RMSEA

Your website score **65**.1

Review of ecyclingstore.com

Introduction

This report provides a review of the key factors that influence the SEO and the usability of your website.

The rank is a grade, on a 100 points scale, that represents your Internet Marketing Effectiveness. The algorithm is based on 50 criteria, including search engine data, website structure, site performance, and others.

A rank lower than 40 means that there is a lot of areas to improve. A rank above 70 is a good mark and it means that your website is probably well optimized.

Our reports provide actionable advices to improve a site's business objectives.

Please contact us for more information.

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Iconography

- Pass
- Moderate
- Fail
- FYI

- High impact
- Medium impact
- Low impact

- Very hard to solve
- Hard to solve
- Easy to solve

Visitors

⊗ Traffic Estimations

///

Low ▬▬▬ High

We use several different tools to estimate web traffic: Google™ Ad Planner, Google™ Trends and Alexa™.

Nevertheless, your analytics will provide the most accurate traffic data.

◉ Traffic Rank

776246th most visited website in **the World**

A low rank means that your website gets lots of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100% accurate.

Reviewing the most visited websites by country can give you valuable insights.

Quantcast provides similar services.

◉ Distinctive Audience

This website tends to be popular amongst:

♂ males

◐ aged between 25 and 34

🎬 connecting from work

Relative to the general internet population, the above audience is over-represented at ecyclingstore.com. This data is provided by Alexa™.

◉ Adwords Traffic

0 % Adwords Traffic
100 % Organic Traffic

This is an estimation of the traffic that is being bought through AdWords™ vs. unpaid Organic Traffic.

This data is provided by SEMRush™.

◎ Visitors Localization

34 ▓▓▓▓▓▓▓▓▓▓▓ 34
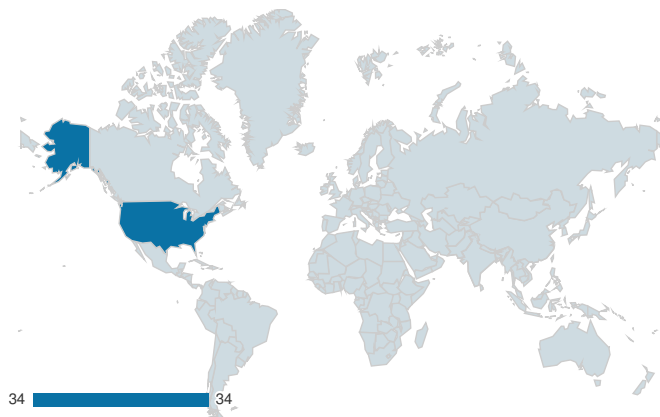
N°	Popular Countries (ccTLD)	Status	Expiration
1	ecyclingstore.us	⚑	Available. Book it now!

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Social Impact

Good, your website is fairly popular on Social Networks.

👍	**Facebook Likes**	0
f	**Facebook Shares**	35
💬	**Facebook Comments**	4
🐦	**Twitter Backlinks**	82
SU	**StumbleUpon**	14
g+	**Google +**	1

The impact of Social Media is huge for certain industries. Monitor what people say about your website on Social Media and optimize its impact by publishing social conversations on your website.

Note: This data tracks social media influences from your website's URL; it does not represent data from specific brand pages.

Twitter™ Account

The Twitter™ Account **@eCyclingstore** is booked and it is linked to your website.

Name	eCyclingstore
Followers	79
Account Age	3 years, 7 months, 16 days ago

Twitter is a fast-growing social network.

If possible, register a Twitter account in your brand's name now to prevent identity theft.

You should also check the availability of your brand name on other social networks.

Latest Tweets

eCyclingstore@twitter.com (eCyclingstore)
http://t.co/1GhgcLxLTue, 11 Sep 2012 20:54:02

zero3hp@twitter.com (Tongchai)
@honeybear360。。。。。。。。。。。。。。。。。。。。。。。。。。。。。。。http://t.co/99TuENshMon, 10 Sep 2012 12:22:39

SebOrSam@twitter.com (Sam Beckett)
So I found hammer and sickle socks. http://t.co/zX3ZfnzCMon, 10 Sep 2012 04:14:21

Latest tweets mentioning your website.

Mobile Load Time

Slow   ▭▭▭▭▭▭▭▭▭▭   Fast

Try to load your website on a mobile device and measure the download time. If your website takes more than 5 seconds to download on a mobile device, you will lose 74% of your audience! Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. Make sure your website is fast and that it looks nice on all types of mobile devices.

Mobile Rendering
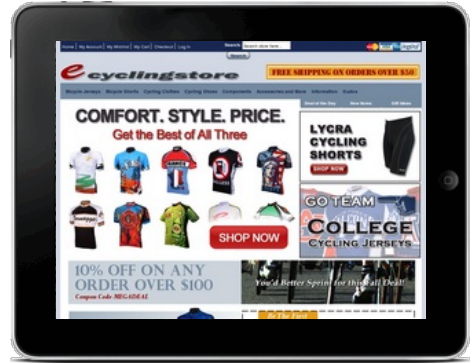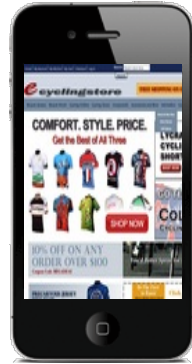
The number of people using Mobile Web is getting huge; over 75 percent of consumers have access to smartphones. Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Mobile Optimization

Your website is not optimized for Mobile Visitors

✗ Mobile CSS
✗ Meta Viewport Tag
✗ Apple Icon
✗ Mobile Redirection
✓ No Flash content

Make sure that your website is prepared for mobile browsing.

WWW Resolve

Perfect! Your website with and without www redirects to the same page.

Great, your website directs www.ecyclingstore.com and ecyclingstore.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

Good, your URLs look clean. Make them even more user-friendly by removing useless extensions.

Great! You have clean URLs (user-friendly URLs): they do not contain query strings. Clean URLs allow search engines to read the keywords in the URLs in order to apply emphasis.

Usability is the other reason for designing a clean URL structure on your website. Clean URLs are much easier to remember than those which uses strange parameters, not to mention users may be discouraged by the idea of typing a very long URL.

IP Canonicalization

Yes

Good, your website's IP is forwarding to your website's domain name.

robots.txt

http://www.ecyclingstore.com/robots.txt

Great, your website has a robots.txt file.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

Click here to check your robots.txt file for syntax errors.

XML Sitemap

http://www.ecyclingstore.com/sitemap.xml

Great, your website has an XML sitemap.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest update, frequency of changes and importance. This allows search engines to crawl the site more intelligently.

Despite sporadic debates regarding this issue, we recommend that you submit an XML sitemap to Google™ Webmasters Tools and to Bing Webmaster Tools.

SEO Content

Title

Bicycle Clothing, Cycling Jerseys

Length: 33 character(s)

> Great, your title contains between 10 and 70 characters.
>
> Make sure your title is explicit and contains your most important keywords.
>
> Be sure that each page has a unique title.
>
> Resource: Use this snippet-optimizer to see how your titles and descriptions will look in Google™ search results.

Description

Get the best prices on cycling jerseys, shorts, accessories and more at eCyclingStore. We also offer Free Shipping on all orders over $50.

Length: 138 character(s)

> Meta descriptions allow you to influence how your web pages are described and displayed in search results.
>
> Great, your meta description contains between 70 and 160 characters (spaces included).
>
> Ensure that your meta description is explicit and contains your most important keywords.
>
> Also, check that each page has a unique meta description.

Headings

H1	H2	H3	H4	H5
1	1	4	0	0

- [H1] Bicycle Clothing, Accessories and More
- [H2] Why Buy Your Bicycle Clothing from Ecyclingstore?
- [H3] Customer Service
- [H3] Shopping Information
- [H3] About Ecyclingstore
- [H3] Cycle Clothing Tips

> Great, your website is structured using HTML headings (<H1> to <H6>).
>
> Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords.
>
> For greater SEO, use only one <H1> title per page.

Images

We found **9** images on this website.

2 alt attributes are empty or missing.

> Good, most or all of your images have alternative text (the alt attribute).
>
> Alternative text describes your images so they can appear in Google™ Images search results.
>
> Check the images on your website and make sure effective alternative text is specified for each image.
>
> Click here to find out how to optimize images for search engines.
>
> Restrict the number and size of images to optimize your website's page load times.
>
> Resource: Use the Wayback Machine to review the design of any website in the past.

Text/HTML Ratio

11.98 %

> Your website's ratio of text to HTML code is below 15%, this means that your website probably needs more text content.
>
> Improve your SEO by adding further relevant text to your pages and increasing your keyword density.

Flash

///

No

Good, no Flash content has been detected on your homepage.

Flash should only be used for specific enhancements. Avoid full Flash websites to maximize SEO.

Although Flash content often looks nicer, it cannot be indexed by search engines (however this may change in the near future).

This advice also applies to AJAX (however this may also change in the near future).

Frames

///

No

Great, there are no frames detected on your homepage.

Frames can cause problems for search engines because they don't correspond to the conceptual model of the web. Avoid frames whenever possible.

Blog

///

We found a Blog on this website.

Starting a Blog is a great way to boost your SEO and attract qualified visitors. Use these great tips to boost the SEO performance of your blog.

Inside Pages Analysis

///

Title	Description	Text/HTML
Bicycle Jerseys and Clothing	eCyclingstore offers high quality bicycle clothing and accessories at the best prices anywhere! Browse this site to find the best deals on cycling clothing, accessories and more!	8.55 %
Sizing Information	eCyclingstore offers high quality bicycle clothing and accessories at the best prices anywhere! Browse this site to find the best deals on cycling clothing, accessories and more!	8 %

No duplicate content has been detected on the pages of your website.

Use Google™ Webmaster Tools to improve the way search engines index your website.

SEO Links

In-Page Links

We found a total of 125 link(s) including 0 link(s) to files

0.8 %	External Links
99.2 %	Internal Links

7.2 %	noFollow External Links
92.8 %	Passing Juice External Links

N°	Anchor	Type	Juice
1	Home	Internal Links	Passing Juice
2	My Account	Internal Links	noFollow
3	My Wishlist	Internal Links	Passing Juice
4	My Cart	Internal Links	noFollow
5	Checkout	Internal Links	noFollow
6	Log In	Internal Links	noFollow

Limit the number of links to 200 per page. Use Nofollow to optimize the juice that you want to pass to each link.

Keywords Cloud

mens cycling mountain jerseys bike shorts women's shoes bicycle men's

> This Keyword Cloud provides an idea of your most frequently recurring keywords. They are probably the keywords with the highest probability of ranking high in the search engines.

Keywords Consistency

Consistent	Keywords	Content	Title	Description	H
⚠	jerseys	17	✓	✓	✗
⚠	shorts	14	✗	✓	✗
✗	bike	13	✗	✗	✗
✓	cycling	12	✓	✓	✓
✗	women's	10	✗	✗	✗

Consistent	Keywords	Content	Title	Description	H
✗	bike shorts	8	✗	✗	✗
✗	shoes mens	5	✗	✗	✗
✗	bicycle jerseys	4	✗	✗	✗
⚠	bicycle clothing	4	✓	✗	✓
✗	shorts women's	4	✗	✗	✗

Consistent	Keywords	Content	Title	Description	H
✗	bike shorts women's	3	✗	✗	✗
✗	mountain bike shorts	3	✗	✗	✗
✗	shorts women's mountain	2	✗	✗	✗
✗	women's mountain bike	2	✗	✗	✗
✗	arm leg warmers	2	✗	✗	✗

> This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking high with a specific keyword, you should use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and in your backlinks anchor text.

Google™ Ranking

Keywords	Rank	Trend	URL
bike jerseys men	2		http://www.ecyclingstore.com/bicycle-jerseys.html
discount bike jerseys	2		http://www.ecyclingstore.com/
unique cycling jerseys	3		http://www.ecyclingstore.com/bicycle-jerseys.html
bicycle jersey	4		http://www.ecyclingstore.com/bicycle-jerseys.html
bicycle jerseys	5		http://www.ecyclingstore.com/bicycle-jerseys.html
cycling jerseys men	5		http://www.ecyclingstore.com/bicycle-jerseys/men-s-jerseys.html

> Your website ranks in the top positions with these keywords. Track your keywords more closely with this tool.
>
> This data is provided by SEMRush™.

Keyword Competitors

N°	URL
1	http://amazon.com
2	http://performancebike.com
3	http://rei.com
4	http://bicyclinghub.com
5	http://ebay.com
6	http://nashbar.com

This is an estimation of the websites who are ranking above yours in the organic search results in Google™. You can consider that these websites are your online competitors since they are ranking high with the same keywords as yours.

We recommend that you visit these websites and make a deep analysis of them in order to understand why they are ranking high. This will help you learn about your market and your keywords.

This data is provided by SEMRush™.

SEO Authority

PageRank

PageRank: **2**

Low ▬▬▬▬▬▬▬▬ High

> PageRank™ (commonly called PR) is a link analysis algorithm used by Google™ to assess the popularity/authority of a website. The PageRank goes from 0 to 10: new websites start at PR0 and authority websites, like Twitter.com, have a PR10.
>
> Websites with a high PageRank are crawled more frequently and their out-going links have more passing juice.

Related Websites

N°	URL	Score
1	http://www.bikejerseys.com/	-
2	http://www.veloclothes.com/	-
3	http://www.love2pedal.com/	-
4	http://www.teamestrogen.com/	-

> This lists the websites related to your domain. Some may be competitors and others may be websites with related content.
>
> You may be able to use this information to see how your competitors are doing.
>
> Resource: Use SpyFu and SEMrush to learn more about your competitors' web marketing strategies.

Indexed Pages

0 250 500 750 1,000 1,250 1,500 1,750 2,000 2,250 2,500 2,75

2570
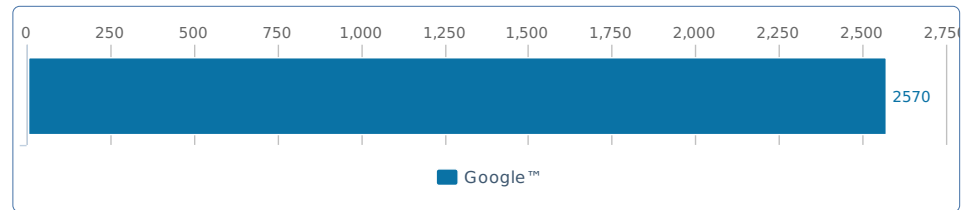
■ Google™

> This is the number of pages on your website that are indexed by Google™.
>
> The more pages that search engines index, the better, as this offers more opportunity for your website to be found.
>
> A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website.
>
> Resource: Check here to see if your content has been plagiarized. It is important to protect your page content and keep it unique.

Domain 1st Registered

11 years 4 Month 12 Days ago

> Old domains tend to rank better. You can buy a second-hand domain name at Sedo.com, the largest domain reseller.

Domain Expiration

0 years 8 Month 20 Days

> Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business. Plus, it is good for your SEO.

Popular Pages

Bicycle Clothing, Cycling Jerseys

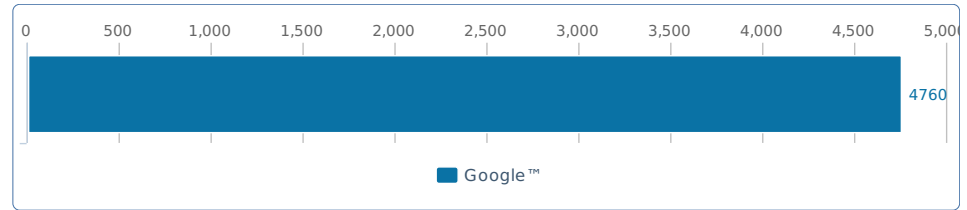Ecyclingstore Blog

Bicycle Jerseys and Clothing

Sizing Information

This lists your website's popular pages.

Backlinks Counter

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your website.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

DMOZ

Yes

Your website is listed in DMOZ, a multilingual open content directory constructed and maintained by a community of volunteer editors.

Make sure its description is up-to-date because search engines take DMOZ into account.

Usability

URL

http://ecyclingstore.com

Length: 13 character(s)

> Keep your URLs short and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).
>
> Keep in mind that URLs are an important part of a comprehensive SEO strategy.
>
> Use clean URLs to make your site more "crawlable" by Google™.
>
> Resource: Search for a good domain name here. If no good names are available, consider a second hand domain from Sedo.
>
> To prevent brand theft, you might consider trademarking your domain name.

Favicon

Yes

> Great, your website has a favicon. Make sure this favicon is consistent with your brand.
>
> Resource: Check out this amazing idea for improving the user experience with a special favicon.

404 Error Page

Great, your website has a custom 404 error page.

> Take advantage of the opportunity to provide a beautiful 404 error page for your visitors.

Printability

Great, we found a Print-Friendly CSS

> Offer a print-friendly version of your website.

Conversion Forms

We could not find a Conversion Form on this page.

> There are different types of conversions, such as: getting the email address of your visitors, requesting your visitors to fill in a form or closing an online sale. Converting visitors into prospects/clients is probably the most important target for your website. So, it is important that you optimize your website to boost conversions.

Page Size

32.7 Kb (World Wide Web average is 600 Kb)

> Page size affects the speed of your website. Try to keep your page size below the global average.
>
> Tip: Use images with a small size and optimize their download with gzip.

Load Time

0.79 second(s) (41.17 Kb/s)

⊗ **Microformats**

We found 0 type(s) of Microformat(s)

Your website does not take advantage of Microformats.

A microformat is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to Microformats, Google™ regularly improves its presentation of search results.

Server IP

67.222.108.123

Server location: LOS ANGELES

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use DNSstuff for comprehensive reports on your server.

Spam Block

Your IP is not Blacklisted in the Spammer Directory.

If you send email campaigns or transactional emails from your servers, you will quickly be flagged as a spammer. Use professional email software to keep your IP clean and improve the deliverability of your emails. MadMimi is a great tool for this.

Trust Indicators
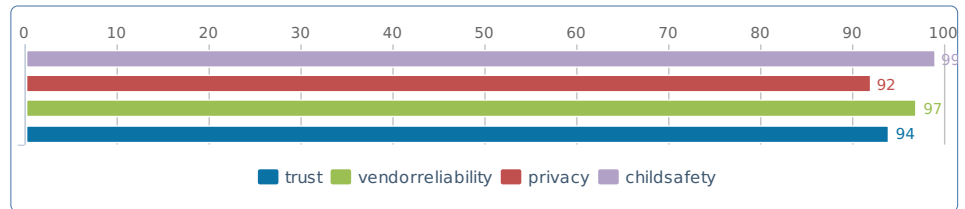
This data is provided by WOT™.

Email Privacy

Good, no email address has been found in plain text.

Malicious bots scrape the web in search of email addresses to spam. Plain text email addresses are more likely to be spammed.

Directory Browsing

No

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

Server Signature

No

Good, your server signature is off. This is excellent from a security standpoint.

Google™ Analytics

Yes

Web Analytics let you measure visitor activity on your website. You should have at least one Analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: Google™ Analytics, Quantcast™, SiteCatalyst™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Technologies

- Apache Web server
- Clicky Analytics
- jQuery JavaScript framework
- Magento Web shop

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

W3C Validity

Invalid: 15 Errors, 4 Warning(s)

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To fix the detected errors, run the W3C validation service.

W3C is a consortium that sets web standards.

Doctype

XHTML 1.0 Strict

Declaring a doctype helps web browsers to render content correctly.

Speed Tips

Watch out: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✗ Too bad, your website has too many CSS files (more than 4).
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gZip.

Website speed has a huge effect on SEO. Speed-up your website so search engines will reward you by sending more visitors.
Also, conversion rates are far higher for websites that load faster than their slower competitors.

Extreme Exposure Promotions LLC is the parent company of the Rocky Mountain Search Engine Academy and Extreme Exposure SEO.

For more information about improving your SEO performance, please contact us. We provide training, consultation, and optimization.

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