

# Review of doughsociety.com

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## Introduction

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

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

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

Please contact us for more information.

## Table of Contents

 SEO	 Technologies	 Visitors
 Structured Data	 Backlinks	
 Mobile	 Social	
 Usability	 Local	

## Iconography

 Pass	 High impact	 Very hard to solve
 Moderate	 Medium impact	 Hard to solve
 Fail	 Low impact	 Easy to solve
 FYI		

**Title Tag**

Dough Society Pizza | Plano & Frisco, TX | Pizza, Lasagna, Salads, Free Delivery, Carryout, & Catering



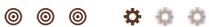
Length: 102 character(s) (736 pixels)

HTML title tags appear in browser tabs, bookmarks and in search results.

It looks like your title tag is a little outside the ideal length. Since they are one of the most important on-page SEO elements you should make your title tags between 20 and 70 characters including spaces (200 - 569 pixels). Make sure each page has a unique title and use your most important keywords. For internal pages start your title tags with your most important keyword(s).

**Meta Description**

Missing



The meta description for doughsociety.com is missing.

Meta descriptions allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.

Keep it short and to the point; the ideal meta description should be between 70 and 160 characters spaces included (400 - 940 pixels).

Ensure that each of your web pages have a unique meta description that is explicit and contains your most important keywords for each page. These keywords are especially important because they appear in bold when they match the user's search query (See the Google Preview below).

Check your Google Search Console (Search Appearance > HTML Improvements) for any warning messages to identify meta descriptions that are too long/short or duplicated across more than one page.

**Headings**



<H1>	<H2>	<H3>	<H4>	<H5>
0	2	0	0	0

<H2> HOME

<H2> Hungry for the best?

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. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an <H1> tag, only include more than one per page if you're using HTML5. Instead, use multiple <H2> - <H6> tags.

## Keyword Cloud

free delivery 3 dough society 3 carryout 2 plano 3 society 6  
catering 3 order 8 sauces 2 fresh 4 hungry 2

This data represents the words and phrases that your page appears to be optimized around. We use what's called "natural language processing" (NLP), which is a form of artificial intelligence that allows computers to read human language, to do this analysis.

The numbers next to each word or phrase represents how often we detected them and their variants on the page.

Are these the keywords you want to target for your page? If so, great! Track your site's rankings in Google search results using WooRank's Keyword Tool.

If these keywords aren't relevant to your page, consider updating your content to optimize it for your target keywords.

## Alt Attribute



We found 29 images on this web page.

2 ALT attributes are empty or missing.

<https://www.facebook.com/tr?id=401862626967837&ev=PageView&noscript=1>

<http://www.doughsociety.com/wp-content/uploads/2018/05/hands-dough.jpg>

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

## Discovered Pages

164

We've discovered 164 pages on doughsociety.com.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

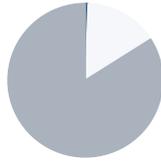
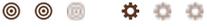
Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag to tell search engines which version of those pages is the original.

## In-Page Links

We found a total of 26 link(s) including 0 link(s) to files



- External Links: NoFollow ( 0.6% )
- External Links: Follow ( 15.4% )
- Internal Links ( 84% )

Anchor	Type	Follow
CARRYOUT	External Links	Follow
A Fresh Idea	External Links	Follow
Create REWARDS Account	External Links	Follow
START YOUR ORDER	External Links	Follow
FREE DELIVERY	External Links	Follow
SIGN IN	External Links	Follow

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the Nofollow attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

## Broken links

No broken links were found on this web page



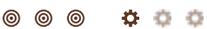
Broken links send users to non-existent web pages. They hurt a site's usability and reputation, which impacts SEO.

Fortunately your page doesn't contain any broken links.

Be proactive in checking your pages to make sure they don't have any broken links.

## WWW Resolve

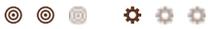
Great, a redirect is in place to redirect traffic from your non-preferred domain.



Search engines see [www.doughsociety.com](http://www.doughsociety.com) and [doughsociety.com](http://doughsociety.com) as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects [www.doughsociety.com](http://www.doughsociety.com) and [doughsociety.com](http://doughsociety.com) to the same site.

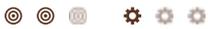
✓ Robots.txt <http://www.doughsociety.com/robots.txt>



A robots.txt file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robots.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robots.txt file and to make sure Googlebot isn't crawling any restricted files.

✗ XML Sitemap *No sitemap found in your robots.txt.*



We checked the robots.txt file for doughsociety.com but couldn't find an XML sitemap. Specifying your XML sitemaps in your robots.txt file ensures that search engines and other crawlers find and access it easily each time they access your website.

Learn more about adding your XML sitemap to your robots.txt file [here](#).

If you haven't created a sitemap yet, we recommend you generate one for your site and submit it through both Google Search Console and Bing Webmaster Tools. Usually, your XML sitemap would be found at [doughsociety.com/sitemap.xml](http://doughsociety.com/sitemap.xml)

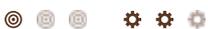
Make sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes.

◉ URL Parameters *Good, the URLs look clean.*

URL parameters are used to track user behaviors on site (session IDs), traffic sources (referrer IDs) or to give users control over the content on the page (sorting and filtering). The issue with URL parameters is that Google sees each unique parameter value as a new URL hosting the same thing - meaning you could have a duplicate content problem. Sometimes, it's able to recognize these URLs and group them together. It then algorithmically decides which URL is the best representation of the group and uses it to consolidate ranking signals and display in search results. You can help Google recognize the best URL by using the `rel="canonical"` tag.

Use the URL Parameters Tool in Google Search Console to tell Google how your URL parameters affect page content and how to crawl URLs with parameters. Use this tool very carefully - you can easily prevent Google from crawling pages you want indexed through overly restrictive crawling settings, especially if you have URLs with multiple parameters.

✓ Underscores in the URLs *Great, you are not using underscores (these\_are\_underscores) in your URLs.*



Great, you aren't using underscores (these\_are\_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees [www.example.com/green\\_dress](http://www.example.com/green_dress) as [www.example.com/greendress](http://www.example.com/greendress). The bots will have a hard time determining this URL's relevance to a keyword.

## ✓ Domain Registration

✓ Created 3 years ago



✓ Expires in 2 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, consider buying a second-hand domain name.

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.

## 🔍 Related Websites

Not found

This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: [Use tools to learn more about your competitors' web marketing strategies.](#)



## Schema.org

WebPage 1 SiteNavigationElement 1 CreativeWork 1 WebSite 1



Great, we detected Schema.org items on your webpage.

Schema.org is a set of vocabularies used to add meaning to the information on a webpage in a way that is readable by machines (Google).

Schema.org includes attributes for entities, relationships between entities and actions.

These vocabularies can be added to a page using many different encodings, including RDFa, Microdata and JSON-LD.

Learn more in Google's intro to structured data.

## Open Graph Protocol



✗ Missing 'og:image'

✗	DOUGHSOCIETY.COM <b>Dough Society Pizza   Plano &amp; Frisco, TX   Pizz...</b> Welcome to Dough Society, your place for chef-inspir...
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### Tag

og:type	website
og:url	http://www.doughsociety.com/
og:title	Dough Society Pizza   Plano & Frisco, TX   Pizza, Lasagna, Salads, Free Delivery, Carryout, & Catering
og:description	Welcome to Dough Society, your place for chef-inspired deliciousness – honest food with premium, fresh quality. We scratch-make or select the finest veggies, sauces, meats and cheeses. VIP veggies are handpicked, seasoned, and roasted. Meats are nitrate-free, non-GMO, and antibiotic-free. Our Sassy Society Sauces – a dozen in all – are house-made. And we garnish your ... Read more
og:locale	en_US

We detected open graph tags on your webpage, but there are some errors that should be fixed.

Facebook developed the Open Graph protocol to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Use the Sharing Debugger to check what information appears when shared on Facebook and the Twitter Cards Validator to do the same for Twitter.

Designed for humans first and machines second, microformats use code (HTML/XHTML tags) originally intended for other purposes to add context to the content on a webpage. This helps machines (like Google!) to understand certain information (contact information, geographic coordinates, calendar events, etc.) intended for humans.

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## ✓ Mobile Friendliness

Very Good

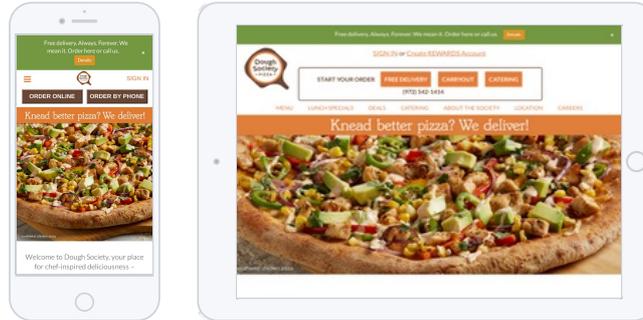


This web page is super optimized for Mobile Visitors

Mobile friendly pages make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

## ○ Mobile Rendering



80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

## ✗ Touchscreen Readiness

Make the most important buttons/links large enough to be tapped easily.



Touchscreen readiness is an important aspect of your site's mobile friendliness.

Currently, the tap targets on doughsociety.com are too small for touchscreen users. They should be at least a 48 pixels height and width with at least 32 pixels of extra space on all sides.

You can further improve your User Interface by adding size and density buckets to accommodate varying device sizes and screen densities.

## ✓ Plugins

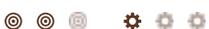
Perfect, no plugin content detected.



Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

## ✓ Font Size Legibility

Perfect, this web page's text is legible on mobile devices.



You can find additional font recommendations for mobile devices in Google's typography guidelines for Android.

## ✓ Mobile Viewport



- ✓ Great, a configured viewport is present.
- ✓ The content fits within the specified viewport size.

Great, the viewport is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:

- Avoid setting large absolute CSS widths for page elements.
- If necessary, CSS media queries can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

## 🔍 Mobile Frameworks

No mobile frameworks have been detected.

Mobile or responsive frameworks are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.

## 🔍 AMP

We didn't find AMP on your page.

AMP is an open-source library that provides a straightforward way to create web pages that are compelling, smooth, and load near instantaneously for users.

Check your AMP markup with the [AMP validator](#).



URL doughsociety.com  
Length: 12 character(s)

Keep your URLs short and clean 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 also 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. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.

Favicon Great, your website has a favicon.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is consistent with your brand.

Here is a way one company used a special favicon to improve user experience.

Custom 404 Page Great, your website has a custom 404 error page.  
Your server responded with the HTTP status code: 404

Custom 404 error pages are an opportunity for you to reduce customer frustration and link to other pages on your site.

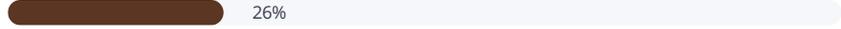
Asset Minification 63%  
You could reduce 37% (68.6 KiB) by minifying the asset(s) listed below.

URL	Reduction size
/wp-content/plugins/popup-builder/public/js/PopupBuilder.js?ver=3.1.5.2	26.9 KiB (40%)
/wp-content/themes/DoughSociety/style.css?ver=1.4	24.0 KiB (35%)
/wp-content/cache/nextend/web/n2-ss-7/n2-ss-7.css?1550609931	8.1 KiB (35%)

Fast websites make happy visitors. Enabling minification on assets like HTML, JavaScript and CSS files will reduce their transfer size. Every time a page is requested from your website less bytes and lighter assets are sent over the network resulting in faster delivery which loads your website faster for your customers.

To learn more on how to enable minification for your assets you can check out these [10 tips to improve page load time](#) or consult Google's PageSpeed Insights guide on minification.

## Asset Compression



You could reduce 74% (726.3 KiB) by compressing the asset(s) listed below.

### URL

/wp-content/plugins/nextend-smart-slider3-pro/library/media/dist/smartslider-frontend.min.js?152329659

/wp-content/cache/nextend/web/n2/n2.js?1526296036

/wp-content/plugins/nextend-smart-slider3-pro/nextend/media/dist/nextend-gsap.min.js?1523296479

Fast websites make happy visitors. It is very important to lower the load time of your web pages as much as possible for a better user experience. Compressing assets like images, javascript and CSS files will save bandwidth which results in a better page load time.

To learn more on how to enable compression for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on compression.

## Asset Cacheability



We found a total of 53 uncached asset(s) listed below.

### URL

Freshn

/wp-content/uploads/2018/05/DSP\_HomePage\_Rotating\_Banners\_4.jpg

Expiration

/wp-content/plugins/wp-notification-bars/public/css/wp-notification-bars-public.css?ver=1.0.5

Expiration

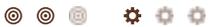
/wp-content/plugins/instagram-feed/css/sb-instagram.min.css?ver=1.10.2

Expiration

Fast websites make happy visitors. Caching assets such as images, javascript and CSS files allows a browser to keep these files in local storage so it doesn't have to download them every time it requests a page on your website. This will lower the bandwidth used and improve the page load time.

To learn more on how to enable caching for your assets you can check out these 10 tips to improve page load time or consult Google's PageSpeed Insights guide on browser caching.

## Language



Declared: *English*

Detected: *English*

Great, your declared language matches the language detected on the page.

Make sure your declared language is the same as the language detected by Google.

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").
- Use hreflang tags to specify language and country for Google, and the "content-language" meta tag to specify the language and country for Bing.

## Domain Availability

Domains	Status	
doughsociety.net	Expires in 2 years	🔒
doughsociety.org	Expires in 2 years	🔒
doughsociety.info	Expires in 2 years	🔒
doughsociety.biz	Available. Register it now!	✓
doughsociety.eu	Available. Register it now!	✓

Register the various extensions of your domain to protect your brand from cybersquatters.

## Typo Availability

Domains	Status	
doufhsociety.com	Available. Register it now!	✓
doughsoc8ety.com	Available. Register it now!	✓
coughsociety.com	Available. Register it now!	✓
doughsociety7.com	Available. Register it now!	✓
doughsoociety.com	Available. Register it now!	✓
douyhociety.com	Available. Register it now!	✓

Register the various typos of your domain to protect your brand from cybersquatters.

## Email Privacy

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

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

## Server IP

12.183.5.44

Server location: Bel Air

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.

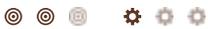
## Technologies

-  Modernizr
-  Facebook
-  PHP
-  Google Font API
-  Font Awesome
-  Google Tag Manager
-  IIS
-  jQuery
-  jQuery Migrate
-  Microsoft ASP.NET
-  Twitter Emoji (Twemoji)
-  WordPress
-  Yoast SEO

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.

## Analytics

 Google Analytics



Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

## Doctype

HTML5

The Doctype is used to instruct web browsers about the document type being used. For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



## Encoding

Great, language/character encoding is specified: utf8



Specifying language/character encoding can prevent problems with the rendering of special characters.



## SSL Secure

Warning! Your website is not SSL secured (HTTPS).



Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security.

HTTPS is a ranking factor in Google, so making the switch will help your SEO. You can either fix it yourself or seek help from experts who can take care of it for you.



## ✖ Backlinks Score

Bad



The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

## ! Backlinks Counter

79



We've detected 79 backlinks pointing to your site.

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

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

## ◀ Referring Domains

12

The number of domains your backlinks are coming from.



## Social Media Engagement

Your homepage is sometimes shared on social networks.



Facebook Shares	163
Facebook Comments	1
Facebook Likes	17

The impact of social media is huge for certain industries.

Make sure you have opened social media profiles on Facebook, Pinterest, LinkedIn, Google+ and other sites that are of interest to your customers.

Learn how to engage your social media audiences and create a consistent fan base. You can also use your website to increase your popularity on social platforms.

Check these helpful tools for managing your social media campaign.

Note: This data represents engagements from like and share buttons on your site or people copying and pasting your URLs directly into Facebook. It does not count likes and shares from your social media branded pages.

## Facebook Page

*Not found*



[Add your Facebook Page or create one](#)

We were unable to find a Facebook page for doughsociety.com.

Facebook is a vital channel for any business' digital marketing. 72% of consumers and almost every Millennial expects your to have a presence on Facebook.

Use Facebook Insights to measure and track your audience's engagement with your posts to get the most out of your social media efforts. Link your Facebook profile with doughsociety.com and add a CTA to really maximize your social media marketing efforts.

✓ Twitter Account



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

**Name**

doughsociety

[Change Account](#)

**Followers**

23

**Tweets**

133

**Bio**

Get ready for a better pizza experience with quality ingredients and superior service.

**Location**

Plano, TX

**Created**

2 years ago

Great, your Twitter account is linked to doughsociety.com. Linking your Twitter account to your website helps prevent brandjacking and can help make your social media marketing more effective. Here are a few tips to help create a Twitter promotion plan. Use Twitter Dashboard and Analytics to track and optimize your Twitter feed.

## Instagram Account



### Name

doughsocietypizza\_

### Description

Dough Society Pizza

North #Plano's new home for Pizza perfection! 🍕

Click this link for your chance to win a FREE PRIVATE PATIO PARTY for you and up to 10 friends! 🎉🍷

<http://www.doughsociety.com/free-patio-giveaway>

### Followers

558

### Following

757

### Posts

186

We found an Instagram account on your website, but it's not defined by using Schema.org.

Specify your Instagram profile on your site using Schema.org markup makes it easier for Google to include your profile in your brand's Knowledge Graph cards in search results.

Check our article on how to link your social media profiles.



## Local Directories

Add your Google My Business profile or create one

Add your Yelp page or create one

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your Google My Business page may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country (USA, UK and Canada.) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

## Online Reviews

No local reviews found.

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by online reviews so take the time to make a good impression and gather positive feedback. Strategies for gaining reviews may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.



## Traffic Estimations Low



This shows your estimated traffic for doughsociety.com compared to any competitors you have chosen. We use Alexa for this information.

## Traffic Rank

4,198,595th most visited website in the World  
493,256th most visited website in United States

A low rank means that your website gets a lot of visitors.  
Your Alexa Rank is a good estimate of the worldwide traffic to doughsociety.com, although it is not 100 percent accurate.  
Reviewing the most visited websites by country can give you valuable insights.  
SEMRush provides similar services.

## Adwords Traffic 0%

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



### Popular Countries

### ccTLD

### Status

United States

doughsociety.us

Available. Register 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.