

Review of iccinsight.com

Generated on 2019-04-11

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.

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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 Consulting | Insight Clinical Consulting
⊙ ⊙ ⊙ ⚙ ⚙ ⚙ Length: 40 character(s) (273 pixels)

Your HTML title tag appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (65 characters, 200-569 pixels) and include your most important keywords.

! Meta Description Insight Clinical Consulting, LLC boost the productivity within optometry offices. We partner with optometrist and provide training to clinical staff to promote efficiency.
⊙ ⊙ ⊙ ⚙ ⚙ ⚙ Length: 171 character(s) (946 pixels)

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 contain between 70 and 160 characters - spaces included (600 - 940 pixels).

Ensure that each of your web pages have a unique, straightforward meta description that contains most important keywords. 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.

👁 Google Preview

[Consulting | Insight Clinical Consulting](#)
www.iccinsight.com/

Insight Clinical Consulting, LLC boost the productivity within optometry offices. We partner with optometrist and provide training to clinical staff to promote ef..

This is a representation of what your Title Tag and Meta Description will look like in Google search results.

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

✓ Headings



<H1>	<H2>	<H3>	<H4>	<H5>
0	1	1	1	1
<H2>	Ready to Connect with ICC?			
<H3>	Our Services			
<H4>	Contact Us			

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



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 3 images on this web page.

No ALT attributes are empty or missing.

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.

We've discovered 1 pages on iccinsight.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.

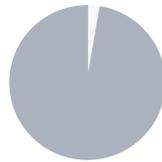
Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

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 7 link(s) including 0 link(s) to files



- External Links: NoFollow (0%)
- External Links: Follow (2.7%)
- Internal Links (97.3%)

Anchor	Type	Follow
Facebook Social Icon	External Links	Follow
Instagram Social Icon	External Links	Follow
No Anchor Text	Internal Links	Follow
Why Choose Us	Internal Links	Follow
About Us	Internal Links	Follow
Schedule Consult	Internal 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.iccinsight.com and iccinsight.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.iccinsight.com and iccinsight.com to the same site.

✓ Robots.txt

<https://www.iccinsight.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

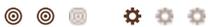
<https://www.iccinsight.com/sitemap.xml>



XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be 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 sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also use your robots.txt file to point search engine crawlers to the location of your sitemap.

✓ Sitemaps Validity



- ✓ All sitemaps are within the file size limit
- ✓ All sitemaps are within the URL count limit
- ✓ All sitemaps have a valid structure
- ✓ All sitemaps are accessible
- ✓ The sitemaps in your robots.txt file use a valid URL format

Great! Your sitemaps seem to be valid

To learn more about what a valid sitemap should look like check out our guide about XML Sitemaps or submit it through Google Search Console.

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 as www.example.com/greendress. The bots will have a hard time determining this URL's relevance to a keyword.

✗ Domain Registration

✗ Created 3 months ago



✗ Expires in 9 months

Your domain is the human-readable address of your website on the Internet.

It looks like iccsight.com is less than a year old and your registration expires in less than a year. How long your domain name has been registered does have a limited impact on your rankings in search results.

Do you know that you can register iccsight.com 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

We didn't detect any schema.org items on your webpage



Get started using Schema.org vocabulary and marking up 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 vocabularies include attributes for entities, relationships between entities and actions.

Learn more in Google's intro to structured data. Structuring data on your pages can help increase website traffic and improve audience engagement. Schema.org vocabulary can be added to a page using many different formats, including RDFa, Microdata and JSON-LD.

Open Graph Protocol

Missing 'og:image'



×	ICCINSIGHT.COM Consulting Insight Clinical Consulting Insight Clinical Consulting, LLC boost the productivity...
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Tag

og:type	Website
og:url	https://www.iccinsight.com
og:title	Consulting Insight Clinical Consulting
og:description	Insight Clinical Consulting, LLC boost the productivity within optometry offices. We partner with optometrist and provide training to clinical staff to promote efficiency.
og:site_name	www.iccinsight.com

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.

Microformats

We didn't detect any microformat items on your webpage

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.



✓ Mobile Friendliness

Very Good

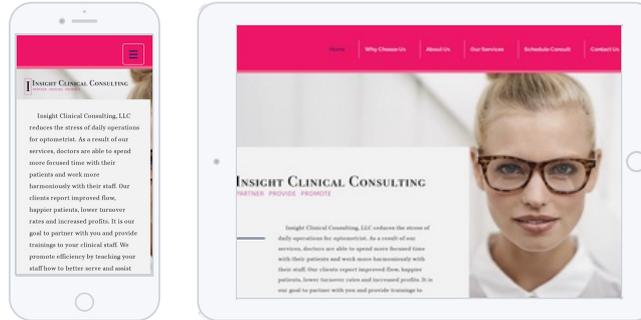


This web page is super optimized for Mobile Visitors

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

Perfect, the most important buttons/links are large enough to be tapped easily.



Great, your User Interface allows for visitors to easily tap targets on their touchscreen. To go even further into improving your User Interface, use 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 does not fit within the specified viewport size.

The viewport is an element of a page's responsive design. It's the area of a webpage visible to the user and varies between devices.

It looks like your page could be missing a meta viewport.

Use the meta viewport tag in the <head> to set the viewport to the device's screen size. It should look like this: <meta name="viewport" content="width=device-width, initial-scale=1.0">.

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 iccinsight.com
Length: 10 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 Perfect, all your assets are minified.

Great! We didn't find unminified assets on your web page.

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 Perfect, all your assets are compressed.

Great! We didn't find uncompressed assets on your web page.

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

Perfect, all your assets are cached.



Great! We didn't find uncached assets on your web page.

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
iccinsight.net	Available. Register it now! ✓
iccinsight.org	Available. Register it now! ✓
iccinsight.info	Available. Register it now! ✓
iccinsight.biz	Available. Register it now! ✓
iccinsight.eu	Available. Register it now! ✓

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

🔍 Typo Availability

Domains	Status
ixcinsight.com	Available. Register it now! ✓
iccinaight.com	Available. Register it now! ✓
8ccinsight.com	Available. Register it now! ✓
icfinsight.com	Available. Register it now! ✓
iccinsightb.com	Available. Register it now! ✓
iccindight.com	Available. Register it now! ✓

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

🔍 Email Privacy

Warning! At least one 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.

Technologies

Google Font API

Lodash

Polyfill

React

RequireJS

TweenMax

webpack

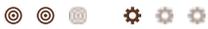
Wix

Zepto

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.

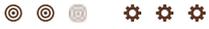
Encoding

Great, language/character encoding is specified: utf8



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

✓ SSL Secure



Great, your website is SSL secured (HTTPS).

- ✓ Your website's URLs redirect to HTTPS pages.
- ✗ Your headers are not properly set up to use HSTS.
- ✓ The SSL certificate expires in 2 months.
- ✓ The certificate issuer is Let's Encrypt.

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, Google announced that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use HTTP Strict Transport Security (HSTS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Search Console/Webmaster Tools



✖ 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

0



We've detected 0 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

0

The number of domains your backlinks are coming from.



✖ Social Media Engagement

Your homepage has not been widely shared on social networks.



Facebook Shares	0
Facebook Comments	0
Facebook Likes	0

The impact of social media is huge for certain industries, take advantage of this digital version of word-of-mouth marketing. However, it looks like iccinsight.com has not been widely shared on social media.

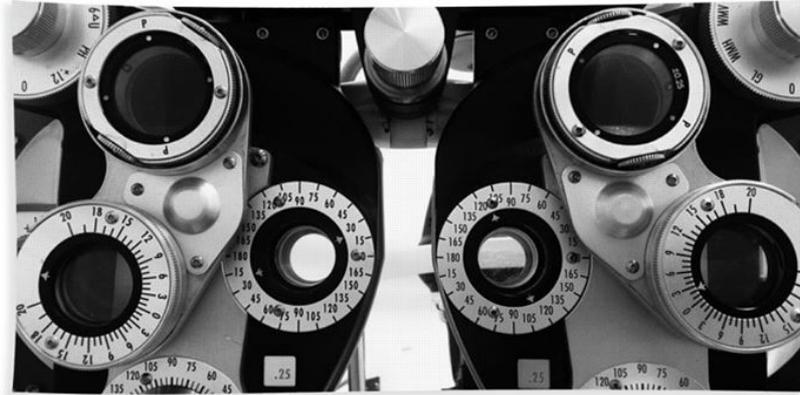
Create social media profiles associated with iccinsight.com on Facebook, Pinterest, LinkedIn, Google+ and other sites that are of interest to your customers.

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 is based on engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook. It does not include people who like or share your branded social media pages.

✓ Facebook Page



URL

<https://www.facebook.com/iccsight/>
Change Account

Name

Insight Clinical Consulting

About

Insight Clinical Consulting, LLC partners with optometrist and office managers by providing training to clinical staff to promote efficiency.

Products

We offer tailor made training services for optometry offices.

Phone

+14692138774

Great, your brand's Facebook page is linking to iccsight.com.

Facebook is a vital part of modern digital marketing - no matter what type of business you have. Use Facebook Insights to optimize your Facebook posts to maximize engagement and website traffic.

✗ Twitter Account



The Twitter™ Account @iccsight is available. [Register it now!](#)

[Add your Twitter account or create one](#)

We couldn't find a Twitter account for iccsight.com. Twitter, simply put, is huge: 67 million monthly American users and 310 million people worldwide. Even better, there's a positive correlation between social media use and education and household income. By not having a Twitter account, you're potentially missing out on a huge audience.

Create a Twitter account for your brand and link it with your website to prevent brandjacking and 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 for the engagements that are most valuable to your marketing plan.

Instagram Account



Name

insightclinicalconsulting

Description

Insight Clinical Consulting
Partnering with optometrists.
Providing training to clinical staff.
Promoting efficiency.
<http://www.iccinsight.com/>

Followers

55

Following

118

Posts

10

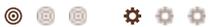
We found an Instagram account on your website, but it's not defined by using Schema.org.

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.

Crunchbase Entry

Not found



Crunchbase is a platform used by millions, offering public information about businesses and individuals. While iccinsight.com does not appear to be listed on crunchbase.com, you can add it by creating a profile at crunchbase.com.



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

Very Low



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