



## https://viewership.co

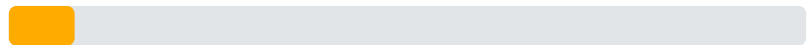
Report generated on Mar 19, 2024



17 Failed



6 Warnings



50 Passed



### Common SEO issues

8 Failed

4 Warnings

13 Passed

#### ! Meta Title Test

This webpage is using a title tag with a length of 15 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text.

We recommend using a title with a length between 20 - 60 characters in order to fit Google Search results that have a 600-pixel limit.

**Text:** Homepage Funnel

**Length:** 15 characters

#### ! Meta Description Test

This webpage is using a meta description tag with a length of 42 characters. We recommend using well-written and inviting meta descriptions with a length between 150 and 220 characters (spaces included).

**Text:** Change this description before you launch.

**Length:** 42 characters



## Google Search Results Preview Test

### Desktop version

<https://viewership.co/>

### Homepage Funnel

Change this description before you launch.

### Mobile version

<https://viewership.co/>

### Homepage Funnel

Change this description before you launch.

## ✓ Social Media Meta Tags Test

This webpage is using social media meta tags.

### Open Graph Meta Tags

og:title	Homepage Funnel
og:description	Change this description before you launch.
og:type	website

## Google Most Common Keywords Test

There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

15 video 11 views 8 free 8 content 7 strategy



## ✘ Keywords Usage Test

The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.

Keyword	Title tag	Meta description	Headings
video	✘	✘	✓
views	✘	✘	✘
free	✘	✘	✘
content	✘	✘	✘
strategy	✘	✘	✘

## ○ Keywords Cloud Test



## ○ Related Keywords Test

There are no indexed keywords for this domain!



## Competitor Domains Test

There are no indexed competitors for this domain!



## ! Heading Tags Test

This webpage contains too many H1 tags! H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags.

### H1 tags

Drive Brand Awareness & Attract New Customers With YouTube

We've been a part of...

+ Subscribers

What Our Clients Think...

Mat Wilson

Greg Secker

Rose Radford

Sami Wunder

Caroline Strawson

Matt Sherman

Bilyana Georgieva

Schedule A Meeting. No Obligations.

Why Video Marketing?

91%

80%

92%

82%

Our 6P Process

Plan

Produce

Post

Promote



Profit

---

Let's Build Your Brand With Video

---

We're Not Another Video Editing Agency or Coaching Program

---

If You're A Coach, Consultant Or Business Owner Who...

---

Ken Pointer

---

You Are 100% Covered By Our Satisfaction Guarantee

---

Primal Living

## H2 tags

---

Meet Our Founder

---

STILL NOT SURE?

### ✔ Robots.txt Test

Congratulations! Your site uses a "robots.txt" file.

<https://viewership.co/robots.txt>

### ✔ Sitemap Test

This website has a sitemap file.

<https://viewership.co/sitemap.xml>

### ✔ SEO Friendly URL Test

All links from this webpage are SEO friendly.



## ✘ Image Alt Test

This webpage is using "img" tags with empty or missing "alt" attribute!

### How to pass this test?

In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```

```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about [optimizing images for SEO](#).

## ✘ Responsive Image Test

Not all images in this webpage are properly sized! This webpage is serving images that are larger than needed for the size of the user's viewport.

### How to pass this test?

This issue can be fixed by using responsive images, which relies on creating multiple versions of each image, that are served via CSS media queries depending on the user's viewport dimensions.

Another solution can be to use vector-based image formats like SVG. SVG images scale appropriately to any size, without wasting unnecessary bandwidth. Also consider image CDNs that can help serve responsive images.

## ✘ Image Aspect Ratio Test

Not all image display dimensions match the natural aspect ratio! Fix aspect ratio issues to avoid distorted images on this website!

### How to pass this test?

There are two common causes for an incorrect image aspect ratio:

- An image is set to explicit width and height values that differ from the source image's dimensions.
- An image is set to a width and height as a percentage of a variably-sized container.

To help avoid these issues, consider using an image CDN, to help automate the process of creating different size versions of your image.

Also check any CSS that can affects the image's aspect ratio - if you're having trouble finding the CSS that's causing the incorrect aspect ratio, Chrome DevTools can show you the CSS declarations that affect a given image.

Finally, check the image's width and height attributes in the HTML. When possible, it's good practice to specify each image's width and height attributes in your HTML so that the browser can allocate space for the image. This approach helps to ensure that content below the image doesn't shift once the image is loaded.



## ✖ Inline CSS Test

This webpage is using inline CSS styles!

### How to pass this test?

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes
- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

**For example:**

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>

<!--would became:-->
<p>some text here</p>

<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

## ✔ Deprecated HTML Tags Test

This webpage does not use HTML deprecated tags.





## ✘ Google Analytics Test

A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.

### How to pass this test?

In order to pass this test you must create an account on [Google Analytics site](#) and insert into your page a small javascript tracking code.

#### Example:

```
<!-- Google Analytics -->
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','//www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-XXXX-Y', 'auto');
ga('send', 'pageview');

</script>
<!-- End Google Analytics -->
```

Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.

## ✔ Favicon Test

This website appears to have a favicon.



## ⦿ Backlinks Test

This domain has an Authority Score of 2/100 while the Average Authority Score of top 100 sites is 89.5. Also, this domain has 36 backlinks from 11 referring domains and some recently found backlinks are listed below:

- MAR 9, 2024 <http://www.websitescrawl.com/domain-list-22283>
- MAR 1, 2024 <https://xploredomains.com/2023-06-10?page=81>
- FEB 28, 2024 <https://getviewership.com/>
- FEB 25, 2024 <https://menehune.pages.dev/07/jmuEELBZwv>
- FEB 24, 2024 <http://viewership.co.uk/>
- FEB 22, 2024 <https://global-rank.pages.dev/28/jmuEELBZwv>
- FEB 15, 2024 <https://xploredomains.com/2023-06-10?page=67>
- FEB 13, 2024 <https://goviewership.com/>
- FEB 9, 2024 <https://global-rank.pages.dev/25/tclnUlsugW>
- FEB 8, 2024 <https://menehune.pages.dev/07/tclnUlsugW>

## ✔ JS Error Test

There are no severe JavaScript errors on this webpage.

## ⚠ Console Errors Test

This webpage has some warnings caught by the Chrome DevTools Console!

### How to pass this test?

In order to pass this test, you have to fix all the warnings reported in Chrome DevTools console. You can also visit Google's documentation for further troubleshooting support:

<https://developer.chrome.com/docs/devtools/issues/>

## ✔ Charset Declaration Test

This webpage has a character encoding declaration.

```
Content-Type: text/html; charset=utf-8
```



## ✘ Social Media Test

This webpage is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](https://addthis.com)

### How to pass this test?

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)

## Speed optimizations

4 Failed

0 Warnings

21 Passed

## ✘ HTML Page Size Test

The size of this webpage's HTML is **85.67 Kb**, and is greater than the average size of **33 Kb**! This can lead to slower loading times, [lost visitors](#), and decreased revenue. Good steps to reduce HTML size include: using [HTML compression](#), [CSS layouts](#), [external style sheets](#), and [moving javascript](#) to external files.

### How to pass this test?

In order to resolve this problem you are advised to:

- use gzip compression
- move all CSS style rules into a single, external and minified CSS file
- minify all JS files and, if possible, try combining them into a single external JS file
- use CSS layouts

## ✔ DOM Size Test

The Document Object Model (DOM) of this webpage has **1,466 nodes** which is less than the recommended value of **1,500 nodes**.

## ✔ HTML Compression/GZIP Test

This webpage is successfully compressed using **gzip compression** on your code. The HTML code is compressed from **610.09 Kb** to **85.67 Kb** (**86% size savings**). This helps ensure a faster loading webpage and improved user experience.

## ✔ Site Loading Speed Test

The loading time of this webpage (measured from N. Virginia, US) is around **4.4 seconds** and this is under the average loading speed which is **5 seconds**.



## ✔ JS Execution Time Test

The JavaScript code used by this webpage is executed in less than **2 seconds**.



## ✖ Page Objects Test

This webpage is using more than 20 http requests, which can slow down page loading and negatively impact user experience!

### Content size by content type

Content type	Percent	Size
Image	95.8 %	7.17 Mb
Javascript	2.3 %	174.91 Kb
Html	1.4 %	110.21 Kb
Font	0.4 %	27.33 Kb
Css	0.1 %	5.59 Kb
Other	0.0 %	0 B
<b>TOTAL</b>	<b>100%</b>	<b>7.48 Mb</b>

### Requests by content type

Content type	Percent	Requests
Image	50.0 %	21
Javascript	33.3 %	14
Css	11.9 %	5
Html	2.4 %	1
Font	2.4 %	1
Other	0.0 %	0
<b>TOTAL</b>	<b>100%</b>	<b>42</b>

### Content size by domain

Domain	Percent	Size
storage.googleapis.com	94.7 %	7.09 Mb
stcdn.leadconnectorhq.com	2.3 %	176.02 Kb
viewership.co	1.4 %	110.21 Kb



images.leadconnectorhq.com	1.1 %	86.18 Kb
fonts.gstatic.com	0.4 %	27.33 Kb
fonts.googleapis.com	0.0 %	2.51 Kb
use.fontawesome.com	0.0 %	1.97 Kb
<b>TOTAL</b>	<b>100%</b>	<b>7.48 Mb</b>

## Requests by domain

Domain	Percent	Requests
stcdn.leadconnectorhq.com	35.7 %	15
images.leadconnectorhq.com	28.6 %	12
storage.googleapis.com	21.4 %	9
use.fontawesome.com	7.1 %	3
viewership.co	2.4 %	1
fonts.googleapis.com	2.4 %	1
fonts.gstatic.com	2.4 %	1
<b>TOTAL</b>	<b>100%</b>	<b>42</b>

### ✓ Page Cache Test (Server Side Caching)

This webpage is using a caching mechanism. [Caching](#) helps speed page loading times as well as reduces server load.

### ✓ Flash Test

This webpage does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

### ✓ CDN Usage Test

This webpage is serving all images, javascript and css resources from CDNs.



## ✘ Modern Image Format Test

This webpage is not serving images in a modern format! Image formats like [JPEG 2000](#), [JPEG XR](#), and [WebP](#) often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

### How to pass this test?

In order to pass this test, convert all the images listed in this report into a modern image format such as [JPEG 2000](#), [JPEG XR](#) or [WebP](#).

It's important to understand that the modern image formats, like WebP, are not yet widely supported across all devices and browsers. You can find [here](#) a full list of supported browsers and devices for the WebP format.

If your target audience falls within one of the unsupported browser/device categories, you should serve optimized fall-back images in the original JPEG/PNG format so that your users don't see a broken or badly designed page:

```
<!--Before:-->


<!--After:-->
<picture>
  <source type="image/webp" srcset="image.webp">
  
</picture>
```

The browser uses the first listed source that's in a format it supports. If the browser does not support any of the formats listed in the "source" tags, it falls back to loading the image specified by the "img" tag.

## ✔ Image Metadata Test

This webpage is not using images with large metadata.

## ✔ Image Caching Test

This webpage is not using uncached images from same domain.

## ✔ JavaScript Caching Test

This webpage is not using uncached JavaScript resources from same domain!

## ✔ CSS Caching Test

This webpage is not using uncached CSS resources from same domain!

## ✔ JavaScript Minification Test

All JavaScript files used by this webpage are minified.



## ✔ CSS Minification Test

All CSS resources used by this webpage are minified.

## ✘ Render Blocking Resources Test

This webpage is using render blocking resources! Eliminating render-blocking resources can help this webpage to load significantly faster and will improve the website experience for your visitors.

### How to pass this test?

In order to pass this test, you have to reduce the impact of render-blocking resources.

First, you have to identify what's critical and what's not. You can use the [Chrome DevTools \(Coverage tab\)](#) to identify non-critical CSS and JS.

Once you've identified critical code, you can try the below methods to eliminate render-blocking resources:

- inline critical JS within a script tag in your HTML document
- inline critical CSS required for the first paint inside a style block in the head of the HTML document
- move the script and link tags at the end of the HTML document
- add async or defer attributes to non-critical script or link tags
- split CSS styles into different files, organized by media query
- compress and minify your text-based resources

## ✔ Nested Tables Test

This webpage is not using nested tables. This speeds up page loading time and optimizes the user experience.

## ✔ Frameset Test

This webpage does not use frames.

## ✔ Doctype Test

This webpage has a doctype declaration.

```
<!DOCTYPE html>
```

## ✔ URL Redirects Test

This URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).





## ✓ Largest Contentful Paint Test

The Largest Contentful Paint duration of this webpage is 1.8 seconds. To provide a good user experience, [Google recommends](#) that sites should strive to have Largest Contentful Paint of 2.5 seconds or less.

### Largest Contentful Paint element within the viewport:

```
<div class="bg full-center bg-section-o9HfynGRKn none" style="border-radius:-2px;position:absolute;top:0;left:0;...">
```

## ✓ Cumulative Layout Shift Test

The CLS score of this webpage is 0.0027. To provide a good user experience, [Google recommends](#) that sites should strive to have a CLS score of 0.1 or less.

### DOM element which contributes the most to CLS score:

**Text:** YOUTUBE STRATEGY EXPERTS Drive Brand Awareness & Attract New Customers With You...

**Html:** `<div class="row-align-center none noBorder radius0 none c-row ..." id="row-Y15fqjZBMcB">`

**Score:** 0.0014

Server and security

1 Failed

0 Warnings

9 Passed

## ✓ URL Canonicalization Test

<https://viewership.co/> and <https://www.viewership.co/> resolve to the same URL.



## ✔ SSL Checker and HTTPS Test

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✔ The certificate is not used before the activation date.
- ✔ The certificate has not expired.
- ✔ The hostname "viewership.co" is correctly listed in the certificate.
- ✔ The certificate should be trusted by all major web browsers.
- ✔ The certificate was not revoked.
- ✔ The certificate was signed with a secure hash.

### Certificate Chain:

#### Server certificate

Common Name	viewership.co
Subject Alternative Names (SANs)	viewership.co
Not Valid Before	Fri, February 23rd 2024, 6:23:05 am (UTC)
Not Valid After	Thu, May 23rd 2024, 6:23:04 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	R3

#### Intermediate certificate

Common Name	R3
Organization	Let's Encrypt
Location	US
Not Valid Before	Fri, September 4th 2020, 12:00:00 am (UTC)
Not Valid After	Mon, September 15th 2025, 4:00:00 pm (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

#### Root certificate

Common Name	ISRG Root X1
Organization	Internet Security Research Group



Location	US
Not Valid Before	Thu, June 4th 2015, 11:04:38 am (UTC)
Not Valid After	Mon, June 4th 2035, 11:04:38 am (UTC)
Signature Algorithm	sha256WithRsaEncryption
Issuer	ISRG Root X1

## ✓ Mixed Content Test (HTTP over HTTPS)

This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.

## ✓ HTTP2 Test

This webpage is using the HTTP/2 protocol.

## ✓ Safe Browsing Test

This website is not currently listed as suspicious (no malware or phishing activity found).

## ✓ Server Signature Test

The server signature is off for this webpage.

## ✓ Directory Browsing Test

Directory browsing is disabled for this website.

## ✓ Plaintext Emails Test

This webpage does not include email addresses in plaintext.

## ✓ Unsafe Cross-Origin Links Test

This webpage is not using `target="_blank"` links without `rel="noopener"` or `rel="noreferrer"` attribute.



## Mobile usability

0 Failed

0 Warnings

3 Passed

### ✔ Meta Viewport Test

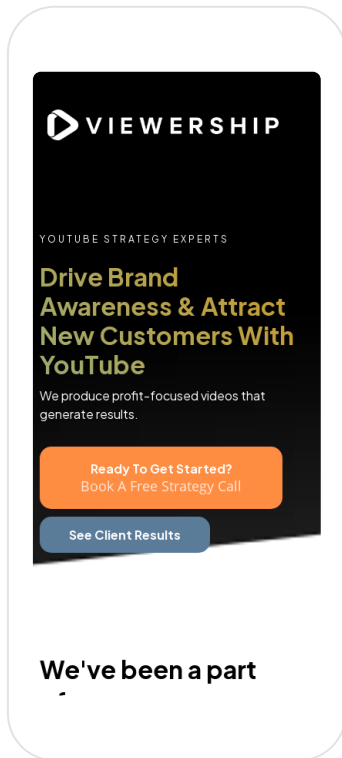
This webpage is using a viewport meta tag.

```
<meta name="viewport" content="width=device-width, initial-scale=1" />
```

### ✔ Media Query Responsive Test

This webpage is using CSS media queries, which is the base for responsive design functionalities.

### ⊙ Mobile Snapshot Test





### ✘ Structured Data Test

This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for [getting started with structured data](#).

#### How to pass this test?

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">
    joe.doe@example.com
  </a>
</div>
```

### ✘ Custom 404 Error Page Test

This website is not using a custom 404 error page! Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave the website entirely, and looks unprofessional. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links](#).

#### How to pass this test?

Creating a custom 404 error page can be relatively simple or more complicated, depending on what technologies were used to build your website (your web server, framework used, etc).

[Learn more about the basics of creating a custom 404 error page](#).

On your custom error page, you should provide relevant information to keep the user's attention so they remain on your website. Some steps to achieve this goal include:

- Adding links to your most important pages (your best articles/articles/content, latest posts, etc.)
  - If you have an e-commerce business, you can display special offers, product recommendations, discounts, etc.
  - Include a search box or a sitemap link to help users find the information they wanted.
  - Use simple language (non-technical) to explain what went wrong.
  - Add a contact form or provide an email address to allow users to get in touch with you for further help.
- You can also use your custom 404 error page to [track the source of broken links in your site](#).



## Noindex Tag Test

This webpage does not use the noindex meta tag. This means that it can be indexed by search engines.

## Canonical Tag Test

This webpage does not use the canonical link tag.

## Nofollow Tag Test

This webpage is using the nofollow meta tag! We recommend to use this tag carefully since search engines will not crawl all links from this webpage.

### How to pass this test?

If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.

## Disallow Directive Test

The robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

## Meta Refresh Test

This webpage is not using a meta refresh tag.



## ✘ SPF Records Test

This DNS server is not using an SPF record! SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

### How to pass this test?

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information [here](#).

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

### Example:

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

"v=spf1" - This sets the SPF version

"include:\_spf.google.com" - This includes Google mail servers in your list of authorized sending servers

"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

### Note:

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

## ! Ads.txt Validation Test

This website doesn't use an ads.txt file! Ads.txt is a text file that contains a list of Authorized Digital Sellers. The purpose of ads.txt files is to give advertisers and advertising networks the ability to verify who is allowed to sell advertising on your website.