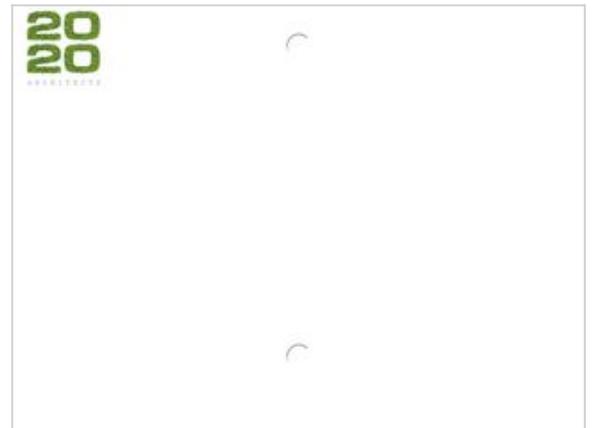
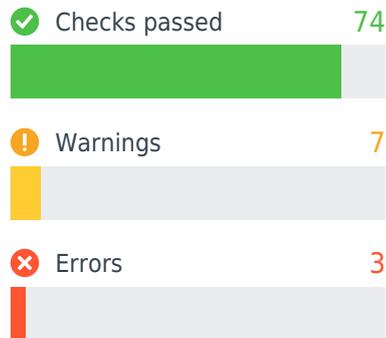


Landing page SEO audit:  
<http://www.2020architects.co.uk/>

Oct-07 2017

Keyword analyzed:

2020 architects



Major domain characteristics	100%
Meta Description	100%
Index status and cached snapshot in the search engines	100%
Content analysis	80%
Keyword density	80%
Load speed	75%
Popularity in social media	66.7%

Page's Title	100%
Page's URL structure	100%
Images analysis	100%
Header tags	100%
Links analysis	100%
Page load optimization	84.4%
Usability and Technical Analysis	80%

## Major domain characteristics

---

### ✔ Domain age

16 years

Domain age is an important ranking factor. The older the domain is the more trust it enjoys from the search engines (unless the domain is penalized of course). Websites built on newly registered domains are harder to get into Top 10 particularly during the first year of the SEO campaign. A well-known Sandbox filter implemented by Google as a measure to prevent new websites from ranking high and secure that no potentially spammy websites are ranking too good too quickly. Depending on the keyword competition rate the filter is applied for a period from 4 to 18 months.

### ✔ Website age according to web.archive.org

15 years 2 months

*First archive index date Sep-24 2002*

While ranking websites search engines are not only counting the domain name age but the age of the website itself (starting from the day the website was indexed for the first time). Websites with history are as good for promotion as aged domains. In order to discover the age of the website SE Ranking service uses the data provided by the Internet Archive WayBack Machine.

### ✔ MOZ DA

22 points

*Domain authority according to Moz*

Algorithmic assessment of a website's ranking potential based of 40 factors, developed by MOZ service. A website as scored from 0 to 100. The higher the value the better.

### ✔ Backlinks

1553

*(for the website)*

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

 Backlinks

471

*(unique domains linking to the website)*

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

## Page's Title

*Title: 2020 Architects Northern Ireland | Residential | Commercial | Tourism*

### ✔ Title tag length

69 chars

<title> tag carries the page name both to users and search engines. It is a very important SERPs element as it reveals the contents of the page and its correlation with the search query. Optimal size for the Title tag does not exceed 70 characters.

### ✔ Title tag needs to include a keyword

*2020 Architects Northern Ireland | Residential | Commercial | Tourism*

The content of the <title> tag would be your page's name in the SERPs of search engines. The keywords the user was looking for would be highlighted so it is important that the keywords are mentioned.

### ✔ Start the Title tag with a keyword

*2020 Architects Northern Ireland | Residential | Commercial | Tourism*

Title tag is an important on-site optimization and ranking factor. Title tags starting with a keyword will be more effective than Title tags with the keyword added at other parts of it.

### ✔ Avoid duplicate Titles

*No duplicate Title pages are found*

Every page of a website needs to have a unique Title. This is important not only for the analyzed page ranking but for the netter rankings of other pages.

**\* 100 pages of your website have been analyzed**

## Meta Description

*Meta description:* Regarded as a leading architecture firms in Northern Ireland. 2020 Architects are widely respected for their striking designs, modern & sustainable approach

### ✔ Meta Description length

156 chars

Meta <description> tag may be used by the search engines to create a snippet of your webpage. Its length may be unlimited, but search engines limit the snippet size to 160 characters and so the recommended size for the tag is 50 - 160 characters.

### ✔ Meta Description needs to contain the keyword

*Regarded as a leading architecture firms in Northern Ireland. 2020 Architects are widely respected for their striking designs, modern & sustainable approach*

Search engines use the Meta Description tag to make a snippet and highlight the keywords that coincide with the search query. Thus the user has a basic understanding of the webpage's content and what it contains of. For this reason it is advised to use a broadly matching keyword in the Meta Description.

### ✔ Avoid duplicate Meta Description tags

*No pages with duplicate Description are found*

Unique Meta Description tags are useful for both search engines and users. Prepare your Meta Descriptions wisely and that will help to draw more attention, traffic and popularity to your website.

\* **100 pages of your website have been analyzed**

## Page's URL structure

---

### ✔ URL length

32 chars

Search engines display 78 - 80 characters of a page URL after the page Title and its snippet. Using descriptive names for the webpages will not only allow you to organize structure of the website wisely but will allow easier and more correct scanning of your website, bringing better ranking. Google researches show that short URLs are enjoying twice as many clicks than the longer ones.

### ✔ Keyword is used in the URL

<http://www.2020architects.co.uk/>

One of the most prominent places to put a keyword in is the webpage's URL. Remember to use the keyword in the URL of every page you are planning to promote. URLs of the pages including the keywords relevant to the content of the pages are making navigation across the website easier. They are easy to remember and easier to link to. Remember that the URL will be visible in the SERP while the keywords mentioned in it will be highlighted.

### ✔ Use a hyphen to separate words in the URL

<http://www.2020architects.co.uk/>

Search engines recommend using hyphens rather than underscores as the keywords separated by hyphens are "seen" as separate. Thus if your URL looks like "buy\_books" then a search engine will show it for a search query "buy\_books". A page with the URL "buy-books" may be considered as relevant for multiple search queries "buy", "bookies" or "buy books".

### ✔ Do not use capital letters in the URL

<http://www.2020architects.co.uk/>

Despite the facts that URLs may contain either regular or capital letters it is advised not use the capital ones as they are harder to comprehend and remember by the user. If capital letters for some reason were used, you may fix the issue by making a 301 redirect to the user-friendly URL.

## ✔ Page duplicates not found

Make sure that the same content is not used at different URLs (my-page.php, my-page.html, my-page.htm and so on) as search engines will index every page and will spot duplicate content. If you find out that users are linking to the same URL using its different versions do set the 301 redirect to the preferred page.

## Index status and cached snapshot in the search engines

✓ The page is indexed



Once a page is indexed by search engines it will be available in its SERPs however if the page is not indexed then the search engine knows nothing about it. Chances it will show up in the SERPs pages are second to none.

### A sample of the page's snippet view in the SERPs (search engines results pages)

2020 Architects Northern Ireland | Residential | Commercial  
| Tourism

<http://www.2020architects.co.uk/>

Regarded as a leading architecture firms in Northern Ireland. 2020 Architects are widely respected for their striking designs, modern & sustainable approach

2020 Architects Northern Ireland | Residential | Commercial  
| Tourism

<http://www.2020architects.co.uk/>

Regarded as a leading architecture firms in Northern Ireland. 2020 Architects are widely respected for their striking designs, modern & sustainable approach

2020 Architects Northern Ireland | Residential | Commercial  
| Tourism

<http://www.2020architects.co.uk/>

Regarded as a leading architecture firms in Northern Ireland. 2020 Architects are widely respected for their striking designs, modern & sustainable approach

2020 Architects Northern Ireland | Residential | Commercial  
| Tourism

<http://www.2020architects.co.uk/>

Regarded as a leading architecture firms in Northern Ireland. 2020 Architects are widely respected for their striking designs, modern & sustainable approach

## Images analysis

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### ✔ Alt attribute

Alt attribute helps to specify the text that will be displayed on the page if the image for some reason is not getting loaded. Informative Alt attribute and the file name help to index the image on the page more effectively.

*Used for all images*

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### ✔ Use short and informative file names

There is hardly an official limit set by the search engines regarding preferred image file length, however in SEO's best practices the limit of 70 characters is considered as maximum. And of course the image length should not be longer than the surrounding Alt, Title or Caption. The audit shows a warning for the image files longer than 70 characters.

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### ✔ Do not use underscore in image files

It's recommended to avoid using underscores in the file names. Use the hyphen instead. Some search engines interpret underscore as a letter character while hyphen as a space. Thus the search engines will easier match the file names with the keywords.

### ✔ The keyword is used in Alt attributes

[www.2020architects.co.uk/wp-content/uploads/2017/08/2020-grey.png](http://www.2020architects.co.uk/wp-content/uploads/2017/08/2020-grey.png)

[www.2020architects.co.uk/wp-content/uploads/2017/08/2020-grey.png](http://www.2020architects.co.uk/wp-content/uploads/2017/08/2020-grey.png)

[www.2020architects.co.uk/wp-content/uploads/2017/10/how-we-do-it.png](http://www.2020architects.co.uk/wp-content/uploads/2017/10/how-we-do-it.png)

[www.2020architects.co.uk/wp-content/uploads/2017/10/how-we-do-it-mobile.png](http://www.2020architects.co.uk/wp-content/uploads/2017/10/how-we-do-it-mobile.png)

2020 Architects

2020 Architects

Diagram showing architecture design process with 2020 architects. inspiration...

(for mobile) Diagram showing architecture design process with 2020...

Use of the keywords in Alt attributes has a positive influence on the webpage ranking in search engines.

### ✔ Use unique images

Search engines can distinguish not only unique textual content but also unique images. Use of unique images on a webpage you promote is a positive ranking factor as search engines appreciate your effort to use non-duplicate content of every kind on the pages of your website.

File	Status	Size
<a href="/wp-content/uploads/2017/08/2020-grey.png">/wp-content/uploads/2017/08/2020-grey.png</a>	Unique	48 kB
<a href="/wp-content/uploads/2017/10/architect-sketching.jpg">/wp-content/uploads/2017/10/architect-sketching.jpg</a>	Unique	7 kB
<a href="/wp-content/uploads/2017/10/commercial-architect.jpg">/wp-content/uploads/2017/10/commercial-architect.jpg</a>	Unique	14 kB
<a href="/wp-content/uploads/2017/10/Pre-design-homes-1.jpg">/wp-content/uploads/2017/10/Pre-design-homes-1.jpg</a>	Unique	12 kB
<a href="/wp-content/uploads/2017/10/residential-architect.jpg">/wp-content/uploads/2017/10/residential-architect.jpg</a>	Unique	13 kB

# Content analysis

! 1

## ✓ Content size

565 words

Search engines use a complicated algorithm to calculate content to html ration but in practice that means you need to add at least 250 words of unique content. That secures your page gets indexed faster and multiple keywords are used across the content.

## ✓ Uniqueness rate

100.0%

Quality and unique content may influence your rankings considerably better than many other factors. Adding new articles or updating the existing content is what makes your visitors come back and new Internet surfers land on your website. Good content is getting spread over social networks, messenger links, e-mails and forums. Organic recommendations of some content to other users is a positive signal towards search engines as well. You may hardly reach the effect without decent content.

studioprojectsnews 2020 architectswe create beautiful spaces.spaces for living working enjoying.how can we help you today id like to.be inspired check out the latest projectsfind out moresee what we can do for youstart a projectget in touch with us nowfrom award-winning contemporary designs to traditional homes that exude elegance we encapsulate all architectural styles and tastes. whether its an ultra-modern extension to compliment an existing home or a large bespoke edwardian house that oozes grandeur we cover projects of all shapes and sizes.at 2020 architects we pride ourselves in catering for everyone who wants to build their own home whether its high specification and entirely bespoke through to a modest low budget home. to cater for these needs we offer the concept of our pre-designed homes.a range of off-the-shelf homes that provides exceptional architecture at a greatly reduced rate.check out some of 2020 architects most recent designs for some inspiration and if you have a project that youd like to discuss please get in touch.bespoke homespredesigned homescommercial tourismresidential architectsbe inspired.we know its a bit of a cliché but at 2020 architects we really do turn dreams into reality. working closely with you right from the very start of your journey we take all your ideas and inspiration and help you create the perfect space for you. whether it is a small refurbishment of an existing home a new bespoke house or a large commercial project our approach to design is the same. collaborating with you to ensure you are as much a part of the design process as we are.2020 architects provides a full architectural service meaning that we can take your project from initial concept right through to completion taking care of planning building control construction and inspections. each of these stages is entirely optional so whether you only require some initial ideas or would like us to look after the full build for you we can cater for any of your project needs.architectural servicesprojects:● renovations extensions bespoke homes residential developments tourism projects commercial projects barn conversionservices:● free consultations free rural planning studies free development feasibility studies 3d rendering and virtual reality planning applications building control applications competitive tendering contract administrationwhat we do.whether you have a site ready to go or are just thinking of building or extending and need some advice we are happy to help. theres no charge for our initial consultation and theres no obligation just a friendly chat and some free advice with the team at 2020 architects.we also carry out free planning studies so if you have a piece of land that you would like to build on we can take a look at it for you and let you know if planning is possible.give us a call drop us an email or fill in our online form and we will get back to you as soon as we can. you can also contact us through any of our social media accounts.you name\*phone number\*email\* how can we help\*do you want to upload drawings or maps\* yes nofiles drop files here or accepted file types: jpg png pdf. 2020 architects 49 main street ballymoney co antrim northern ireland 028 276 67999 info@2020architects.co.uk www.2020architects.co.uk get in touch.

### ✔ The keyword is used in the content

Think about the keywords a user would use to find your website. Use the keywords while preparing the content and remember about the user preferences. A good page would not always need a bunch of keywords reducing the website's value and popularity.

### ✔ The keyword is used at the beginning of the content

Keywords placement is very important. The keywords that are added at the end of the page carry less value and significance to the visitors. Remember to mention the most important keywords in the first 100 words used on the page.

### ! Keyword density

2.12%

Keyword density is the keywords to content words ratio expressed in percentage equivalent. The pages with the optimized keyword density rank better by the search engines. Algorithms of search engines keep changing and so the keyword density value varies as well. In order to assess the best keyword density you may analyze your top ranking competitors.

## Header tags

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### ✔ H tags are used on the page

H1 - H6 tags are designed to separate some text segments containing the keywords or phrases that will help search engines to recognize the theme of the page's content, create hierarchical structure of the website's content and optimize navigation at the page. Use the H tags only where they are necessarily. Overuse of H tags disorient the user and challenge him or her finding the boundaries of different themes.

`<h1> 2020 architects`

`<h2> residential architects`

`<h2> architectural services`

### ✔ H1 tag is used on the page once

1 Header

H1 tag must contain the major heading of the page. It is important that the page only has one H1 tag followed up by multiple H2 - H6 tags.

`<h1> 2020 architects </h1>`

### ✔ The keyword is used in H1-H6 tags

1 keyword

Search engines recognize the page structure, text beginning and title, separate structural blocks analyzing H tags. The keywords used in the H tags carry more weight while the website is being ranked. It is advised to use the keywords in the H1-H6 tags of the page.

`2020 architects`

## Keyword density

Words totally:  
**38**

Phrases with 2 words:  
**16**

Phrases with 3 words:  
**6**

Phrases with 4 words:  
**1**

## Words totally

Keyword	Found in	Repeats	Frequency
2020	  	7	1.24%
architects	  	6	1.06%
planning		5	0.88%
bespoke		5	0.88%
free		5	0.88%
homes		4	0.71%
project		4	0.71%
home		4	0.71%
studies		3	0.53%
architectural		3	0.53%
building		3	0.53%
initial		3	0.53%
touch		3	0.53%
projects		3	0.53%
build		3	0.53%
ideas		2	0.35%
control		2	0.35%
reality		2	0.35%

Keyword	Found in	Repeats	Frequency
applications		2	0.35%
design	D	2	0.35%
commercial	T	2	0.35%
advice		2	0.35%
house		2	0.35%
full		2	0.35%
existing		2	0.35%
concept		2	0.35%
inspiration		2	0.35%
large		2	0.35%
2020architects		2	0.35%
drop		2	0.35%
inspired		2	0.35%
create		2	0.35%
check		2	0.35%
working		2	0.35%
email		2	0.35%
designs	D	2	0.35%
cater		2	0.35%
spaces		2	0.35%

## Phrases with 2 words

Keyword	Found in	Repeats	Frequency
2020 architects	T D H1	6	2.12%
at 2020		3	1.06%
in touch		3	1.06%
architects we		3	1.06%
a large		2	0.71%
planning studies		2	0.71%
to build		2	0.71%
an existing		2	0.71%
check out		2	0.71%
cater for		2	0.71%
2020architects co		2	0.71%
existing home		2	0.71%
your project		2	0.71%
inspiration and		2	0.71%
building control		2	0.71%
homes that		2	0.71%

## Phrases with 3 words

Keyword	Found in	Repeats	Frequency
2020 architects we		3	1.59%
at 2020 architects		3	1.59%
or a large		2	1.06%
get in touch		2	1.06%
2020architects co uk		2	1.06%
an existing home		2	1.06%

## Phrases with 4 words

Keyword	Found in	Repeats	Frequency
at 2020 architects we		3	2.12%

## Links analysis

### ✔ Backlinks 389 (for the page)

The number of the inbound backlinks is one of the key SEO factors of any website. Having and adding quality backlinks is a very important ranking factor. Meanwhile please notice that search engines are paying attention not only to the quantity but also to the quality of the backlinks. A backlink from a relevant website with decent content will have a considerably better effect than multiple links from irrelevant websites.

### ✔ Backlinks 45 (unique domains linking to the page)

The number of backlinks from unique domains is a significant criterion of how popular and competitive your website is. 100 links from 100 domains is considerably better than 1000 links from one domain.

### ✔ Outbound links 6 Links DoFollow: 6 NoFollow: 0

Dofollow links do pass the SEO juice and only need to link to the relevant resources, Nofollow links are not passing SEO juice from your webpage. Remember, linking to non-existing pages or irrelevant pages may have a negative effect on your website's rankings.

URL	Response status code	Status	Alexa	MOZ DA	MOZ PA
<a href="http://www.facebook.com/2020architects.co.uk">www.facebook.com/2020architects.co.uk</a>	-	follow	3	100	
<a href="https://twitter.com/2020Architects">twitter.com/2020Architects</a>	-	follow	12	100	
<a href="https://instagram.com/2020architects">instagram.com/2020architects</a>	-	follow	18	100	
<a href="http://www.houzz.co.uk/pro/2020architects/2020-ar...">www.houzz.co.uk/pro/2020architects/2020-ar...</a>	-	follow	36376	72	
<a href="http://www.pinterest.co.uk/2020architects/">www.pinterest.co.uk/2020architects/</a>	-	follow	6307201	60	
<a href="http://uk.linkedin.com/company/2020-architects">uk.linkedin.com/company/2020-architects</a>	-	follow	25	100	

 Internal links

4 Links

DoFollow: 4 NoFollow: 0

When adding internal links to be available at the page you promote it is important to pick up the ones that really matter. High number of internal links may reduce the SEO value of the page itself. It is important to balance the website's structure depth and how far inner pages are located from the front page.

URL	Response status code	Status	MOZ PA
<a href="http://www.2020architects.co.uk/">www.2020architects.co.uk/</a>	999	follow	33
<a href="http://www.2020architects.co.uk/ethos/">www.2020architects.co.uk/ethos/</a>	-	follow	
<a href="http://www.2020architects.co.uk/our-designs/#comm...">www.2020architects.co.uk/our-designs/#comm...</a>	-	follow	
<a href="http://www.2020architects.co.uk/latest/">www.2020architects.co.uk/latest/</a>	-	follow	

## Load speed

✖ 1

### ✔ Page load speed score

90 /100

Speed score as estimated by Google. Google will compare your website load speed with millions of other websites in their database. The score ranges from 0 to 100. The higher the value the better. If the page is anywhere over 85 you site loads really fast.

### ✔ Page load speed

896.897 Kb/sec

We all love websites that load fast. And so does Google. If your website is taking longer than usually for loading, count it as a negative ranking factor.

### ✖ Page size

4 MB

It's recommended to reduce the website's 100% loaded size. People prefer websites that load quickly and so do search engines counting it as a positive ranking factor.

### ✔ Page load time

1 s

Website's load time is the speed of the website response to web requests. Just like regular users search engines value highly websites that load quickly and rank them better.

## Downloaded files and page elements

List of the loaded files and elements before the website is displayed.

File	Path	Size
 /	<a href="http://www.2020architects.co.uk/">www.2020architects.co.uk/</a>	94 kB
 /wp-content/cache/minify/a5dfb.default.include....	<a href="http://www.2020architects.co.uk/wp-content/cache/minif...">www.2020architects.co.uk/wp-content/cache/minif...</a>	103 kB

File	Path	Size
 /wp-content/cache/minify/a5dfb.default.include....	www.2020architects.co.uk/wp-content/cache/minif...	88 kB
 /css	fonts.googleapis.com/css?family=Roboto%3A100%2C...	3 kB
 /css	fonts.googleapis.com/css?family=Abril+Fatface%3...	264 B
 /wp-includes/js/jquery/ui/core.min.js	www.2020architects.co.uk/wp-includes/js/jquery/...	4 kB
 /wp-includes/js/jquery/ui/widget.min.js	www.2020architects.co.uk/wp-includes/js/jquery/...	7 kB
 /wp-includes/js/jquery/ui/tabs.min.js	www.2020architects.co.uk/wp-includes/js/jquery/...	12 kB
 /wp-includes/js/comment-reply.min.js	www.2020architects.co.uk/wp-includes/js/comment...	1 kB
 /wp-content/themes/noticingme/js/min/scripts-ve...	www.2020architects.co.uk/wp-content/themes/noti...	85 kB
 /wp-includes/js/wp-embed.min.js	www.2020architects.co.uk/wp-includes/js/wp-embe...	1 kB
 /wp-content/themes/noticingme/js/jquerytransit.js	www.2020architects.co.uk/wp-content/themes/noti...	7 kB
 /wp-content/plugins/js_composer_theme/assets/js...	www.2020architects.co.uk/wp-content/plugins/js_...	19 kB
 /wp-content/cache/minify/a5dfb.default.include-...	www.2020architects.co.uk/wp-content/cache/minif...	35 kB
 /wp-includes/js/wp-emoji-release.min.js	www.2020architects.co.uk/wp-includes/js/wp-emoj...	12 kB
 /wp-content/uploads/2017/08/2020-grey.png	www.2020architects.co.uk/wp-content/uploads/201...	49 kB
 /wp-content/uploads/2017/10/residential-archite...	www.2020architects.co.uk/wp-content/uploads/201...	13 kB
 /wp-content/uploads/2017/10/Pre-design-homes-1.jpg	www.2020architects.co.uk/wp-content/uploads/201...	12 kB
 /wp-content/uploads/2017/10/commercial-architec...	www.2020architects.co.uk/wp-content/uploads/201...	14 kB
 /wp-content/uploads/2017/10/architect-sketching...	www.2020architects.co.uk/wp-content/uploads/201...	7 kB
 /wp-content/uploads/2017/10/how-we-do-it.png	www.2020architects.co.uk/wp-content/uploads/201...	4 kB
 /wp-content/uploads/2017/10/how-we-do-it-mobile...	www.2020architects.co.uk/wp-content/uploads/201...	2 kB
 /wp-content/uploads/2017/08/FB.png	www.2020architects.co.uk/wp-content/uploads/201...	413 B
 /wp-content/uploads/2017/08/Twitter.png	www.2020architects.co.uk/wp-content/uploads/201...	604 B
 /wp-content/uploads/2017/08/Instagram.png	www.2020architects.co.uk/wp-content/uploads/201...	592 B
 /wp-content/uploads/2017/08/Houzz.png	www.2020architects.co.uk/wp-content/uploads/201...	543 B
 /wp-content/uploads/2017/08/Pinterest.png	www.2020architects.co.uk/wp-content/uploads/201...	841 B
 /wp-content/uploads/2017/08/Linkedin.png	www.2020architects.co.uk/wp-content/uploads/201...	510 B

File	Path	Size
/wp-content/themes/noticingme/stylesheets/awesom...	<a href="http://www.2020architects.co.uk/wp-content/themes/noti...">www.2020architects.co.uk/wp-content/themes/noti...</a>	17 kB
 /wp-content/uploads/2017/10/2020-architect-stud...	<a href="http://www.2020architects.co.uk/wp-content/uploads/201...">www.2020architects.co.uk/wp-content/uploads/201...</a>	77 kB
 /wp-content/uploads/2017/10/Be-inspired.jpg	<a href="http://www.2020architects.co.uk/wp-content/uploads/201...">www.2020architects.co.uk/wp-content/uploads/201...</a>	34 kB
 /wp-content/uploads/2017/07/1-What-we-do.jpg	<a href="http://www.2020architects.co.uk/wp-content/uploads/201...">www.2020architects.co.uk/wp-content/uploads/201...</a>	38 kB
 /wp-content/uploads/2017/07/1-Get-in-touch.jpg	<a href="http://www.2020architects.co.uk/wp-content/uploads/201...">www.2020architects.co.uk/wp-content/uploads/201...</a>	34 kB

## Page load optimization for desktops

! 2

✓ Avoid landing page redirects

✓ Enable compression

✓ Leverage browser caching

✓ Reduce server response time

✓ Minify CSS

✓ Minify JavaScript

✓ Minify HTML

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

- None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.
- [Optimize CSS Delivery](#) of the following:
  - <http://www.2020architects.co.uk/wp-content/cache/minify/a5dfb.default.include.6d9dcc.css>



## ! Optimize images

- [Optimize the following images](#) to reduce their size by 7.9KiB (13% reduction).
  - Compressing and resizing <http://www.2020architects.co.uk/wp-content/uploads/2017/08/2020-grey.png> could save 6.4KiB (14% reduction).
  - Compressing <http://www.2020architects.co.uk/wp-content/uploads/2017/10/commercial-architect.jpg> could save 1.5KiB (12% reduction).

✔ Prioritize visible content

---

✔ Avoid app install interstitials that hide content

---

✔ Avoid plugins

---

✔ Configure the viewport

---

✔ Size content to viewport

---

✔ Size tap targets appropriately

---

✔ Use legible font sizes

---

## Page load optimization for mobile

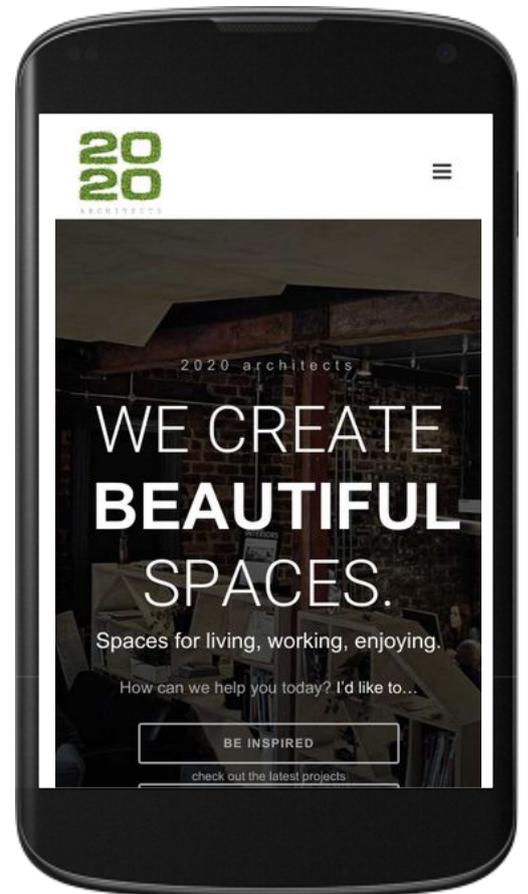
✖ 1 ! 2

- ✔ Avoid landing page redirects
- ✔ Enable compression
- ✔ Leverage browser caching
- ✔ Reduce server response time
- ✔ Minify CSS
- ✔ Minify JavaScript
- ✔ Minify HTML
- ✖ Eliminate render-blocking JavaScript and CSS in above-the-fold content

- None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.
- [Optimize CSS Delivery](#) of the following:
  - <http://www.2020architects.co.uk/wp-content/cache/minify/a5dfb.default.include.6d9dcc.css>

### ! Optimize images

- [Optimize the following images](#) to reduce their size by 1.5KiB (12% reduction).
  - Compressing <http://www.2020architects.co.uk/wp-content/uploads/2017/10/commercial-architect.jpg> could save 1.5KiB (12% reduction).



✔ Prioritize visible content

---

✔ Avoid app install interstitials that hide content

---

✔ Avoid plugins

---

✔ Configure the viewport

---

✔ Size content to viewport

---

! Size tap targets appropriately

- The following tap targets are close to other nearby tap targets and may need additional spacing around them.
  - The tap target `<a href="https://www.fa...chitects.co.uk" class="2020-icon"></a>` and 5 others are close to other tap targets.

✔ Use legible font sizes

---

## Popularity in social media

! 1

Popularity in social media as well as the activity of your groups and pages increase your brand awareness and act as one of the search engines' ranking factors.

### ✔ Page

Social media authority of the page is a ranking factor with an increasing importance. Google and other search engines watch closely how popular a certain page across social networks and adjust its positions accordingly.



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Reposts



0

Reposts

### ✔ Domain

Social media popularity of a domain is an integral part of the SEO strategy. An aged website that has never been mentioned in social networks can hardly be considered as worthy. Neither by the user not by the search engine.



370

Reposts



0

Reposts

### ! Add social media buttons to the page

Social media buttons help to share the content a user liked at a single click. A study by Brightedge.com revealed that proper share buttons can increase social media sharing by 700.

# Usability and Technical Analysis

✘ 1 ! 1

## ✔ Favicon

Make sure your website has a favicon bound to the brand. Favicon is a tiny image displayed next to the website's URL in the browser address field. It helps to distinguish your website from other websites and increase the brand awareness.

## ✔ Frames

*not in use*

Never use frames to display the content of the page. A frame is a separate HTML page that needs to have its own Title, Description and keywords. Typically, a frame based website would get indexed more slowly and often not completely.

## ✔ Flash

*not in use*

It's advised not to overuse Flash files with the website that is being promoted or avoid using these at all. Search engines read textual information correctly while Flash content may be indexed incorrectly. It is advised to use Flash for decoration purposes only while keep the textual content in the HTML section.

## ✔ Mirror

*Redirect is set*

Check the "www.domain.com" mirror in your website's URL "domain.com". If you have not used the mirror, make the 301 redirect to the preferred version of the website. Otherwise search engines may distinguish and index several versions of the same page.

### ✘ Does not redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially [announced](#) that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions. Move your site to https using [this guide](#).

### ✔ Robots.txt file

*Page indexing is allowed*

Robots.txt file lists the URLs that may be indexed by the search engines or are prohibited from indexing. The file also lists the website's mirror URL and the sitemap URL.

### ✔ XML sitemap

*<http://www.2020architects.co.uk/sitemap.xml>*

Having a sitemap helps search engine bots to index the website but must be specified in the Google Search Console. You may generate sitemaps for URLs, images, videos, news and mobile content.

### ✔ Safe browsing

Try to avoid fishing and badware for your website. You may secure website's work using Google's safe browsing.

### ✔ Rel="canonical" attribute

*Found on the page*

A rel="canonical" is an HTML element that helps webmasters prevent duplicate content issues by specifying the "canonical" or "preferred" version of a web page as part of search engine optimization. It is described in RFC 6596, which went live in April 2012

**!** W3C HTML validation

[Errors: 52, warnings: 10](#)

A page that passes W3C HTML validity test opens and is displayed correctly at any device. W3C HTML validity is a positive factor for the page's ranking and must be checked after any change in the website code or content.