Website Evaluation

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 15 out of 100**
SEOMoz Page Authority	**Scored 28 out of 100**
SEMRush Organic Position	**unranked**
Google Page Rank	**null**
Google Index	**Indexed**
Alexa Global Rank	**Ranked 3,950,202**
Facebook Page Likes	**683 Likes**
Google Plus +1	**null**
Twitter	**72 Followers**
LinkedIn	**null**

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	**Slow**
Web Load Time	**Slow**
Safe Browsing	**Great, your website is safe**
Title Tag	**Okay**
Meta Description	**Exceeds 160 Characters**
WWW Resolve	**Perfect!**
Broken Links	**No Broken Links were found**
URL Rewrite	**Good, the URLs look clean**
IP Canonicalization	**Yes**
Robots.txt	*http://www.urcomped.com/robots.txt*
XML Sitemap	*https://urcomped.com/sitemap*
Favicon	**Great, your website has a favicon**
Analytics	**Okay**
Traffic Estimation	**Very Low**
Social Shareability	**Not Popular on Social Platforms**
Email Privacy	**Warning! At least one email address has been found in plain text**
Blog	**We found a Blog on this website**
Backlink Counter	**213**

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

Top Organic Keywords Ranking

Keyword	Google	Google URL
comped	14	https://urcomped.com/
Winstar bus	11	http://blog.urcomped.com/post/84170225989/winstar-casino-bus-service-still-canceled
winstar casino bus schedule	11	http://blog.urcomped.com/post/84170225989/winstar-casino-bus-service-still-canceled
blue chip casino coupons	12	https://urcomped.com/Facility/Details/2586/Blue-Chip-Casino-Hotel--Spa
winstar casino bus	14	http://blog.urcomped.com/post/84170225989/winstar-casino-bus-service-still-canceled
potawatomi casino coupons	11	https://urcomped.com/Facility/Details/3874/Potawatomi-Bingo-Casino
cherokee casino siloam springs	17	https://urcomped.com/Facility/Details/3497/Cherokee-Casino--Hotel-West-Siloam-Springs
northwood casino	11	https://urcomped.com/Facility/Details/3793/Nooksack-Northwood-Casino
crazy moose casino	16	https://urcomped.com/Facility/Details/3731/Crazy-Moose-Casino-Mount-Lake-Terrace
immokalee casino coupons	3	https://urcomped.com/Facility/Details/2531/Seminole-Casino-Immokalee

Based on Alexa Ranking and verified using Rank Tracker Tool

Our Evaluation Result Assessment

All the necessary codes and files that give search engines the accurate information about your website including the website speed is a priority.

The website does not supply identity information. The connection to this website is not fully secure because it contains unencrypted elements (such as images). This affects the website to show its full ranking results. Verify that your site pages are showing the right HTTP status.

The website clearly needs a boost in order to rank better. Alexa Traffic Ranking result, shows that the website ranking declined 1,341,3768 positions versus the previous 3 months. The site's SEOMoz authority rankings increases compared to the previous evaluation result but still considered as low score.

Also shown above are the top 10 keywords where the website ranks closer to page 1 on Google. When searching "immokalee casino coupons", the website ranks #3 on the search result page however the volume of users searching using the keywords is low.

The website has minimal number of keywords bringing user via Google's top 20 organic search results according to SEMrush competitive data analysis.

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 https://urcomped.com// and https://www.urcomped.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.