# Website Evaluation

Website URL: http://www.providentmetals.com/
Evaluation created on September 17, 2015
www.open-look.com

*This is the overall current review of your website. Our evaluation is based on the necessary codes and files, quality, searchability, and popularity of your website. Purposely, this report is from the input provided by search engines and reliable tools online.*

*This evaluation shows the existing ranking, and identifies the strengths and weaknesses of your online presence.*

*See below for the results.*

## Top Evaluation Results

| | |
|---|---|
| SEOMoz Domain Authority | **Scored 45 out of 100** |
| SEOMoz Page Authority | **Scored 53 out of 100** |
| SEMRush Organic Position | **11,219** |
| Google Page Rank | **4** |
| Google Index | **6,420** |
| Alexa Global Rank | **39,503** |
| Facebook Page Likes | **1.1k Likes** |
| Google Plus +1 | **1.2k +1** |
| Twitter | **260 Tweets** |
| LinkedIn | **Found** |

*These results are based on SEOquake tool, SEOmoz OSE, and Woorank. Red color items need to be improved.*

# More Results

| | |
|---|---|
| Mobile Friendliness | **This web page is super optimized for Mobile Visitors** |
| Mobile Speed | **Average** |
| Web Load Time | **Fast** |
| Safe Browsing | **Great, your website is safe.** |
| | |
| Title Tag | **Exceeds 70 Characters** |
| Meta Description | **Exceeds 160 Characters** |
| WWW Resolve | **Perfect!** |
| Broken Links | **No Broken Links were found** |
| URL Rewrite | **Good, the URLs look clean** |
| IP Canonicalization | **No** |
| Robots.txt | *http://www.providentmetals.com/robots.txt* |
| XML Sitemap | *http://www.providentmetals.com/sitemap.xml* |
| Favicon | **Great, your website has a favicon** |
| Analytics | **Okay** |
| | |
| Traffic Estimation | **Very High** |
| Social Shareability | **Popular on Social Platforms** |
| Blog | **We found a Blog on this website** |
| Backlink Counter | **375,483** |

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## Top Organic Keywords Ranking

These are the top keywords that give the website a larger percentage of quality traffic.

| Keyword | Position on Google | Google URL |
|---|---|---|
| provident metals | 1 | http://www.providentmetals.com/ |
| silver | 7 | http://www.providentmetals.com/bullion/silver.html |
| gold for sale | 1 | http://www.providentmetals.com/gold-bullion.html |
| silver coins | 2 | http://www.providentmetals.com/silver-coins.html |
| silver spot | 11 | http://www.providentmetals.com/spot-price/chart/silver/ |
| silver bullion | 3 | http://www.providentmetals.com/silver-bullion.html |
| bullion | 2 | http://www.providentmetals.com/bullion.html |
| gold coins | 4 | http://www.providentmetals.com/gold-coins.html |
| buy gold | 3 | http://www.providentmetals.com/bullion/gold.html |
| rare coins | 3 | http://www.providentmetals.com/coins.html |

*Based on SEMRush and verified using Rank Tracker Tool*

## Our Evaluation Result Assessment

Clearly, the website is performing well in terms of traffic and ranking. All the necessary codes and files that give search engines the accurate information about the website are present except with the very little things to improve as highlighted in red above.

The website is one of the authorities in the industry based on its SEOMoz authority ranking scores. Alexa Global Ranking result shows that the website enjoys surging amount of traffic with the rank traffic improved 10,952 positions versus the previous 3 months. Our tools also detected its popularity on social media with increasing interaction and following.

Also shown above are the top 10 keywords where the website ranks first page on Google. These keywords are competitive, with high volume searches and with high percentage of quality traffic.

What we should do next to further improve its web presence? Do the minor fixes above and invest smartly on paid advertising via Google Adwords, Facebook, Twitter and Linkedin.

# Glossary of Terms

**Google Page Rank**
PageRank is a link analysis algorithm developed by Google founders Larry Page and Sergey Brin. A number from one (lowest) to ten (highest) is assigned to a webpage as a measure of its importance, specifically the likelihood that a user will arrive at that page by randomly clicking Links.

**Domain Authority**
SEOMoz Domain authority is a measure of the power of a domain name and is one of many search engine ranking factors. Domain authority is based on three factors: Age, Popularity, and Size.

**Page Authority**
SEOMoz Page Authority is Moz's calculated metric for how well a given webpage is likely to rank in Google.com's search results.

**Alexa Rank**
Alexa provides traffic data, global rankings and other information on 30 million websites, and its website is visited by over 8.5 million people monthly.

**SEMRush Rank**
SEMRush Rank tracks keyword rankings within search engines, providing webmasters information regarding their targeted keywords.

**Meta and Analytics**
Meta includes the title tag, and meta descriptions. Analytics is a tool used to monitor the performance of the website.

**Social Shareability**
This refers to social media buttons and profiles present in the website. If the website has social media buttons in it, it is then shareable to social media sites.

**WWW Resolve**
This is to see if the website directs http://www.providentmetals.com/ and https://providentmetals.com/ to the same URL. Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

**URL Rewrite**
This is to see if you have clean (user-friendly) URLs which do not contain query strings. Clean URLs are not only SEO-friendly but are also important for usability.

**IP Canonicalization**
IP address is forwarding to your website's domain name. To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

**Indexed Pages**
This counts the number of pages that has been indexed by search engines to be stored in their databases.

**Backlinks**
Incoming links to a website or web page.