantee that a search engine will use it in its search results, but in most cases it will.</p>	123
<p>14 pages have a meta description that is considered a duplicate</p> <p>Search engines prefer it when your website has unique meta descriptions for each page. Unique meta descriptions help their algorithms interpret your content and its quality. Search engines may ignore any pages with duplicate meta descriptions.</p>	14
<p>7 pages are missing Google Analytics</p> <p>Any website can use Google Analytics code to track site usage and visitor behavior. Pages that are missing Google Analytics tracking code don't record that activity.</p>	7
<p>102 pages have a page title that is too short or too long</p> <p>Search results limit the number of characters they display for page titles. It's considered best practice to keep page titles to a length between 10 and 70 characters.</p>	102
<p>138 pages have a meta description that is too short or too long</p> <p>Search results limit the number of characters they display for meta descriptions. It's considered best practice to keep meta descriptions to a minimum of 50 characters and a maximum 156 characters.</p>	138
<p>0 pages are missing a page title</p> <p>Page titles are critical to giving searchers quick insight into the content of a result. It is a primary piece of information they use to decide which result to click on, so it's important to use highquality, descriptive titles on your pages.</p>	0

Content Issues	# of Issues
60 pages have content with a low word count Pages that have 250 words or less may not perform well in search results. More words give search engine algorithms more context to understand the content and its quality. Best practices suggest publishing content with more than 250 words.	60
42 pages have duplicate content issues Duplicate content generally refers to substantive blocks of content within your website (or on another domain) that completely match other content or are appreciably similar. While search engines do a good job of choosing a version of the content to show in their search results, it's best practice to reduce or eliminate duplicate content as much as possible.	42
Link Issues	# of Issues
16 internal links are broken When internal links are broken, it means that links that point to other pages on your site cannot find the destination page. If search engine bots find too many broken internal links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.	16
9 external links are broken When external links are broken, it means that links that point to other websites cannot find the destination page (they receive a 404 page error or server error). If search engine bots find too many broken external links, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken links also create a poor user experience.	9
26 internal links are missing anchor or ALT text Including text for links helps search engines better understand the context of the page you're linking to. If a text link doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.	26
1 external link is missing anchor or ALT text Including text for links helps search engines better understand the context of the page you're linking to. If a text link doesn't have any text, it probably means the link is invisible to the user. If a link wraps around an image that doesn't have ALT text, it's the same as excluding text from a text link.	1
18 external links use rel="nofollow" The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text.	18
0 internal links use rel="nofollow" The nofollow attribute is used to annotate a link in order to tell search engines "I can't or don't want to vouch for this link." In Google, links using the nofollow attribute also don't pass PageRank and don't pass anchor text. It's considered best practice to not use the nofollow attribute for internal links, because you're essentially telling search engines to not trust parts of your site.	0

Image Issues	# of Issues
65 images are missing ALT text The ALT attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	65
14 images are broken When images are broken, it means that they are corrupted or no longer exist. If search engine bots find too many broken images, they may trigger a "low quality" site signal to a search engine's algorithm, resulting in poor search result performance. Broken images also create a poor user experience.	14
127 images are missing title text The title attribute provides search engines with useful information about the subject matter of the image. They use this information to help determine the best image to return for a searcher's query.	127

Semantic Issues	# of Issues
0 pages use Schema.org microdata Schema.org microdata – a special way of formatting content in HTML – can help search engines better understand page content. For example, you can use structured data to correctly communicate the details of a product review or a recipe. Search engines may also use structured data to enhance the appearance of your search results – known as rich snippets.	0
9 pages without headers were detected Headings help communicate and emphasize content themes to search engine algorithms. Not using headings may make it more difficult for those algorithms to comprehend the meaning of the page content.	9





































SOCIAL AUDIT SUMMARY

Social Audit

At a bare minimum, make sure the site has profiles and inbound links pointing from the following social sites:

- Twitter.com
- Facebook.com
- Google.com/business and/or Google+
- LinkedIn.com (Company Page)
- Pinterest.com

Here's the results for your brand name when we search across the most popular social networks:

 Facebook	✓ Claim	 Youtube	✓ Claim	 Twitter	✓ Claim	 Pinterest	✓ Claim
 BlogSpot	✓ Claim	 LinkedIn	✓ Claim	 Wordpress	✓ Claim	 Tumblr	✓ Claim
 Reddit	✓ Claim	 Stumbleupon	✓ Claim	 Thefancy	✓ Claim	 Tagged	✓ Claim
 Dailymotion	✗ visit	 Behance	✓ Claim	 Qik	✓ Claim	 Newsvine	✓ Claim
 Hi.Im	✓ Claim	 Jigsy	✓ Claim	 Slideshare	✓ Claim	 Github	✓ Claim
 Scribd	✓ Claim	 Hypem	✓ Claim	 Ustream	✓ Claim	 Typepad	✓ Claim
 LiveJournal	✓ Claim	 Posterous	✓ Claim	 Issuu	✓ Claim	 Etsy	✓ Claim
 Redbubble	✓ Claim	 Klout	✓ Claim	 Dribbble	✓ Claim	 FriendFeed	✓ Claim
 Hubpages	✓ Claim	 Chime	✓ Claim	 Weebly	✓ Claim	 Fiverr	✓ Claim

If you need to get some of these social sites claimed (we can do up to 300+) we have a great solution to getting all of those profiles set-up for you, just ask.

Social Counts

Here are the top 10 most socially shared pages on your site:

URL	Code	G+	FB	Pins	LinkedIn	Delicious	Total
/link-building-services.html	200	0	6	0	227	0	233
/	200	0	78	0	40	0	118
/dashboard/index.php	200	0	84	0	0	0	84
/index.html	200	10	0	0	0	0	31
/client-results.html	200	0	0	0	2	0	2
/privacy-policy.html	200	0	0	0	0	0	0
/online-marketing-resources.html	200	0	0	0	0	0	0
/contact	200	0	0	0	0	0	0
/contact.html	200	0	0	0	0	0	0
/dashboard/	200	0	0	0	0	0	0

For social counts for all pages on your site, please refer to the social-counts.csv document.