SEO WEBSITE REVIEW

Prepared for:
Made In Rural Alabama
madeinruralalabama.com

Prepared by:
Alabama SBDC Network
State Office

PAGESPEED
PageSpeed Insights

Desktop:

93	96	100	92
Performance	Accessibility	Best Practices	SEO

Mobile:

70	95	100	92
Performance	Accessibility	Best Practices	SEO

Google PageSpeed Insights (PSI) is a free Google tool that analyzes the loading performance of web pages on both mobile and desktop, providing scores and actionable recommendations for improvement, based on real-world (field) data and simulated (lab) tests, focusing on user experience metrics like Core Web Vitals, accessibility, best practices, and SEO. It identifies issues like slow-loading resources, render-blocking scripts, and offers specific fixes, such as image optimization or code compression, to help developers make sites faster and more user-friendly.

PageSpeed Insights is a diagnostic tool and performance guide from Google, helping website owners understand and improve their site's speed and quality for all users. The scores above are not directly related to the SEO score on the following pages (though page speed is an important part of optimizing your website).

Introduction

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

The score is graded on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on dozens of criteria, including search engine data, website structure, site performance and more. A score lower than 40 means that there are a lot of areas to improve. A score above 70 tells you that your website is probably well optimized and ready for a digital marketing campaign.

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

Please contact us for more information.

63

Iconography

✅ Passed

⚠️ To Improve

❌ Errors

⦿ Informational

⚙️⚙️⚙️ Very hard to solve

⚙️⚙️⚙️ Hard to solve

⚙️⚙️⚙️ Easy to solve

◎◎◎ High impact

◎◎◎ Medium impact

◎◎◎ Low impact

Table of Contents

Alabama SBDC Network - The University of Alabama
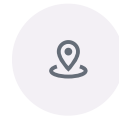
- Backlinks
- Traffic
- Local
- Social Profiles

Content

Title Tag

◎ ◎ ◎ ⚙ ⚙ ⚙

Made in Rural Alabama – Known Throughout the World

Length: 50 character(s) (395 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 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 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.

In the old days of the web, search engines used meta description text when ranking pages for queries. In fact, the Chinese search engine Baidu still does. In modern SEO, however, it's clear that this is no longer the case. Meta descriptions don 't directly impact a page 's ranking in search results, but they can still have a big effect on SEO. Google does rely on descriptions a bit to determine a page 's relevance to a query. However, the biggest role they play is **encouraging click-through and dwell time** for users.

Since meta descriptions are often incorporated into the search snippet, it 's the first interaction a person will have with your page and is your opportunity to encourage them to click the link to your page.

Think of your search snippet as a digital billboard for your site. They entice users to click through to your site and, depending on whether or not user experience matches expectations set in the descriptions, helps keep them there.

There are lots of specific best practices for writing meta descriptions, but the general guidelines involve:

1. **Keywords:** Google bolds words in meta descriptions that match the words used in a user's query. Using keywords in your meta descriptions will reinforce to users that your content has the information they're searching for and help draw attention to your snippet.
2. **Communicate your value:** Think of it as writing copy for an organic search text ad. Use engaging, descriptive copy to entice users to click through to your site. For non-commercial queries, answer the targeted question in the description so it will appear in the SERP.
3. **Note:** If you 're optimizing pages for conversions, or otherwise targeting in-market users, consider using words like "deals", "cheap" or "free shipping" to encourage clicks. It may look

spammy to you but it will actually help. Just make sure you actually offer the deals you 're advertising.

4. **Use actionable language:** Use content that's designed to encourage users to click. That doesn't necessarily mean adding "click here now" to your description, but rather describe the goal the user will achieve. Something like "learn what meta descriptions are, why they matter and how to use them" or "buy the best wind-proof umbrella".

There 's one more reason you should put effort into your meta descriptions: social media. Most social media platforms use the title tag and meta descriptions when displaying pages shared by users. This won 't really impact your ranking, but good meta descriptions can drive user engagement and visits to your website, just like in search results. So, as you can see, writing a good meta description for your pages will help improve traffic across multiple marketing channels and improve your on-page user behaviors.

Google Preview   Missing

This is a representation of what your title tag and meta description will look like in Google search results for both mobile and desktop users. Searchers on mobile devices will also see your site's favicon displayed next to the page's URL or domain.

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.

Check your title tag and meta description to make sure they are clear, concise, within the suggested character limit and that they convey the right message to encourage the viewer to click through to your site.

✅ Headings

◎ ◎ ◎ ⚙ ⚙ ⚙

<H1>	<H2>	<H3>	<H4>	<H5>
0	5	3	0	0

<H2>	Investing in the work and the world . That's what we do around h...
<H2>	Rural Sectors
<H2>	Targeted and Jumpstart Counties Map
<H2>	Latest Rural News
<H2>	Resources

and **3** more.

Confirm that 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.

Content Analysis

Bad Boy Mowers plans `2` Rural News `2` Ag Tech `2` Food Products `2` Forestry Products `2` weeks ago `2` Rural Alabama `10` million `3` projects `3` Manufacturing `3` Investing `1` News `4` counties `2` Rural `18` Alabama `16` Incentives `4` Sectors `4` right `2` World `3` Resources `5`

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! If these keywords are Not relevant to your page, consider updating your content to optimize it for your target keywords.

When creating and implementing a digital marketing campaign, you first need to design your keyword strategy. This strategy is more than just finding keywords that will bring you the highest number of visitors. It's a top-to-bottom concept that will influence how you design your site, select keywords, optimize your pages and measure the success of your campaign.

Identifying the keywords that bring visitors to your website is as essential as providing a good service or product. A swanky, fast website that uses the wrong keywords is likely to fail online.

The good news? There is no reason to fail if you use this simple process:

Identify your keywords > Measure their performance > Repeat!

Some of you may not be specialized SEO professionals; if that's you, 'keyword strategy' may elicit the response 'kill me now,' but we promise it can be doable and beneficial when:

- You know your product.
- You measure your performance.
- You are organized and use common sense.

Search Intent:

Along with understanding how your potential customers are searching for your company and/or product online, you also need to decide what part of the sales process you want to target. Are you looking to start a prospecting campaign that attracts users at the very beginning of the process, and then convert them later via email marketing or retargeting? Or do you want your website to be shown in front of in-market searchers who are looking to buy right away?

To effectively find your right target audience, you need to understand the search intent behind the keywords. The stage of conversion you want to target will determine what sort of keyword you optimize for:

- **Informational:** These keywords represent the very beginning of the conversion process, and are not very likely to convert on the first visit. If you're running a branding campaign you'll want to be sure to include informational keywords on your list. If you've got a conversion goal,

you still can't afford to ignore these keywords as they make up the majority of searches. Informational keywords often use words/phrases like "how to", "do I need" and "where to find". Consider these leads to be converted later via your website or a retargeting campaign.

- **Research:** These searchers are further down the funnel than informational searchers. They've already decided that they want to buy a product, but they haven't quite decided which one is best. They're looking for more information, so product keywords usually include words such as "review", "top 10", "comparison". And while it may look like spam to you, a word like "cheap" can actually help turn researchers into conversions.
- **In-market:** These are the "shut up and take my money" searchers. They expect search results to take them directly to the product they're trying to buy. These keywords typically include words like "deal", "free shipping", "discount" and "buy". They don't have high search volume, but should more than make up for it with high conversion rates.
- **Freemium:** These are people looking to get free versions of products and digital goods (movies, TV shows, music, books, etc.). Unless your product uses a freemium model, avoid these keywords. A person looking for "free Game of Thrones episodes online" is probably never going to buy the box set.

✅ Alt Attribute

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We found **11** images on this web page.

No ALT attributes are 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.

Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page.

Try to keep your alternative text to a simple, one-sentence description of what's in the image.

From an SEO perspective, alternative text is considered one of the most important factors for image optimization, and possibly the most important after image file name. It 's your opportunity to, in a sense, add keywords to your images to help them rank in search results. When writing alt text, be descriptive and detailed - you 're writing a description for someone (or something) that can 't see.

When writing your alt text, be sure to include the page 's target keyword, which shouldn 't be too hard since, ideally, your image is topically related to what you 're talking about on the page. It 's best to stick with just one keyword unless you have two that are extremely closely related. Keyword stuffing, as always, should be avoided.

Try to be as specific and detailed as possible when creating alt text, and use natural language that a person would understand. This is for two reasons:

- Alt text is used by humans, so good alt text is good user experience, and good user experience is good SEO.
- When your alt text more closely matches the way people type searches into Google, the higher it will likely rank.

Don 't go overboard on detail, though. There 's no hard and fast character limit (like with title tags or descriptions), but Google advises that you keep it on the short side.

◉ In-Page Links

We found a total of 20 link(s) including 0 link(s) to files

◉ ◉ ◉   ⚙ ⚙ ⚙

- ■ Internal Links (50%)
- ■ External Links: Follow (50%)
- ■ External Links: NoFollow (0%)
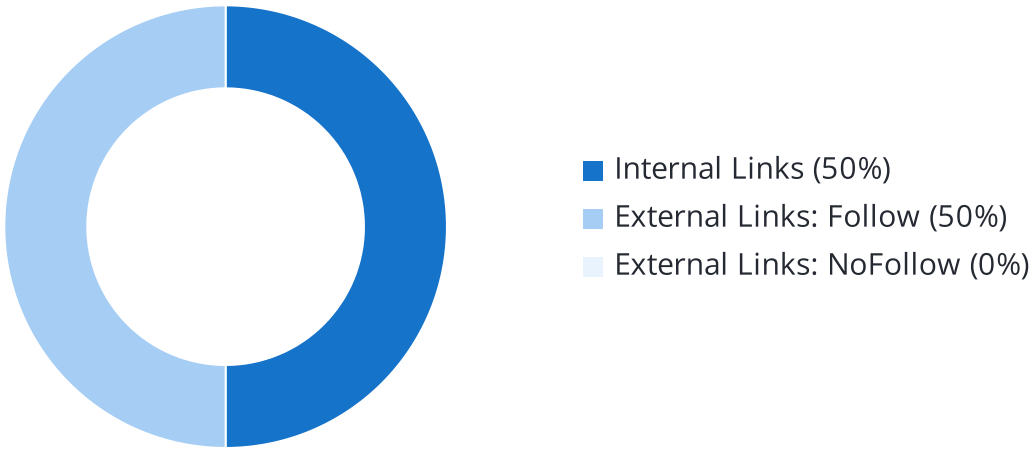
Anchor	Type	Follow
Incentives	External Links	Follow
madeinalabama.com	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow

and **15** more.

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.

Check your site's internal linking using Site Crawl.

Language

Declared: *English*

Detected: *English*

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.

Web Feeds

We didn't find any web feed URLs on this web page.

A Web feed essentially enables visitors to receive information from your site without having to manually visit your website themselves. This allows you to consistently engage with your users, even when they are elsewhere.

Web Feeds can be used across a network of websites for product alerts, news, blog updates and more. Users can choose to subscribe to your content and receive notifications. Most multimedia content available on the web can be easily and efficiently distributed to your users using feeds.

The content would be delivered to the user in either RSS, ATOM, or JSON format. The aggregation of a web feed is the act of making a collection of web feeds available on one page.

Adding a web feed depends on the CMS you're using. Check with your CMS for specific instructions. You can also check this tutorial on creating RSS feeds for your website. Once it's added, start advertising it on your pages.

Indexing

URL Resolve

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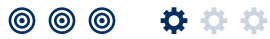
Great, a redirect is in place to redirect traffic from your non-preferred domain.

All versions of your page point to the same URL.

URL	Resolved URL
http://madeinruralalabama.com/	https://madeinruralalabama.com/
http://www.madeinruralalabama.co...	https://madeinruralalabama.com/
https://madeinruralalabama.com/	https://madeinruralalabama.com/
https://www.madeinruralalabama.c...	https://madeinruralalabama.com/

Search engines see www.madeinruralalabama.com and madeinruralalabama.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.madeinruralalabama.com and madeinruralalabama.com to the same site.

Robots.txt

◎ ◎ ◎   ⚙ ⚙ ⚙
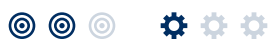
✔ We found your robots.txt here:
https://madeinruralalabama.com/robots.txt
✔ The reviewed page is allowed, so search engines are able to find it.

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.

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://madeinruralalabama.com/wp-sitemap.xml

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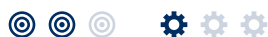
XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

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 We found 1 sitemap(s) listing 1 URL(s).

◎ ◎ ◎   ⚙ ⚙ ⚙
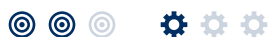
✔ All sitemaps are within the file size limit
✔ All sitemaps are within the URL count limit
✔ All sitemaps have a valid structure
✔ All sitemaps are accessible
✔ The sitemaps in your robots.txt file use a valid URL format
✔ No sitemap provided is empty.

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 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.

Canonical Tags   We found a canonical URL on your page
https://madeinruralalabama.com/ - defined in the HTML source

A canonical tag, also called "rel canonical" is an HTML tag that tells search engines that the enclosed URL is the original, definitive version of the page. Practically speaking, it tells Google which page you want to appear in search results. Search engines see different URLs as different pages, even if they are serving the same purpose. Having multiple versions of a page might cause you to suffer issues with duplicate content.

Implementing a canonical tag can be done through the <link> tag in the <head> or through HTTP headers.

Robots Tags

◎ ◎ ◎   ⚙ ⚙ ⚙

✔ We found the following valid robots meta tags in your website.

Tag	Source
`<meta name="robots" content="max-image-preview:large">`	HTML

The robots meta tag gives you control over the content search engines are able to index and display to users. Although not necessary to have on each page, it is highly recommended to include robots tags so you can control how your content is delivered.

You can implement your robots tag either as an HTML tag in the head element of your page, or by using an X-Robots-Tag in the HTTP Header response.

You can use both approaches to specify instructions to one particular search engine, or any other search engine visiting and crawling your site.

How is the Meta Robots different from robots.txt? The meta robots tag applies *only* to the page that contains the tag. Robots.txt files apply to your entire website.

How can I use the Robots Meta tag for SEO?

Making sure certain low-value pages stay out of Google 's index and search results is just as much a part of SEO as getting pages into search results. Noindexing low-value pages can help increase what 's known as your site 's "crawl demand", which can help get your site crawled more often.

Meta robots also adds an extra layer of protection for pages you 've blocked via your robots.txt file. Those pages can still wind up indexed if Google lands on it from an external backlink. Noindexing the page will prevent this.

Index and Follow   This page is set to 'index' and 'follow'

◎ ◎ ◎   ⚙ ⚙ ⚙

Noindex and nofollow are HTML meta tags that guide search engine crawlers. A 'noindex' tag excludes a page from search results, while 'nofollow' prevents crawlers from following links on a page, halting the transfer of authority to linked pages. These tags help manage visibility and avoid outdated or irrelevant content from being served to potential visitors who might get little value out of it.

Hreflang Tags

No hreflang tags were found on this page

The hreflang tag is an HTML tag that tells search engines which languages and (optionally) countries a page's content is relevant for. Hreflang tags also tell search engines where to find the relevant content in alternate languages.

If your website targets users all around the world, using hreflang tags will help make sure the right content is being served to the right users.

The value of the hreflang attribute identifies the language (in ISO 639-1 format) and optionally a region in ISO 3166-1 Alpha 2 format of an alternate URL.

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.

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

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs.

Is your site 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.

We often see underscores appear when a helpful document is added to a site (PDF, DOC, PPT, etc.).

Mobile

Mobile Friendliness

◎ ◎ ◎   ⚙ ⚙ ⚙
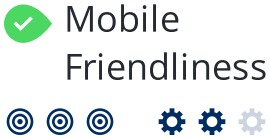
Very Good

████████ ████████ ████████ ████████ ████████

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).

Mobile friendliness does matter for SEO. In fact, it's a ranking signal in both Google and Bing's algorithms when it detects a user is searching on a mobile device. Websites that are mobile friendly, in general, will outrank non-mobile friendly sites in mobile search results.

So, if your website relies on or targets traffic from mobile users at all, mobile friendliness is vital for SEO.

Even if your business doesn't rely on or care about traffic from mobile users for some reason, thanks to Google starting its mobile-first index, mobile friendliness will soon matter for you as well.

Mobile Rendering
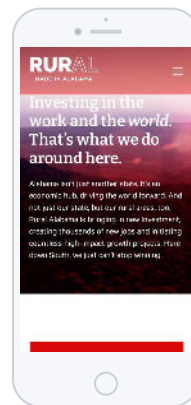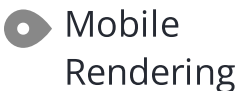
This is how your website appears when displayed on different mobile devices.

With more than half of all Google search queries originating on a mobile device, it is important to make sure your mobile site is optimized for these users.

Tap Targets

Perfect, your page's tap targets are big enough and have enough space between them.
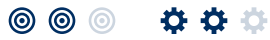
Great, your links and buttons are big enough to be easily tapped and spaced enough so that a user's finger pressing on one tap target does not inadvertently touch another tap target.

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.

At least 60% of your page's font size is 12 pixels or greater.

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.
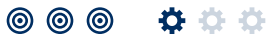
AMP

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.

Structured Data

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.Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich user experiences.

❌ Open Graph Protocol

We didn't detect any Open Graph tags on your webpage

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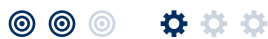
Facebook developed the Open Graph protocol to enable the integration of any web page with its social media platform. Other social media platforms have also adopted the protocol, allowing you to control how your web pages are presented when shared across social media.

Check out Facebook's Guide to Sharing for Webmasters to learn how to add Open Graph tags.

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

❌ Twitter Card

We didn't detect any Twitter Card tags on your webpage

◎ ◎ ◎ ⚙ ⚙ ⚙

Twitter Cards are designed to give users a rich media experience whenever a tweet contains links to a site's content. Twitter has various card types that can show content previews, play videos and increase traffic to your website.

Check out Twitter's Guide to learn how to add Twitter Cards.

Use the validator to check what information will appear when something is shared on 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.
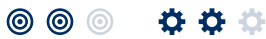
Security

🔒 **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.

❌ **DMARC** The DMARC record for madeinruralalabama.com is missing.

◎ ◎ ◎   ⚙ ⚙ ⚙

> Domain-based Message Authentication, Reporting, and Conformance (DMARC) is an email authentication method. When DMARC is published for a domain, it controls what happens if and when a message fails authentication tests. It is used to prevent malicious email practices like spoofing or phishing that could put your business as risk.
>
> DMARC uses DNS to publish information on how an email from a domain should be handled (e.g. do nothing, quarantine the message, or reject the message).
>
> Once you setup your DMARC record, use DMARC lookup tool to check it for errors.

SSL Secure

Great, your website is SSL secured (HTTPS).
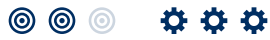
- ✔ Your website's URLs redirect to HTTPS pages.
- ✘ Your headers are not properly set up to use HSTS.
- ✔ The SSL certificate expires in 2 months.
- ✔ The certificate issuer is Let's Encrypt.

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

Using an SSL certificate creates an encrypted connection between your visitor's browser and your website's server adding an extra layer of security. In 2014,Google™announced that HTTPS would become part of their ranking algorithm and since your website is not HTTPS, it will likely rank below your HTTPS competitors. Whenmovingto HTTPS, 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 a Security Token Service (STS) 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 version of the website in Google & Bing Search Console/Webmaster Tools

✅ Mixed Content   We didn't find any mixed content on this web page.

◎ ◎ ◎   ⚙ ⚙ ⚙

Great, your website is secure and does not contain mixed content types.

Mixed content occurs when a URL is loaded over a secure HTTPS protocol, but other resources on the page (such as images, videos, stylesheets, scripts, etc.) are loaded over an insecure HTTP connection.

Modern browsers may block this content, or may display warnings to the user that this page contains insecure resources which causes them not to view your page.

Check out these techniques to prevent mixed content on your site.

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Performance

Asset Minification ✕

You could reduce 12.4 KiB by minifying the asset(s) listed below.

URL	Reduction size
https://madeinruralalabama.com/wp-conten…	7.8 KiB
https://madeinruralalabama.com/wp-conten…	4.6 KiB

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.

Asset Compression ✓

Perfect, all your assets are compressed.

Great! We didn't find uncompressed assets on your web page.
Compressing assets reduces the amount of time it takes a user's browser to download files from your server. Enabling compression is an important part of reducing the amount of time it takes your website to load.

Asset Cacheability

◎ ◎ ◎ ⚙ ⚙ ⚙

We found a total of 24 uncached asset(s) listed below.

URL	Freshness lifetime
https://madeinruralalabama.com/wp-conten...	Expiration not specified
https://madeinruralalabama.com/wp-includ...	Expiration not specified
https://madeinruralalabama.com/wp-conten...	Expiration not specified
https://madeinruralalabama.com/wp-conten...	Expiration not specified
https://madeinruralalabama.com/wp-conten...	Expiration not specified

and **19** more.

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 our guide to asset caching and SEO or consult Google's PageSpeed Insights guide on browser caching.

Image Optimization

◉ ◉ ◉   ⚙ ⚙ ⚙

This page has not passed all 5 checks

✕ Some images are not efficiently encoded

✕ Some images are not using next-gen formatting

✕ Some images are not properly sized

✕ Some offscreen images have not been deferred

✕ Some images do not have explicit dimensions

This page appears to have failed for one or more of the 5 checks for image optimization.

Optimizing your images can yield the greatest performance improvements and impress your website visitors. Lighthouse helps to identify issues that could frustrate users when the page loads, like images without dimensions. By not specifying an image's width and height, you could be causing a layout shift on your page.

Website visitors will benefit from properly sized images and efficiently encoded images. If there are any images that load offscreen or are hidden in the page, it would be better to defer those images to speed up your load time.

Finally, it's important to serve next-gen image formats, which have better compression and quality than their older JPEG and PNG counterparts. The images will load faster, consume less data and provide an overall better user experience.

Layout Shift Elements

The table below shows the DOM elements that contribute the most to the CLS of the page.
Your total CLS score is 0.027.

Element	CLS contribution
Investing in the work and the world. That's what we do a… *<h2 class="wp-block-heading is-style-default has-background d-color has-text-color has-..." style="font-style:normal;font-…*	0.027

Cumulative Layout Shift (CLS) is used to measure the user-friendliness of a page. Specifically, it measures how much the content on a page moves around as the page loads.

CLS is measured any time an element that's visible in the viewport changes its position on the screen between two frames as the page loads. So, if a button moves from the left to the right, or if it moves two or three lines down, a CLS is recorded. This is bad user experience, as your visitors can get frustrated when they try to click something and it moves positions.

Each shifted element on your page contributes to your CLS score. To learn more about how CLS is calculated and some of the common causes, check out our Cumulative Layout Shift guide.

LCP Element

This is the Largest Contentful Paint element within the viewport:

main#wp--skip-link--target > div.entry-content > div.wp-block-cover > img.w…
 <img decoding="async" width="2560" height="1437" class="wp-block-cover__image-background wp-image-271" alt="" src="https://madeinruralalabama.com/wp…

Largest Contentful Paint (LCP) is the amount of time it takes a page to render the largest image or text block visible in the viewport of a user's browser. It measures how long users have to wait to see the most important content on the page.

When measuring and tracking LCP, the clock starts as soon as the user's browser requests the URL from the server. Scoring LCP works by recording how long that image or text block element on the page takes to load and render once the user requests the page from their browser.

A fast LCP score helps reassure the user that the page is useful. Read more about how LCP works and why it matters in our Largest Contentful Paint guide.

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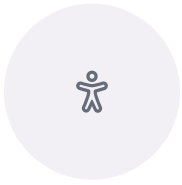
Accessibility

Contrast
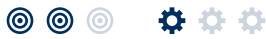
The text elements on your page have sufficient color contrast against the background

Great! The color contrast of all text elements on your page makes it easy to read and understand your content.

If a page has a low contrast ratio (when a text element's brightness is too close to the background brightness, like light gray text on a white background) it will slow down reading speed and reduce reading comprehension.

Your ideal color contrast should be at least 4.5:1 for small text, or 3:1 for large text (18 pt, or 14 pt and bolded).

Elements found to have a 1:1 ratio are considered "incomplete" and require a manual review.

Use the color contrast checker to determine the contrast ratio of two colors.

Navigation
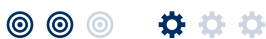
Great! This page passed all 5 checks
- ✓ "id" attributes on active, focusable elements are unique
- ✓ No element has a "tabindex" value greater than 0
- ✓ Heading elements appear in a sequentially-descending order
- ✓ The page contains a heading, skip link, or landmark region

The following checks are not relevant for this page
- ° "accesskey" values are unique

Navigation and accessibility are key aspects of user experience. Your users should be able to interact with and navigate your page's content no matter their web browser or disability they may have.

To make sure your website is as easily navigable as possible, we check for five accessibility metrics. Not every check will be relevant for every web page. To learn more about what it is we check for and why these elements help your visitors have the best experience, check our Navigation Guide.
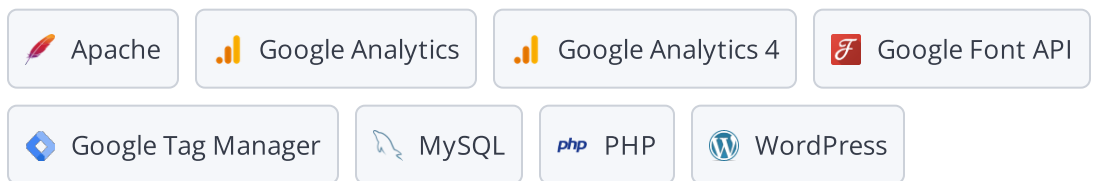
Technologies

Server IP 104.161.48.218

Server location: 🇺🇸 Phoenix (Southbank)

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.
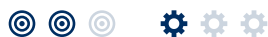
Use DNSstuff for comprehensive reports on your server.

Technologies

| Apache | Google Analytics | Google Analytics 4 | Google Font API |

| Google Tag Manager | MySQL | PHP | WordPress |

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 | Google Analytics 4 |

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.

Branding

URL	madeinruralalabama.com
	Length: 18 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 represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is consistent with your brand to help improve visibility.

Favicons are the small icons that represent a website, company and/or brand. They can be displayed (among other instances) in browser tabs or bookmarks. Google also displays favicons in a page's search snippet in mobile search results.

You can see how your site's favicon appears in search results in the Google Preview above.

Make sure your favicon is consistent with your brand to help improve visibility.

✅ 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.

Domain

Domain Registration

Created 5 years ago

Expires in 21 days

> Your domain, madeinruralalabama.com, is the human-readable address of your website on the Internet.
>
> Domain age and registration won't impact a website's rankings, but it's important to keep your registration up to date to prevent someone else from buying it.

Domain Availability

| Domains	Status	
madeinruralalabam...	Available. Register it now!	✓
madeinruralalabam...	Available. Register it now!	✓
madeinruralalabam...	Available. Register it now!	✓
madeinruralalabam...	Available. Register it now!	✓
madeinruralalabam...	Available. Register it now!	✓

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

⬤ Typo Availability

Domains	Status	
kadeinruralalabama...	Available. Register it now!	✓
madeinrurallabama....	Available. Register it now!	✓
madeinruralalsbam...	Available. Register it now!	✓
madeinruralalzbam...	Available. Register it now!	✓
madienruralalabam...	Available. Register it now!	✓

and **2** more.

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

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Backlinks

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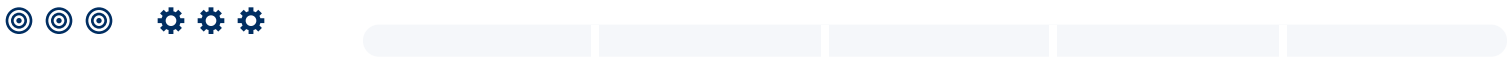
The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Use these WooRank guides to audit your links, evaluate their quality, build new links and reclaim old links.

Traffic

❌ Traffic
Estimations

◎ ◎ ◎   ⚙ ⚙ ⚙

Very Low

> This shows your estimated traffic for madeinruralalabama.com. We use Majestic Million and Open Page Rank for this information.
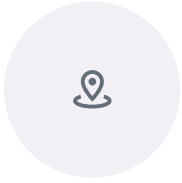
◉ Traffic Rank

Global rank too low to be calculated

TLD rank too low to be calculated

> This shows the global traffic rank and the Top Level Domain (TLD) rank for this website; the lower your rank, the more visitors this website gets.
>
> We use Majestic Million and Open Page Rank for this information.

Local

📍 **Local Directories**   G Missing profile on Google My Business

                          Y Missing profile on Yelp

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.

Social Profiles

Discovered Profiles   We couldn't find any social profiles on your website.

Listing your social media profiles on your website is important because it allows potential customers, clients, or followers to easily find and connect with your business on various platforms. It helps to increase your online presence and visibility, as well as build trust and strenghten the relationship with your audience by providing them with multiple ways to engage with your brand.

Certain social media platforms may be more important for certain types of businesses than others because each platform has its own unique user base and features that may be better suited for certain industries or marketing strategies. For example, Instagram and Pinterest are mostly visual platforms that are ideal for businesses in the fashion, beauty, and home decor industries, while Facebook and Twitter are more general-purpose platforms that can be used for a wide range of businesses. It's important for businesses to research the demographics and features of each platform to determine which ones will be the most effective for their specific industry and marketing goals.

Facebook Page   *Not found*

Facebook pages are crucial for a brand's digital marketing strategy. Nearly all millennials expect brands to have a presence on Facebook.

Use Facebook's Audience Insights to track audience engagement and make the most of your social media efforts. Connect your Facebook profile with your domain and add a call-to-action to maximize your social media marketing results.

Twitter Account   *Not found*

Having a Twitter account is vital for reaching a large audience. With 300+ million users worldwide, a Twitter presence can greatly benefit your brand.

Additionally, there is a positive correlation between social media use and education and household income. By creating a Twitter account and linking it with your website, you can prevent brandjacking and make your social media marketing more effective. Use Twitter Dashboard and Analytics to track and optimize your feed for valuable engagements.

⦿ Instagram Account   *Not found*

An Instagram account is a major asset for your brand's digital marketing efforts. With over two billion people who use Instagram once a month, you have a large audience to reach through your content. Use your Instagram presence to gather insights for your marketing strategy.

⦿ LinkedIn Account *Not found*

Having a LinkedIn account is important for building professional networks and connections.

LinkedIn offers the ability to tap into existing connections and expand your brand through word-of-mouth. Having a LinkedIn Company Page helps people learn about your business and brand.

✓ Social Media Engagement
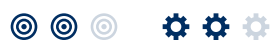
Your homepage is widely shared on Social Networks.

↪ Facebook Shares	1.39k
○ Facebook Comments	2k
👍 Facebook Likes	6.97k

The impact of social media is huge for certain industries.

Learn how to further engage your social media audiences and create a consistent fan base. Check these helpful tools for managing your social media campaign.

Note: This data includes engagements from like and share buttons on your site, or people copying and pasting your URLs directly into Facebook from your website's URL. It does not count likes and shares from your branded Facebook page.