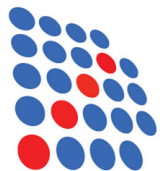


Search Engine Optimization



WWW.

Search



Neal Rabogliatti
Digital Marketing Strategies LLC

SEM RUSH CERTIFIED
Technical SEO & Audits

Agenda – Day 2

1) Introductions

2) Top Ranking Elements 2020

3) Canonical Tags

4) Break

5) How to Assess your Website



200 Ranking Elements

Google uses over 200 elements to rank websites.

Top Ranking Element Categories (2020)

- **Domain Factors**
- **Page-Level Factors**
- **Site-Level Factors**
- **Backlink Factors**
- **User Interaction**
- **On-Site / Off-Site Web-spam Factors**



Domain Factors

- **Keyword Appears in Top Level Domain:** This doesn't give the boost that it used to. But it helps relevancy.
- **Domain registration length:** Valuable (legitimate) domains are often paid for several years in advance, (illegitimate) domains are less than a year.
- **Keyword in Subdomain:** Moz agrees that a keyword appearing in the subdomain can boost rankings.
- **Domain Authority:** All things being equal, a page on an authoritative domain will rank higher than a page on a domain with less authority.

Page Level Factors

- **Keyword in Title Tag:** Your title tag remains an important on-page SEO signal.
- **Title Tag Starts with Keyword:** Title tags that starts with a keyword tend to perform better at the end of the tag.
- **Keyword in Description Tag:** Your description tag can impact click-through-rate, which is a key ranking factor.
- **Keyword Appears in H1 Tag:** H1 tags are a “second title tag”. Along with your title tag, Google uses your H1 tag as a secondary relevancy signal.
- **Keyword in H2, H3 Tags:** Having your keyword appear as a subheading in H2 or H3 format may be another weak relevancy signal.

Page Level Factors

- **Content Length:** Content with more words can cover a wider breadth and are likely preferable in the algorithm one recent study found that content length correlated with SERP position.
- **Keyword Density:** Although not as important as it once was, Google may use it to determine the topic of a webpage.
- **Page Covers Topic In-Depth:** There's a known correlation between depth of topic coverage and Google rankings.
- **Number of Internal Links Pointing to Page:** The number of internal links to a page indicates its importance.
- **Bullets and Numbered Lists:** Help break up your content for readers, making them more user friendly. Google likely agrees and may prefer content with bullets and numbers.

Page Level Factors

- **Page Loading Speed via HTML:**
Both Google and Bing use page speed as a ranking factor.
- **Duplicate Content:** Identical content on the same site (even slightly modified) can negatively influence a site's search engine visibility.
- **Rel-Canonical:** This tag may prevent Google from penalizing your site for duplicate content.
- **Image Optimization:** Images send search engines important relevancy signals through their file name, alt text, title, description and caption.
- **Content Hidden Behind Tabs:** Google recently stated that hidden/tabbed content is OK.

Page Level Factors

- **Mobile Usability:** Websites that mobile users can easily use may have an edge in Google's "Mobile-first Index".
- **Multimedia:** Images, videos and other multimedia elements may act as a content quality signal.
- **Broken Links:** Having too many broken links on a page may be a sign of a neglected or abandoned site.
- **URL Path:** A page closer to the homepage may get a slight authority boost vs. pages buried deep down in a site's architecture.
- **Keyword in URL:** Another relevancy signal.

Site Level Factors

- **Content Provides Value and Unique Insights:** Google has stated that they're happy to penalize sites that don't have anything new or useful especially thin content.
- **Site Architecture:** A well put-together site architecture (for example, a silo structure)
- **Presence of Sitemap:** A sitemap helps search engines index your pages easier and more thoroughly, improving visibility.
- **SSL Certificate:** Google has confirmed that use HTTPS as a ranking signal.

Site Level Factors

- **Terms of Service and Privacy Pages:** These two pages help tell Google that a site is a trustworthy member of the internet.
- **Duplicate Meta Information On-Site:** Duplicate meta information across your site may bring down all of your page's visibility. In fact, the Search Console warns you if you have too many of these.
- **Breadcrumb Navigation:** This is a style of user-friendly site-architecture that helps users (and search engines) know where they are on a site:
- **User reviews/Site reputation:** A site's reputation on sites like Yelp.com likely play an important role in Google's algorithm.

Backlink Factors

- **# of Linking Root Domains:** The number of referring domains is one of the most important ranking factors in Google's algorithm
- **# of Linking Pages:** The total number of linking pages — even from the same domain
- **Backlink Anchor Text:** As noted in this description of Google's original algorithm:
- **Authority of Linking Page:** The authority (PageRank) of the referring page has been an extremely important ranking.
- **Links from Bad Neighborhoods:** Links from so-called “bad neighborhoods” may hurt your site.

Backlink Factors

- **“Sponsored Links” Or Other Words Around Link:** Words like “sponsors”, “link partners” and “sponsored links” may decrease a link’s value.
- **Internal Link Anchor Text:** Internal link anchor text is another relevancy signal. That said, internal links likely have much less weight than anchor text coming from external sites.
- **Page-Level Relevancy:** A link from a relevant **page** also passes more value.
- **Reciprocal Links:** Google’s Link Schemes page lists “Excessive link exchanging” as a link scheme to avoid.
- **Forum Links:** Because of industrial-level spamming, Google may significantly devalue links from forums.

User Interaction Factors

- **Organic Click Through Rate for a Keyword:** According to Google, pages that get clicked more in CTR may get a SERP boost for that particular keyword.
- **Bounce Rate:** A recent study by SEMRush found a correlation between bounce rate and Google rankings.
- **Direct Traffic:** It's confirmed that Google uses data from Google Chrome to determine how many people visit site (and how often).
- **Repeat Traffic:** Sites with repeat visitors may get a Google ranking boost.
- **Dwell Time:** Google pays very close attention to “dwell time”: how long people spend on your page when coming from a Google search. Google measures how long Google searchers spend on your page. The longer time spent, the better.

Web Spam Factors

- **Panda Penalty:** Sites with low-quality content (particularly content farms) are less visible in search.
- **Links to Bad Neighborhoods:** Linking out to “bad neighborhoods” — like spammy sites may hurt your search visibility.
- **Popups or “Distracting Ads”:** The official Google Rater Guidelines Document says that popups and distracting ads is a sign of a low-quality site.
- **Site Over-Optimization:** Yes, Google does penalize people for over-optimizing their site. This includes: keyword stuffing, header tag stuffing, excessive keyword decoration.
- **Hacked Site:** If your site gets hacked it can get dropped from the search results.

The Long Game

HOLE		1	2	3	4	5	6	7	8	9	OUT	I N I T I A L S	10	11	12	13	14	15	16	17	18	IN	TOT	NET	
BLACK	M: 73.0/141	359	506	223	413	218	465	378	589	369	3520			360	367	391	437	130	351	479	473	231	3219	6739	
BLUE	M: 71.4/136 L: 77.2/140	343	496	182	396	165	424	351	580	346	3281			343	357	383	417	121	339	476	462	216	3114	6395	
GREY	M: 69.7/131 L: 75.1/136	314	496	175	345	152	408	351	461	343	3045			343	350	371	333	121	320	476	462	208	2984	6029	
WHITE	M: 67.3/128 L: 72.6/130	314	436	175	345	152	408	346	461	343	2891			280	350	371	333	111	320	344	365	208	2682	5573	
YELLOW	M: 65.3/122 L: 70.7/126	309	434	165	343	129	317	296	459	255	2707			279	280	360	331	105	318	343	363	147	2526	5233	
HCP																									
	+/-																								
PAR - M/L		4	5	3	4	3	4	4	5	4	36		4	4	4/5	4	3	4	5/4	5	3	36	72		
MEN'S HANDICAP		7	1	15	3	17	13	5	9	11			10	8	4	6	18	12	14	2	16				
LADIES' HANDICAP		7	1	17	11	15	13	3	5	9			10	2	6	8	16	14	4	12	18				

Date:

Scorer:

Attest:


Canonical Link

As mentioned in the first class, Canonicals are important to indexing and ranking of a webpage.

Canonical are used in two ways.

- 1) Canonical links display the office URL to Google for submission.
- 2) Canonicals can help eliminate duplicate content without removing the pages from the site.

```
7 <meta name="viewport" content="width=device-width, initial-scale=1" /> <meta
8 name="description" content="Looking to level-up your content game? The free Beginner's Guide to
9 Content Marketing from Moz has you covered." />
10 <link rel="canonical" href="https://moz.com/beginners-guide-to-content-marketing" />
11
```



The rel=canonical tag in action. Here, it indicates that the page on which this tag appears should be treated as a duplicate of the specified URL.

Canonical Link (Duplicate Content)



URL:

www.abcshirt.com/Blue.html

Canonical Link:

www.abcshirt.com/Blue.html



URL:

www.abcshirt.com/Green.html

Canonical Link:

www.abcshirt.com/Blue.html



URL:

www.abcshirt.com/Yellow.html

Canonical Link:

www.abcshirt.com/Blue.html

A canonical tag can eliminate pages with similar or duplicate content from being penalized.

Choose one product or page to be the official page with the canonical tag = to the URL

Add that same canonical tag to duplicate pages .



Your First Step

Lets identify where your site ranks in SEO effectiveness!

**Identify SWOT:
Strengths, Weaknesses, Threats and Opportunities**

Are you 20% away from success or 100% in the wrong ballpark?

Auditing Your Current Website

Before we can improve our current website we need to know where we rank, what are our strengths and weaknesses.

How do we Benchmark our website

What is our current ranking? which keywords?

What is our domain authority and link profile like?

What is our Page Load Speed?

What is our content relevancy?

What is wrong with our site or areas to improve?

Local Search Audit


Additional Resources




Auditing Your Current Website

Software & Programs


PAID




SEMrush
★★★★☆ (838) 4.5 out of 5
Entry Level Price: \$99.95 / month
♥ Favorite



Ahrefs
★★★★☆ (259) 4.6 out of 5
Entry Level Price: \$0
♥ Favorite



Moz Pro
★★★★☆ (309) 4.4 out of 5
Entry Level Price: \$99 / month
♥ Favorite



SE Ranking
★★★★★ (652) 4.8 out of 5
Entry Level Price: \$39 per month
♥ Favorite

FREE

Screamingfrog

Siteline

Google
Search Console

Google
PageSpeed

solarwinds
pingdom



Keyword Organic Traffic & Ranking

What keywords does our site show up in search results (*SEM-RUSH*)

	Keyword	Position	Search Volume	Traffic	Traffic (%)	URL
1.	contour roll forming	1	30	14	4.47	https://www.eriepress.com/Stretch-Forming-Machines/contour-roll-forming.html
2.	erie press systems	1	210	168	53.67	https://eriepress.com/
3.	stretch forming machine	2	20	2	0.63	https://www.eriepress.com/Stretch-Forming-Machines/extrusion-stretch-forming.html
4.	carbon extrusion press	2	70	9	2.87	https://www.eriepress.com/Carbon-Extrusion-Presses/index.html
5.	sheet metal stretch forming	2	50	6	1.91	https://www.eriepress.com/Stretch-Forming-Machines/sheet-stretch-forming.html
6.	metal forming press	2	30	3	0.95	https://www.eriepress.com/Metal-Forming-Presses/index.html
7.	erie press systems	2	210	5	1.59	https://www.eriepress.com/Erie-Press/index.html
8.	stretch press machine	2	50	6	1.91	https://www.eriepress.com/Stretch-Forming-Machines/extrusion-stretch-forming.html
9.	closed die forging press	2	30	3	0.95	https://www.eriepress.com/Forging-Presses/closed-die-forging.html
10.	stretch forming machine	3	20	1	0.31	https://www.eriepress.com/Stretch-Forming-Machines/index.html
11.	trim press	3	90	8	2.55	https://www.eriepress.com/Forging-Presses/trim-presses.html
12.	closed die press forging	3	70	6	1.91	https://www.eriepress.com/Forging-Presses/closed-die-forging.html
13.	erie press systems	3	210	3	0.95	https://www.eriepress.com/Erie-Press/Careers.html
14.	open die press forging	3	50	4	1.27	https://www.eriepress.com/Forging-Presses/open-die-forging.html
15.	stretch press machine	3	50	4	1.27	https://www.eriepress.com/Stretch-Forming-Machines/index.html



Target Keyword Ranking

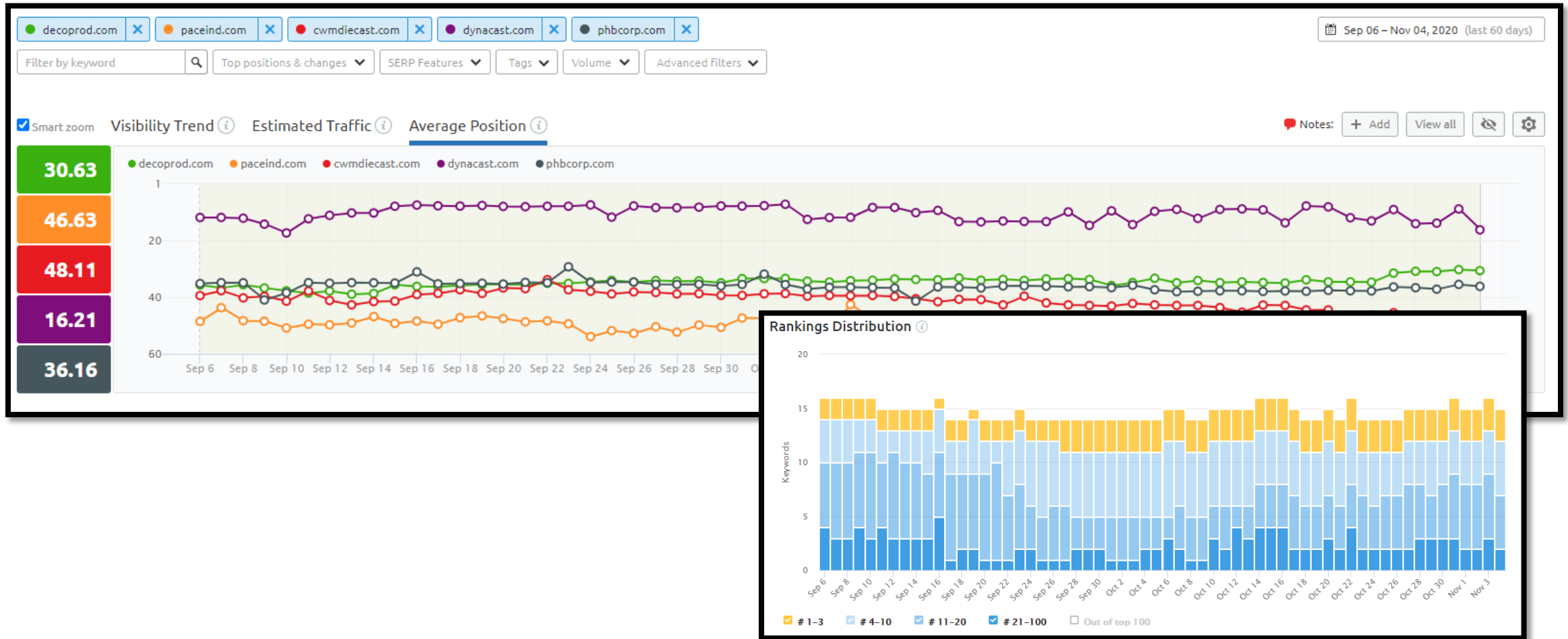
What keywords does our site show up in search results *(SEM-RUSH)*

	Keyword	January Ranking ▾	February Ranking	March Ranking	May Ranking	June Ranking	July Ranking	Search Volume
1.	hydraulic press manufacturers	50	52	84	77	90	68	10
2.	hydraulic forging	46	47	42	1	1	46	10
3.	hydraulic forge press	35	22	20	19	24	25	30
4.	hufford machine	33	10	35	33	44	40	10
5.	compaction press	21	11	7	12	11	25	10
6.	hydraulic press manufacturer	21	28	17	27	36	42	10
7.	hot press forming	14	19	22	36	32	31	20
8.	graphite extrusion	12	10	33	26	35	36	10
9.	hot forging press manufacturers	11	13	12	14	62	29	10
10.	composite press	9	8	11	8	8	10	10
11.	isothermal forge press	9	9	8	9	6	5	20



Additional Ranking Data

What keywords does our site show up in search results (*SEM-RUSH*)



Technical Assessment

SWOT Analysis of our websites technical profile



Technical Assessment

ERRORS

Site Audit: EriePress


eriepress.com | Device: Desktop | Last update: Thu, Nov 05, 2020 | Pages crawled: ⚠ 100/100

[Overview](#) **[Issues](#)** [Crawled Pages](#) [Statistics](#) [Compare Crawls](#) [Progress](#)


[All 16](#) **[Errors 4](#)** [Warnings 7](#) [Notices 5](#) [Triggered checks](#) [Category](#)

Errors (4) ⓘ


5 incorrect pages found in sitemap.xml [Why and how to fix it](#)

 [Send to...](#) [View](#)


4 issues with mixed content [Why and how to fix it](#)

 [Send to...](#) [View](#)

1 page returned a 4XX status code [Why and how to fix it](#)

 [Send to...](#) [View](#)

No redirect or canonical to HTTPS homepage from HTTP version [Why and how to fix it](#)

 [Send to...](#) [View](#)




Technical Assessment

Details















4 issues with mixed content error | [Why and how to fix it](#) | [Send to...](#)

Total Checks ⓘ

 Failed: 4
Successful: 2,634

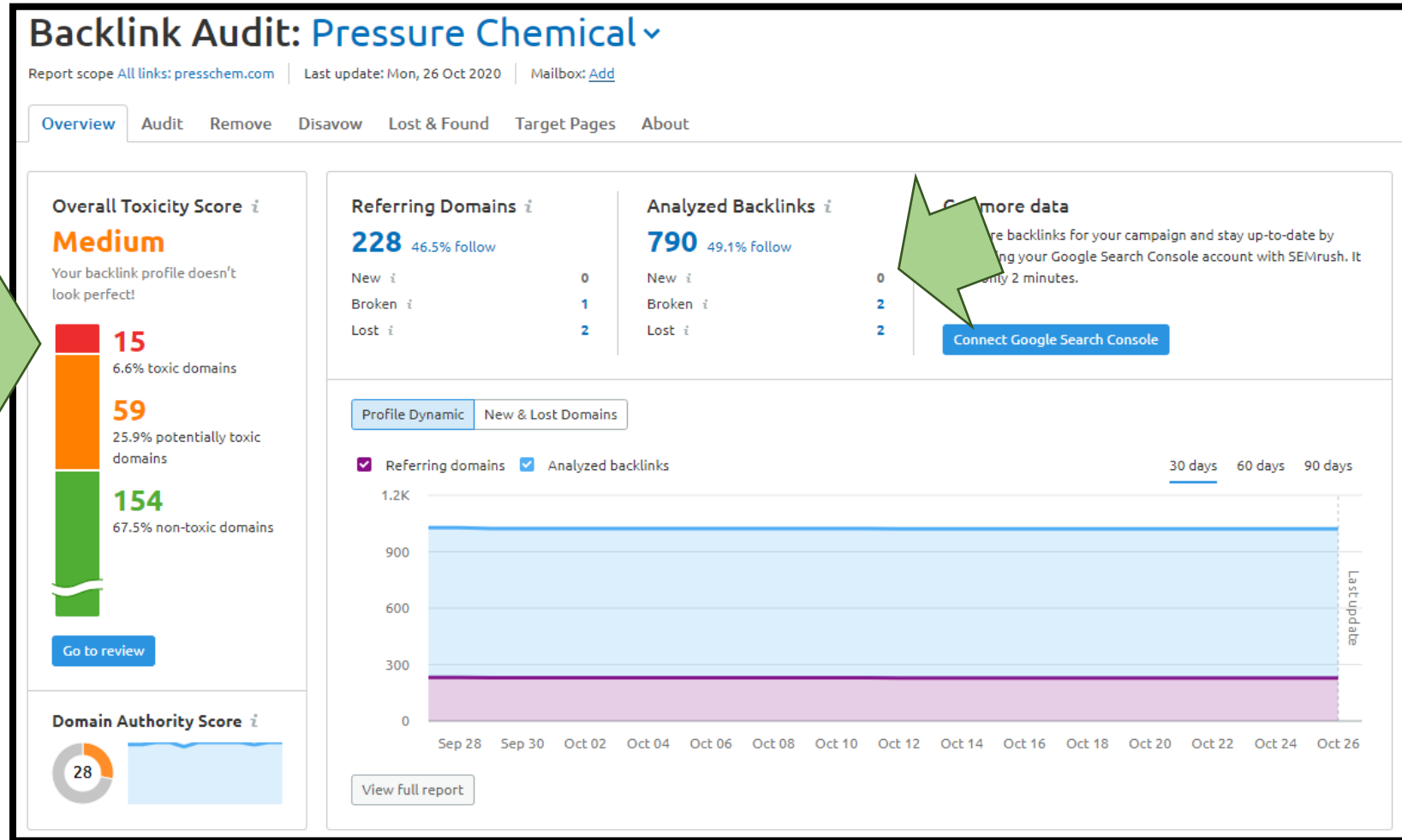
 Hide Page URL ▼ Filter by Page URL Advanced filters ▼

<input type="checkbox"/>	Page URL ▲	Resource URL ▲	Resource Type	Discovered ▲	
<input type="checkbox"/>	 Erie Press Systems - Parts & Service Order Form https://eriepress.com/Parts-Service/Order-Form.html	 http://maps.googleapis.com/maps/api/js?sensor=false	script	4 Nov 2020 (21:42) new	
<input type="checkbox"/>	 Hydraulic Forging Presses - Stretch Forming Machines Quote Requests https://eriepress.com/Quote/index.html	 http://maps.googleapis.com/maps/api/js?sensor=false	script	4 Nov 2020 (21:42) new	
<input type="checkbox"/>	 Erie Press Systems - Parts & Service Order Form https://www.eriepress.com/Parts-Service/Order-Form.html	 http://maps.googleapis.com/maps/api/js?sensor=false	script	4 Nov 2020 (21:42) new	
<input type="checkbox"/>	 Hydraulic Forging Presses - Stretch Forming Machines Quote Requests https://www.eriepress.com/Quote/index.html	 http://maps.googleapis.com/maps/api/js?sensor=false	script	4 Nov 2020 (21:42) new	









Backlink Report

New Links – Toxic Links – Lost Links



Backlink Report

New Links – Toxic Links – Lost Links

Domain Authority Score	Page Authority Score	Source URL	Source page title	Source Domain	Target URL	Anchor	Anchor Type	Link type	No follow	Toxic Score	First Seen	Last Seen
	0	http://person.khorwakowschoolproj	polymerization lab - Person	person.khorwakows	https://presschem.com/wp-con	.	Unknown	a	FALSE	91	9/16/2020	9/29/2020
	0	http://dir.whatuseek.com/Business/I	The whatUseek Directory - C	dir.whatuseek.com	http://www.presschem.com/	Pressure C	Money	a	FALSE	81	2/24/2015	10/27/2020
6	1	http://fragrancesandflavorsautomatic	Fragrances & Flavors Links	fragrancesandflavor	http://www.presschem.com/	Pressure C	Money	a	FALSE	69	11/6/2018	10/27/2020
	0	https://ec2-34-194-71-252.compute-1	Curlie - Business: Chemicals	ec2-34-194-71-252.co	http://www.presschem.com/	Pressure C	Money	a	FALSE	68	12/10/2019	12/10/2019
7	0	http://minascent.net/company-minaf	COMPANY MINAFIN Group	minascent.net	http://www.presschem.com/		Empty	img	FALSE	66	3/19/2019	10/27/2020
7	0	http://www.minascent.net/company	COMPANY MINAFIN Group	www.minascent.net	http://www.presschem.com/		Empty	img	FALSE	66	3/9/2019	10/27/2020
	0	http://chinweb.ipe.ac.cn/ListPageE/L	CHIN's list page: Chemistry R	chinweb.ipe.ac.cn	http://www.presschem.com/	Pressure C	Money	a	FALSE	65	6/2/2019	10/27/2020
22	0	http://www.nomoz.org/site/376652/p	Pressure Chemical Company	www.nomoz.org	http://www.presschem.com/	Pressure C	Money	a	FALSE	65	7/31/2016	10/27/2020
6	0	http://products312-10.tripod.com/ch	Chemical Development Pro	products312-10.tripd	http://www.presschem.com/	Toll Manu	Unknown	a	FALSE	64	9/18/2020	10/27/2020
	0	http://www3.uah.es/farmamol/The%	The Pharmaceutical Century	www3.uah.es	http://www.presschem.com/	Pressure C	Money	a	FALSE	62	9/17/2017	10/27/2020
21	0	http://www.wantfan.work/news_inf	æ~5ç¾žæ—¥éÿ©âce"çöæ	www.wantfan.work	http://www.presschem.com/	Pressure C	Unknown	a	FALSE	62	8/29/2020	10/27/2020
	0	http://dmoz.cloudapp.net/Top/Regio	DMOZ Internet Directory : R	dmoz.cloudapp.net	http://www.presschem.com/	Pressure C	Unknown	a	FALSE	61	1/29/2020	10/27/2020



What are Toxic Links?



Toxic backlinks are links from sites that can weaken your website's SEO.

Toxic backlinks can happen organically, or they can be the result of previous less-than-white-hat backlinking efforts.



Which Links are Toxic?

- **Link networks** - are essentially a network of websites that are controlled by the same person or company for the sole purpose of generating a high number of links to websites in order to manipulate SEO.
- **Mirror pages** - identical pages on different domains linking to your site. This is a strong signal of a link network and one of the most significant toxic markers.
- **Spam in communities** - It's common for a website to have areas for visitors to comment on their content, such as at the bottom of a blog post unfortunately, these lead to an attempt to build a quick link.
- **Harmful environment** - malicious or de-indexed domains that refer to your site, this automatically makes your website a hazard in the eyes of Google.
- **De-indexed domain/Domain dropped positions** — the referring domain might drop positions for violation of Webmaster Guidelines.
- **Malicious page** — the linking page is reported to be infected with malware.



Which Links are Toxic?

- **Manipulative links** - directory websites that list hundreds and thousands of domains on a single page in a never ending list? that's likely manipulation. If your domain somehow ends up on such a list directory, your domain's trust score could be in danger.
- **Money anchor text** — anchor text containing keywords that domain is trying to rank for might be evaluated by search engines as a link manipulation attempt.
- **Link directory** — the link likely comes from a link directory with a large number of external links.
- **High link density from the referring page** — the link comes from a page with an abnormal amount of external links within a paragraph.



Negative SEO?

- **Negative SEO** refers to the practice of using black hat and unethical techniques to sabotage a competitor's rankings in search engines.
- **Negative SEO** attacks can take a number of different forms: Hacking your website. Building hundreds or thousands of spammy links to your website.



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Excel Spreadsheet

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Domain Score	Trust Score	Page Score	Authority Score	Source URL	Source page title	Source Domain	Target URL	Anchors	Anchor Type	Link type	Hreflang	Toxic Score	First Seen	Last Seen
2	1	0	0	14	http://toles.adrianwilkinsonphotography.com/downloadable-calculator/	downloadable calculator - Toles.adrianwilkinsonphotography.com	toles.adrianwilkinsonphotography.com	https://www.gratchopp.com/up-content/uploads/gratchopp-Speed-Torque-Power-Calculator.jpg	.	Unknown	a	FALSE	100	2/16/2020	4/13/2020
3	2	0	2	14	http://bobi.karikaturize.com/ambient-temperature-chart/	ambient temperature chart - Bobi.karikaturize.com	bobi.karikaturize.com	https://www.gratchopp.com/up-content/uploads/Temperature-Glazer-Chart1.jpg	.	Unknown	a	FALSE	100	1/20/2020	4/13/2020
4	2	0	1	14	http://yobi.karikaturize.com/horsepower-to-torque-conversion-chart/	horsepower to torque conversion chart - Yabi.karikaturize.com	yobi.karikaturize.com	https://www.gratchopp.com/up-content/uploads/About-STP-	.	Unknown	a	FALSE	100	1/19/2020	4/13/2020
5	2	0	3	14	http://zobi.karikaturize.com/newton-meters-to-foot-pounds-conversion-chart/	newton meters to foot pounds conversion chart - Zobi.kari zobi.karikaturize.com	zobi.karikaturize.com	https://www.gratchopp.com/up-content/uploads/STP-report-example.jpg	.	Unknown	a	FALSE	100	1/19/2020	4/13/2020
6	4	31	0	46	http://barta.innovations2019.org/newton-meter-to-foot-pound-chart/	newton meter to foot pound chart - Barta.innovations2019.org	barta.innovations2019.org	https://www.gratchopp.com/up-content/uploads/STP-report-example.jpg	.	Unknown	a	FALSE	100	2/12/2020	4/13/2020
7	4	31	0	46	http://narta.innovations2019.org/torque-conversion-chart-english-to-metric/	torque conversion chart english to metric - Narta.innovation2019.org	narta.innovation2019.org	https://www.gratchopp.com/up-content/uploads/2017/10/motor-gear-box-central-comparison-charts-gratchopp.png	.	Unknown	a	FALSE	100	2/12/2020	4/13/2020
8	1	0	0	14	http://salah.adrianwilkinsonphotography.com/brushless-motor-size-chart/	brushless motor size chart - Salah.adrianwilkinsonphotography.com	salah.adrianwilkinsonphotography.com	https://www.gratchopp.com/up-content/uploads/gar_info.jpg	.	Unknown	a	FALSE	100	2/12/2020	4/13/2020
9	5	31	0	45	http://bazar.balzer-photography.com/types-of-gears/	types of gears - Bazar.balzer-photography.com	bazar.balzer-photography.com	https://www.gratchopp.com/up-content/uploads/fac-matar-uiring-diagram-gratchopp-300px.png	. Motor Wiring Diagram	Money	img	FALSE	94	3/27/2020	2/23/2020
10	2	0	0	14	http://194.243.9.schematic.maritime-event-aqentur.de/diagramm/matrix-matrigeladung-fuer-dieselmotoren-venter-aqentur.de	[DIAGRAM] Matrix Matrie Wring Diagram FULL Verzion Hl agentur.de	194.243.9.schematic.maritime-event-aqentur.de	https://www.gratchopp.com/up-content/uploads/fac-matar-uiring-q-diagram-gratchopp-300px.png	. Motor Wiring Diagram	Money	img	FALSE	94	3/27/2020	2/23/2020
11	1	0	0	14	http://adherivenozz.info/diagramm/starter-motar-wiring-connectiane	[DIAGRAM] Starter Motar Wiring Connectiane FULL Verzi adherivenozz.info	adherivenozz.info	https://www.gratchopp.com/up-content/uploads/f2017/10/fac-matar-uiring-q-diagram-gratchopp-300px.png	. Motor Wiring Diagram	Money	img	FALSE	94	3/27/2020	2/23/2020
12	4	31													
13	4	31													
14	4	31													
15	4	31													
16	4	31													
	1	Score	Trust Score	Authority Score	Source URL		Source Domain							Toxic Score	
2	1	0	14		http://toles.adrianwilkinsonphotography.com/downloadable-calculator/		toles.adrianwilkinsonphotography.com							100	
3	2	0	14		http://bobi.karikaturize.com/ambient-temperature-chart/		bobi.karikaturize.com							100	
4	2	0	14		http://yobi.karikaturize.com/horsepower-to-torque-conversion-chart/		yobi.karikaturize.com							100	
5	2	0	14		http://zobi.karikaturize.com/newton-meters-to-foot-pounds-conversion-chart/		zobi.karikaturize.com							100	
6	4	31	46		http://barta.innovations2019.org/newton-meter-to-foot-pound-chart/		barta.innovations2019.org							100	
7	4	31	46		http://narta.innovations2019.org/torque-conversion-chart-english-to-metric/		narta.innovations2019.org							100	
8	1	0	14		http://salah.adrianwilkinsonphotography.com/brushless-motor-size-chart/		salah.adrianwilkinsonphotography.com							100	
9	5	31	45		http://bazar.balzer-photography.com/types-of-gears/		bazar.balzer-photography.com							100	

Check: Toxic Score Then Domain, Trust, and Authority Score
Eliminate any listings with a **toxic score below 60**.



Test Links

	A	B	C	
1	Domain Score	Trust Score	Authority Score	Source URL
2	1	0	14	http://toles.adrianwilson.com
3	2	0	14	http://bobi.karikaturiz.com
4	2	0	14	http://yobi.karikaturiz.com
5	2	0	14	http://zobi.karikaturiz.com
6	4	31	46	http://barta.innovativetools.com
7	4	31	46	http://narta.innovativetools.com
8	1	0	14	http://salah.adrianwilson.com
9	5	31	45	http://bazar.balzerph.com

Ambient Temperature Chart

R-134a TEMPERATURE PRESSURE CHART
(Tabla de Temperaturas y Lecturas)

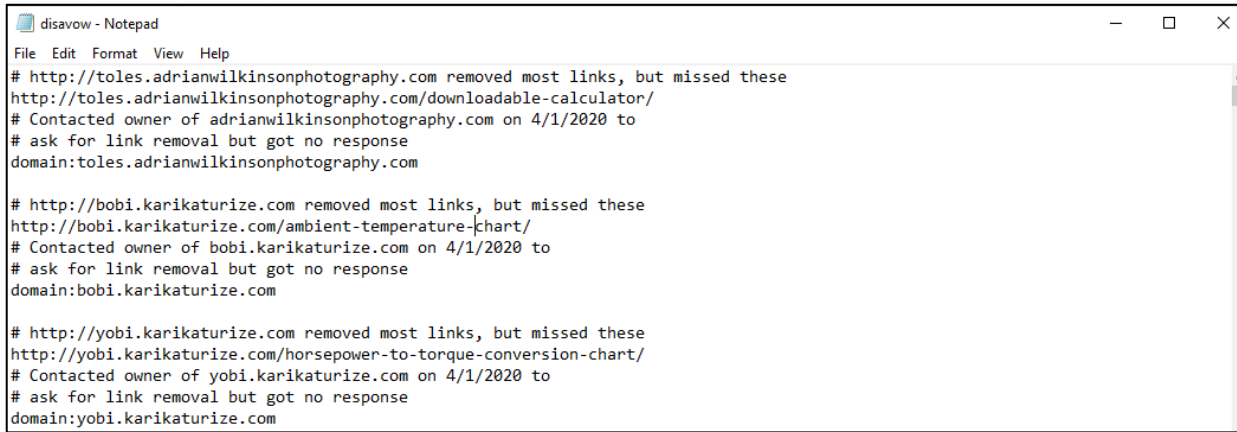
Ambient Temperature °F / °C	Low-Pressure Gauge (psi / kPa)	High-Pressure Gauge (psi / kPa)
32°F (0°C)	30-40 psi / 210-275 kPa	130-150 psi / 900-1030 kPa
36°F (2°C)	30-40 psi / 210-275 kPa	140-160 psi / 965-1100 kPa
40°F (4°C)	30-40 psi / 210-275 kPa	150-170 psi / 1035-1190 kPa
44°F (6°C)	30-40 psi / 210-275 kPa	160-180 psi / 1105-1270 kPa
48°F (8°C)	30-40 psi / 210-275 kPa	170-190 psi / 1175-1340 kPa
52°F (10°C)	30-40 psi / 210-275 kPa	180-200 psi / 1245-1410 kPa
56°F (12°C)	30-40 psi / 210-275 kPa	190-210 psi / 1315-1480 kPa
60°F (15°C)	30-40 psi / 210-275 kPa	200-220 psi / 1385-1550 kPa
64°F (17°C)	30-40 psi / 210-275 kPa	210-230 psi / 1455-1620 kPa
68°F (20°C)	30-40 psi / 210-275 kPa	220-240 psi / 1525-1690 kPa
72°F (22°C)	30-40 psi / 210-275 kPa	230-250 psi / 1595-1760 kPa
76°F (24°C)	30-40 psi / 210-275 kPa	240-260 psi / 1665-1830 kPa
80°F (26°C)	30-40 psi / 210-275 kPa	250-270 psi / 1735-1900 kPa
84°F (28°C)	30-40 psi / 210-275 kPa	260-280 psi / 1805-1970 kPa
88°F (30°C)	30-40 psi / 210-275 kPa	270-290 psi / 1875-2040 kPa
92°F (32°C)	30-40 psi / 210-275 kPa	280-300 psi / 1945-2110 kPa
96°F (34°C)	30-40 psi / 210-275 kPa	290-310 psi / 2015-2180 kPa
100°F (37°C)	30-40 psi / 210-275 kPa	300-320 psi / 2085-2250 kPa

R-134a Temperature Pressure Chart

Ambient Temperature °F / °C	Low-Pressure Gauge (psi / kPa)	High-Pressure Gauge (psi / kPa)
32°F (0°C)	30-40 psi / 210-275 kPa	130-150 psi / 900-1030 kPa
36°F (2°C)	30-40 psi / 210-275 kPa	140-160 psi / 965-1100 kPa
40°F (4°C)	30-40 psi / 210-275 kPa	150-170 psi / 1035-1190 kPa
44°F (6°C)	30-40 psi / 210-275 kPa	160-180 psi / 1105-1270 kPa
48°F (8°C)	30-40 psi / 210-275 kPa	170-190 psi / 1175-1340 kPa
52°F (10°C)	30-40 psi / 210-275 kPa	180-200 psi / 1245-1410 kPa
56°F (12°C)	30-40 psi / 210-275 kPa	190-210 psi / 1315-1480 kPa
60°F (15°C)	30-40 psi / 210-275 kPa	200-220 psi / 1385-1550 kPa
64°F (17°C)	30-40 psi / 210-275 kPa	210-230 psi / 1455-1620 kPa
68°F (20°C)	30-40 psi / 210-275 kPa	220-240 psi / 1525-1690 kPa
72°F (22°C)	30-40 psi / 210-275 kPa	230-250 psi / 1595-1760 kPa
76°F (24°C)	30-40 psi / 210-275 kPa	240-260 psi / 1665-1830 kPa
80°F (26°C)	30-40 psi / 210-275 kPa	250-270 psi / 1735-1900 kPa
84°F (28°C)	30-40 psi / 210-275 kPa	260-280 psi / 1805-1970 kPa
88°F (30°C)	30-40 psi / 210-275 kPa	270-290 psi / 1875-2040 kPa
92°F (32°C)	30-40 psi / 210-275 kPa	280-300 psi / 1945-2110 kPa
96°F (34°C)	30-40 psi / 210-275 kPa	290-310 psi / 2015-2180 kPa
100°F (37°C)	30-40 psi / 210-275 kPa	300-320 psi / 2085-2250 kPa

Refrigerant	Run Time (min)	Run Time (hr)
R-134a	10-15	0.17-0.25
R-12	10-15	0.17-0.25
R-22	10-15	0.17-0.25
R-410A	10-15	0.17-0.25
R-407C	10-15	0.17-0.25
R-502	10-15	0.17-0.25
R-600	10-15	0.17-0.25
R-600a	10-15	0.17-0.25
R-123	10-15	0.17-0.25
R-124	10-15	0.17-0.25
R-135a	10-15	0.17-0.25
R-143a	10-15	0.17-0.25
R-152a	10-15	0.17-0.25
R-227a	10-15	0.17-0.25
R-281a	10-15	0.17-0.25
R-32	10-15	0.17-0.25
R-361a	10-15	0.17-0.25
R-361b	10-15	0.17-0.25
R-404A	10-15	0.17-0.25
R-404B	10-15	0.17-0.25
R-406A	10-15	0.17-0.25
R-406B	10-15	0.17-0.25
R-409A	10-15	0.17-0.25
R-409B	10-15	0.17-0.25
R-417A	10-15	0.17-0.25
R-417B	10-15	0.17-0.25
R-422A	10-15	0.17-0.25
R-422B	10-15	0.17-0.25
R-422C	10-15	0.17-0.25
R-424A	10-15	0.17-0.25
R-424B	10-15	0.17-0.25
R-427A	10-15	0.17-0.25
R-427B	10-15	0.17-0.25
R-431A	10-15	0.17-0.25
R-431B	10-15	0.17-0.25
R-434A	10-15	0.17-0.25
R-434B	10-15	0.17-0.25
R-438A	10-15	0.17-0.25
R-438B	10-15	0.17-0.25
R-441A	10-15	0.17-0.25
R-441B	10-15	0.17-0.25
R-442A	10-15	0.17-0.25
R-442B	10-15	0.17-0.25
R-443A	10-15	0.17-0.25
R-443B	10-15	0.17-0.25
R-444A	10-15	0.17-0.25
R-444B	10-15	0.17-0.25
R-445A	10-15	0.17-0.25
R-445B	10-15	0.17-0.25
R-446A	10-15	0.17-0.25
R-446B	10-15	0.17-0.25
R-447A	10-15	0.17-0.25
R-447B	10-15	0.17-0.25
R-448A	10-15	0.17-0.25
R-448B	10-15	0.17-0.25
R-449A	10-15	0.17-0.25
R-449B	10-15	0.17-0.25
R-450A	10-15	0.17-0.25
R-450B	10-15	0.17-0.25
R-451A	10-15	0.17-0.25
R-451B	10-15	0.17-0.25
R-452A	10-15	0.17-0.25
R-452B	10-15	0.17-0.25
R-453A	10-15	0.17-0.25
R-453B	10-15	0.17-0.25
R-454A	10-15	0.17-0.25
R-454B	10-15	0.17-0.25
R-455A	10-15	0.17-0.25
R-455B	10-15	0.17-0.25
R-456A	10-15	0.17-0.25
R-456B	10-15	0.17-0.25
R-457A	10-15	0.17-0.25
R-457B	10-15	0.17-0.25
R-458A	10-15	0.17-0.25
R-458B	10-15	0.17-0.25
R-459A	10-15	0.17-0.25
R-459B	10-15	0.17-0.25
R-460A	10-15	0.17-0.25
R-460B	10-15	0.17-0.25
R-461A	10-15	0.17-0.25
R-461B	10-15	0.17-0.25
R-462A	10-15	0.17-0.25
R-462B	10-15	0.17-0.25
R-463A	10-15	0.17-0.25
R-463B	10-15	0.17-0.25
R-464A	10-15	0.17-0.25
R-464B	10-15	0.17-0.25
R-465A	10-15	0.17-0.25
R-465B	10-15	0.17-0.25
R-466A	10-15	0.17-0.25
R-466B	10-15	0.17-0.25
R-467A	10-15	0.17-0.25
R-467B	10-15	0.17-0.25
R-468A	10-15	0.17-0.25
R-468B	10-15	0.17-0.25
R-469A	10-15	0.17-0.25
R-469B	10-15	0.17-0.25
R-470A	10-15	0.17-0.25
R-470B	10-15	0.17-0.25
R-471A	10-15	0.17-0.25
R-471B	10-15	0.17-0.25
R-472A	10-15	0.17-0.25
R-472B	10-15	0.17-0.25
R-473A	10-15	0.17-0.25
R-473B	10-15	0.17-0.25
R-474A	10-15	0.17-0.25
R-474B	10-15	0.17-0.25
R-475A	10-15	0.17-0.25
R-475B	10-15	0.17-0.25
R-476A	10-15	0.17-0.25
R-476B	10-15	0.17-0.25
R-477A	10-15	0.17-0.25
R-477B	10-15	0.17-0.25
R-478A	10-15	0.17-0.25
R-478B	10-15	0.17-0.25
R-479A	10-15	0.17-0.25
R-479B	10-15	0.17-0.25
R-480A	10-15	0.17-0.25
R-480B	10-15	0.17-0.25
R-481A	10-15	0.17-0.25
R-481B	10-15	0.17-0.25
R-482A	10-15	0.17-0.25
R-482B	10-15	0.17-0.25
R-483A	10-15	0.17-0.25
R-483B	10-15	0.17-0.25
R-484A	10-15	0.17-0.25
R-484B	10-15	0.17-0.25
R-485A	10-15	0.17-0.25
R-485B	10-15	0.17-0.25
R-486A	10-15	0.17-0.25
R-486B	10-15	0.17-0.25
R-487A	10-15	0.17-0.25
R-487B	10-15	0.17-0.25
R-488A	10-15	0.17-0.25
R-488B	10-15	0.17-0.25
R-489A	10-15	0.17-0.25
R-489B	10-15	0.17-0.25
R-490A	10-15	0.17-0.25
R-490B	10-15	0.17-0.25
R-491A	10-15	0.17-0.25
R-491B	10-15	0.17-0.25
R-492A	10-15	0.17-0.25
R-492B	10-15	0.17-0.25
R-493A	10-15	0.17-0.25
R-493B	10-15	0.17-0.25
R-494A	10-15	0.17-0.25
R-494B	10-15	0.17-0.25
R-495A	10-15	0.17-0.25
R-495B	10-15	0.17-0.25
R-496A	10-15	0.17-0.25
R-496B	10-15	0.17-0.25
R-497A	10-15	0.17-0.25
R-497B	10-15	0.17-0.25
R-498A	10-15	0.17-0.25
R-498B	10-15	0.17-0.25
R-499A	10-15	0.17-0.25
R-499B	10-15	0.17-0.25
R-500A	10-15	0.17-0.25
R-500B	10-15	0.17-0.25
R-501A	10-15	0.17-0.25
R-501B	10-15	0.17-0.25
R-502A	10-15	0.17-0.25
R-502B	10-15	0.17-0.25
R-503A	10-15	0.17-0.25
R-503B	10-15	0.17-0.25
R-504A	10-15	0.17-0.25
R-504B	10-15	0.17-0.25
R-505A	10-15	0.17-0.25
R-505B	10-15	0.17-0.25
R-506A	10-15	0.17-0.25
R-506B	10-15	0.17-0.25
R-507A	10-15	0.17-0.25
R-507B	10-15	0.17-0.25
R-508A	10-15	0.17-0.25
R-508B	10-15	0.17-0.25
R-509A	10-15	0.17-0.25
R-509B	10-15	0.17-0.25
R-510A	10-15	0.17-0.25
R-510B	10-15	0.17-0.25
R-511A	10-15	0.17-0.25
R-511B	10-15	0.17-0.25
R-512A	10-15	0.17-0.25
R-512B	10-15	0.17-0.25
R-513A	10-15	0.17-0.25
R-513B	10-15	0.17-0.25
R-514A	10-15	0.17-0.25
R-514B	10-15	0.17-0.25
R-515A	10-15	0.17-0.25
R-515B	10-15	0.17-0.25
R-516A	10-15	0.17-0.25
R-516B	10-15	0.17-0.25
R-517A	10-15	0.17-0.25
R-517B	10-15	0.17-0.25
R-518A	10-15	0.17-0.25
R-518B	10-15	0.17-0.25
R-519A	10-15	0.17-0.25
R-519B	10-15	0.17-0.25
R-520A	10-15	0.17-0.25
R-520B	10-15	0.17-0.25
R-521A	10-15	0.17-0.25
R-521B	10-15	0.17-0.25
R-522A	10-15	0.17-0.25
R-522B	10-15	0.17-0.25
R-523A	10-15	0.17-0.25
R-523B	10-15	0.17-0.25
R-524A	10-15	0.17-0.25
R-524B	10-15	0.17-0.25
R-525A	10-15	0.17-0.25
R-525B	10-15	0.17-0.25
R-526A	10-15	0.17-0.25
R-526B	10-15	0.17-0.25
R-527A	10-15	0.17-0.25
R-527B	10-15	0.17-0.25
R-528A	10-15	0.17-0.25
R-528B	10-15	0.17-0.25
R-529A	10-15	0.17-0.25
R-529B	10-15	0.17-0.25
R-530A	10-15	0.17-0.25
R-530B	10-15	0.17-0.25
R-531A	10-15	0.17-0.25
R-531B	10-15	0.17-0.25
R-532A	10-15	0.17-0.25
R-532B	10-15	0.17-0.25
R-533A	10-15	0.17-0.25
R-533B	10-15	0.17-0.25
R-534A	10-15	0.17-0.25
R-534B	10-15	0.17-0.25

Create a List in Notepad



```
disavow - Notepad
File Edit Format View Help
# http://toles.adrianwilkinsonphotography.com removed most links, but missed these
http://toles.adrianwilkinsonphotography.com/downloadable-calculator/
# Contacted owner of adrianwilkinsonphotography.com on 4/1/2020 to
# ask for link removal but got no response
domain:toles.adrianwilkinsonphotography.com

# http://bobi.karikaturize.com removed most links, but missed these
http://bobi.karikaturize.com/ambient-temperature-chart/
# Contacted owner of bobi.karikaturize.com on 4/1/2020 to
# ask for link removal but got no response
domain:bobi.karikaturize.com

# http://yobi.karikaturize.com removed most links, but missed these
http://yobi.karikaturize.com/horsepower-to-torque-conversion-chart/
# Contacted owner of yobi.karikaturize.com on 4/1/2020 to
# ask for link removal but got no response
domain:yobi.karikaturize.com
```

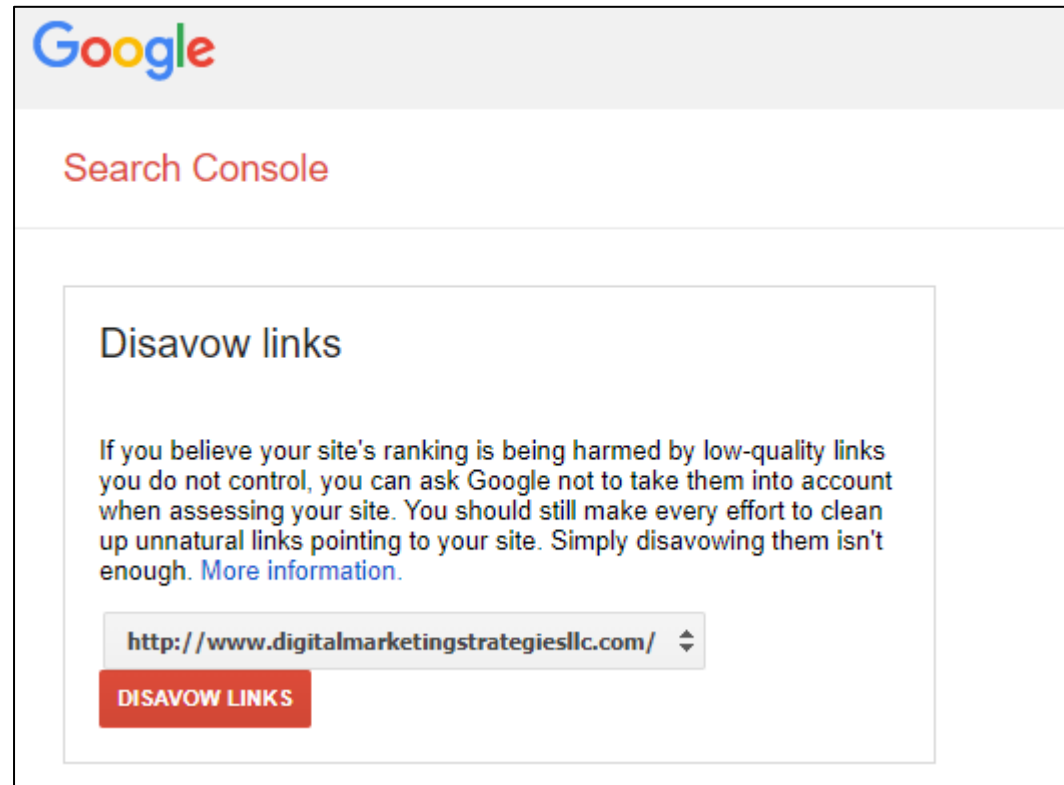
Save File as
“Disavow.txt” and save
to your hard drive

<http://bobi.karikaturize.com> removed most links, but missed these
<http://bobi.karikaturize.com/ambient-temperature-chart/>
Contacted owner of bobi.karikaturize.com on 4/1/2020 to
ask for link removal but got no response
[domain:bobi.karikaturize.com](http://bobi.karikaturize.com)



Go to Google Search Console

- Go to the following Address: <https://www.google.com/webmasters/tools/disavow-links-main>
- Choose your Domain
- Click “Disavow Links”



The screenshot shows the Google Search Console interface. At the top is the Google logo. Below it is the 'Search Console' header. The main content area is titled 'Disavow links'. It contains a paragraph explaining that if a site's ranking is harmed by low-quality links, users can ask Google not to take them into account. Below this text is a text input field containing the URL 'http://www.digitalmarketingstrategiesllc.com/'. To the right of the input field is a small dropdown arrow icon. Below the input field is a red button with the text 'DISAVOW LINKS' in white capital letters.



Confirm Disavow

- **Google Warning**
- Click “Disavow Links”

Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

Disavow Links



Upload File

- Upload File
- Click “Submit”

Disavow Links

This is an advanced feature and should only be used with caution. If used incorrectly, this feature can potentially harm your site's performance in Google's search results. We recommend that you only disavow backlinks if you believe that there are a considerable number of spammy, artificial, or low-quality links pointing to your site, and if you are confident that the links are causing issues for you.

Upload a text file (*.txt) containing **only** the links you want to disavow.

Choose File

Submit

Done



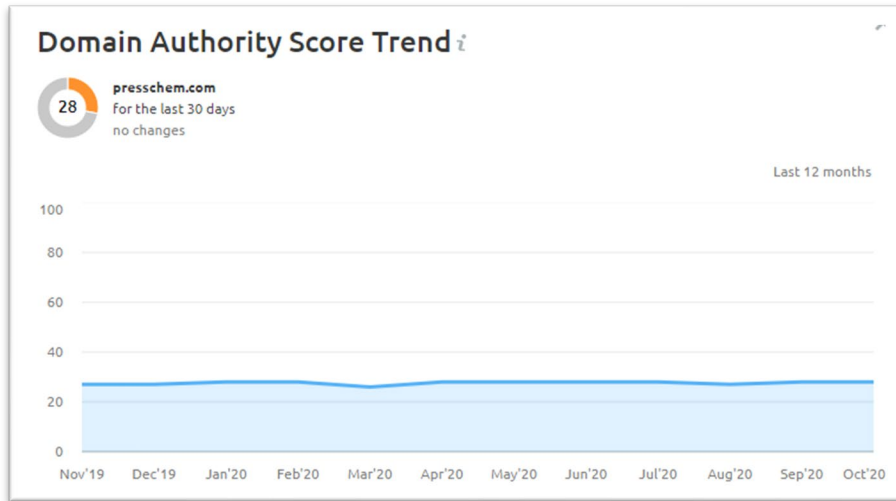
Monitor Program

- **Go back to your program in 2 weeks and check to see if the links are removed**
- **Always add links to your Notepad file, never replace the file with a new list as it will allow the disavowed links to return.**



Domain Authority

How strong is our Domain Authority?



URL: <input type="text" value="www.eriepress.com"/> <input type="button" value="Search"/>			
<input type="button" value="Hide Metrics"/>			
Authority		Page Link Metrics	
DOMAIN AUTHORITY <small>Ⓜ</small>	PAGE AUTHORITY <small>Ⓜ</small>	JUST-DISCOVERED <small>Ⓜ</small>	ESTABLISHED LINKS <small>Ⓜ</small>
30 /100	41 /100	0 60 Days	29 Root Domains
SPAM SCORE: 1 /17			144 Total Links

<< SEMRUSH

>> MOZ

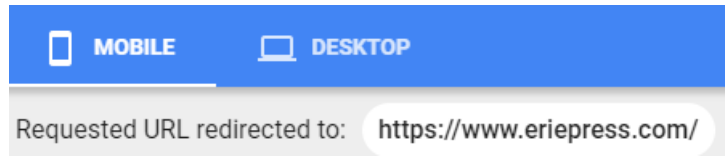
What is Domain Authority?

- (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.
- (DA) is calculated by evaluating multiple factors, including linking root domains and the number of total links, into a single DA score. This score can then be used when comparing websites or tracking the "ranking strength" of a website over time.

Speed Test

Why is Page Speed Important?

Google has indicated site speed (and as a result, page speed) is one of the signals used by its algorithm to rank pages. Research has shown that Google specifically measures time to the first byte as when it considers page speed. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.



https://www.eriepress.com/

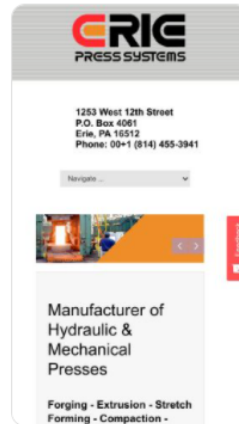
0-49 50-89 90-100 ⓘ

Field Data — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

Origin Summary — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.

Lab Data

▲ First Contentful Paint	7.2 s	▲ Time to Interactive	8.4 s
▲ Speed Index	7.7 s	● Total Blocking Time	160 ms
▲ Largest Contentful Paint	9.0 s	● Cumulative Layout Shift	0.042



Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	10.98 s
▲ Serve images in next-gen formats	1.8 s
▲ Remove unused JavaScript	1.65 s
▲ Remove unused CSS	1.35 s



Speed Test

Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

Your Results:

DOWNLOAD HAR

SHARE RESULT



Performance grade

D 69

Page size

972.2 KB

Load time

4.03 s

Requests

59

Tools.Pingdom.com

Improve page performance

GRADE	SUGGESTION	
F 0	Compress components with gzip	▼
F 0	Add Expires headers	▼
F 4	Make fewer HTTP requests	▼
C 80	Use cookie-free domains	▼
B 85	Reduce DNS lookups	▼
B 90	Avoid URL redirects	▼
A 100	Avoid empty src or href	▼

Content size by content type

CONTENT TYPE	PERCENT	SIZE
Script	52.99%	510.5 KB
Image	33.70%	324.6 KB
CSS	10.91%	105.1 KB
HTML	2.17%	20.9 KB
XHR	0.20%	2.0 KB
Redirect	0.02%	235.0 B
Total	100.00%	963.2 KB



DMS | Digital Marketing Strategies, LLC

Site Overview – Screaming Frog

<https://www.screamingfrog.co.uk/seo-spider/>

http-www-eriepress-com - Screaming Frog SEO Spider 13.2

File Configuration Mode Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog Start Clear

Internal Response Codes URL Page Titles Meta Description Meta Keywords H1 H2 Images Canonicals Pagination Directives Hreflang AJAX AMP Structured Data Sitemaps PageSpeed Custom Search Custom Extraction Ov

HTML Search...

Canonical Link Element 1	Content	Status...	Status	Indexability	Indexability Status	Title 1	Title 1 Length	Title 1 Pixel Width
	text/html...	302	Found	Non-Indexable	Redirected		0	0
https://www.eriepress.com/index.html	text/html	200	OK	Non-Indexable	Canonicalised	Forging presses - Hydraulic presses - Mechanical forging presses Erie ...	75	674
https://www.eriepress.com/Compacting-Presses/index.html	text/html	200	OK	Indexable		Hydraulic Powder Compacting Presses - ERIE PRESS SYSTEMS	56	580
https://www.eriepress.com/index.html	text/html	200	OK	Indexable		Forging presses - Hydraulic presses - Mechanical forging presses Erie ...	75	674
http://www.eriepress.com/legal.html	text/html	200	OK	Non-Indexable	Canonicalised	Erie Press Systems Legal Statement Page	39	376
https://www.eriepress.com/Erie-Press/index.html	text/html	200	OK	Indexable		Manufacturer of Hydraulic & Mechanical Presses - About Erie Press Sy...	73	676
https://www.eriepress.com/Carbon-Extrusion-Presses/index.html	text/html	200	OK	Indexable		Carbon Extrusion Presses - vacuum degassing compaction - carbon ex...	73	677
http://www.eriepress.com/privacy.html	text/html	200	OK	Non-Indexable	Canonicalised	Internet Privacy Policy - Erie Press Systems	44	388
https://www.eriepress.com/Compression-Molding-Presses/index.html	text/html	200	OK	Indexable		Composite Molding Press for composite materials - Erie Press	60	548
http://www.eriepress.com/site-map.html	text/html	200	OK	Non-Indexable	Canonicalised	Erie Press Systems Hydraulic & Mechanical Press Manufacturer Site ...	71	659
http://www.eriepress.com/coronaviris.html	text/html	200	OK	Non-Indexable	Canonicalised	Corona Virus Update & News - Erie Press Systems	47	450
https://www.eriepress.com/Erie-Press/Careers.html	text/html	200	OK	Indexable		ERIE Career Opportunities - Erie Press Systems Jobs Page	56	529
https://www.eriepress.com/Forging-Presses/index.html	text/html	200	OK	Indexable		Forging Press - Hydraulic & Mechanical Forging Presses Erie	59	536
https://www.eriepress.com/Stretch-Forming-Machines/index.html	text/html	200	OK	Indexable		Stretch Forming Machines - Extrusion Sheet Stretch Machines	59	543
https://www.eriepress.com/Forging-press-benefits/index.html	text/html	200	OK	Indexable		Forging press manufacturer - The Erie Press Advantage	53	491
https://www.eriepress.com/Parts-Service/index.html	text/html	200	OK	Indexable		Metal Forming Press & Forging Press Parts Service & Remanufacturing	67	627
https://www.eriepress.com/Contact-us.html	text/html	200	OK	Indexable		ERIE PRESS SYSTEMS - Contact Us Form	26	287

Selected Cells: 0 Filter Total: 95



<https://www.screamingfrog.co.uk/seo-spider/>

Reports:

- Indexing of pages
- Page Status / Broken Links
- Canonical Tags & status
- Page Titles + Length
- Description Tags + Length
- Header 1 & Header 2 Tags
- Meta Robots
- Pagination
- Word Count
- Crawl Depth
- Text/HTML Ratio
- In Links & Out Links
- Spelling
- Speed Response
- Image Alt Tags

[illegible]

Indexing & Canonicals – Screaming Frog

INDEXING ISSUES

Address	Canonical Link Element 1	Indexability	Indexability Status
https://www.matrixtoolinc.com/	https://www.matrixtoolinc.com/	Indexable	null
https://www.matrixtoolinc.com/why-matrix/case-studies/	https://www.matrixtoolinc.com/why-matrix/case-studies/	Indexable	null
https://www.matrixtoolinc.com/services/precision-tooling-mold-construction/	https://www.matrixtoolinc.com/services/precision-tooling-mold-construction/	Indexable	null
https://www.matrixtoolinc.com/services/engineering-mold-design/	https://www.matrixtoolinc.com/services/engineering-mold-design/	Indexable	null
https://www.matrixtoolinc.com/contact-us/contact-info-request-a-quote/	https://www.matrixtoolinc.com/contact-us/contact-info-request-a-quote/	Indexable	null
https://www.matrixtoolinc.com/company-literature/	https://www.matrixtoolinc.com/company-literature/	Indexable	null
https://www.matrixtoolinc.com/company-literature/electronic-connector/	https://www.matrixtoolinc.com/company-literature/electronic-connector/	Indexable	null
https://www.matrixtoolinc.com/services/small-part-micro-molding/	https://www.matrixtoolinc.com/services/small-part-micro-molding/	Indexable	null
https://www.matrixtoolinc.com/company-literature/telecommunications/	https://www.matrixtoolinc.com/company-literature/telecommunications/	Indexable	null
https://www.matrixtoolinc.com/quality/quality-system-certification/	https://www.matrixtoolinc.com/quality/quality-system-certification/	Indexable	null
https://www.matrixtoolinc.com/company/about-us/	https://www.matrixtoolinc.com/company/about-us/	Indexable	null
https://www.matrixtoolinc.com/why-matrix/customer-focus/	https://www.matrixtoolinc.com/why-matrix/customer-focus/	Indexable	null
https://www.matrixtoolinc.com/services/advanced-injection-molding/	https://www.matrixtoolinc.com/services/advanced-injection-molding/	Indexable	null
https://www.matrixtoolinc.com/why-matrix/project-management-approach/	https://www.matrixtoolinc.com/why-matrix/project-management-approach/	Indexable	null



Page Titles – Screaming Frog

Page Titles

Address	Title 1	Title 1 Pixel Width
https://www.matrixtoolinc.com/	Matrix Tool INC	137
https://www.matrixtoolinc.com/why-matrix/case-studies/	Case Studies « Matrix Tool INC	277
https://www.matrixtoolinc.com/services/precision-tooling-mold-construction/	Precision Tooling / Mold Construction « Matrix Tool INC	485
https://www.matrixtoolinc.com/services/engineering-mold-design/	Engineering / Mold Design « Matrix Tool INC	389
https://www.matrixtoolinc.com/contact-us/contact-info-request-a-quote/	Contact Info / Request A Quote « Matrix Tool INC	437
https://www.matrixtoolinc.com/company-literature/	Company Literature « Matrix Tool INC	333
https://www.matrixtoolinc.com/company-literature/electronic-connector/	Electronic Connector « Matrix Tool INC	342
https://www.matrixtoolinc.com/services/small-part-micro-molding/	Small Part / Micro Molding « Matrix Tool INC	392
https://www.matrixtoolinc.com/company-literature/telecommunications/	Telecommunications « Matrix Tool INC	337
https://www.matrixtoolinc.com/quality/quality-system-certification/	Quality Management System Certification « Matrix Tool INC	523
https://www.matrixtoolinc.com/company/about-us/	About Us « Matrix Tool INC	240



Description Tags – Screaming Frog

Description Tags

Address	Meta Description 1	Meta Description 1 Pixel Width
https://www.matrixtoolinc.com/	null	0
https://www.matrixtoolinc.com/why-matrix/case-studies/	null	0
https://www.matrixtoolinc.com/services/precision-tooling-mold-construction/	null	0
https://www.matrixtoolinc.com/services/engineering-mold-design/	null	0
https://www.matrixtoolinc.com/contact-us/contact-info-request-a-quote/	null	0
https://www.matrixtoolinc.com/company-literature/	null	0
https://www.matrixtoolinc.com/company-literature/electronic-connector/	null	0
https://www.matrixtoolinc.com/services/small-part-micro-molding/	null	0
https://www.matrixtoolinc.com/company-literature/telecommunications/	null	0
https://www.matrixtoolinc.com/quality/quality-system-certification/	null	0
https://www.matrixtoolinc.com/company/about-us/	null	0
https://www.matrixtoolinc.com/why-matrix/customer-focus/	null	0
https://www.matrixtoolinc.com/services/advanced-injection-molding/	null	0



Heading Tags – Screaming Frog

Heading 1 (H1) Tags & Page Word Count

Address	H1-1	H2-1	Word Count
https://www.matrixtoolinc.com/	null	null	279
https://www.matrixtoolinc.com/why-matrix/case-studies/	null	null	198
https://www.matrixtoolinc.com/services/precision-tooling-mold-construction/	null	null	382
https://www.matrixtoolinc.com/services/engineering-mold-design/	null	null	326
https://www.matrixtoolinc.com/contact-us/contact-info-request-a-quote/	null	null	140
https://www.matrixtoolinc.com/company-literature/	null	null	165
https://www.matrixtoolinc.com/company-literature/electronic-connector/	null	null	83
https://www.matrixtoolinc.com/services/small-part-micro-molding/	null	null	591
https://www.matrixtoolinc.com/company-literature/telecommunications/	null	null	82
https://www.matrixtoolinc.com/quality/quality-system-certification/	null	null	300
https://www.matrixtoolinc.com/company/about-us/	null	null	252



Image Alt Tags – Screaming Frog

Image ALT Tags

To	Alt Text
https://www.matrixtoolinc.com/wp-content/uploads/2019/10/Nissi-floor-cropped-01-300x268.jpeg	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/icon2.png	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/icon1.png	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/icon4.png	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/icon5.png	null
https://www.matrixtoolinc.com/wp-content/uploads/2020/02/BANNER-SLASH-4.jpg	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/logo.png	logo
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/icon3.png	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/footerlogo.png	null
https://www.matrixtoolinc.com/wp-content/uploads/2020/02/BANNER-SLASH-3.jpg	null
https://www.matrixtoolinc.com/wp-content/uploads/2020/02/BANNER-SLASH-2.jpg	null
https://www.matrixtoolinc.com/wp-content/uploads/2019/08/welcome-300x295.jpg	null
https://www.matrixtoolinc.com/wp-content/themes/matrixtoolinc-wp-2019/assets/images/icon6.png	null



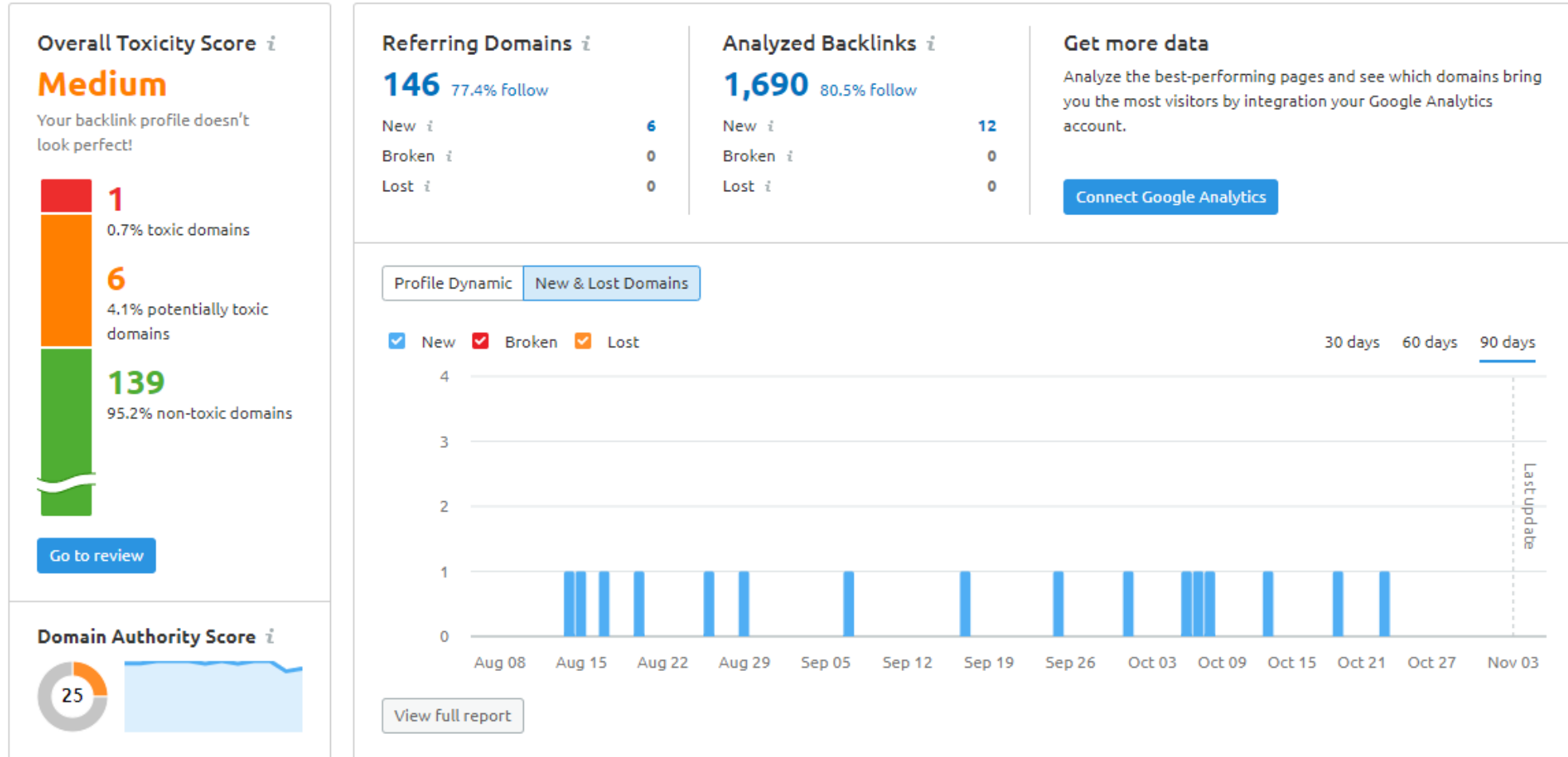
Additional Parameters – Screaming Frog

Crawl Depth - In-Out-Links Per Page - Response Time

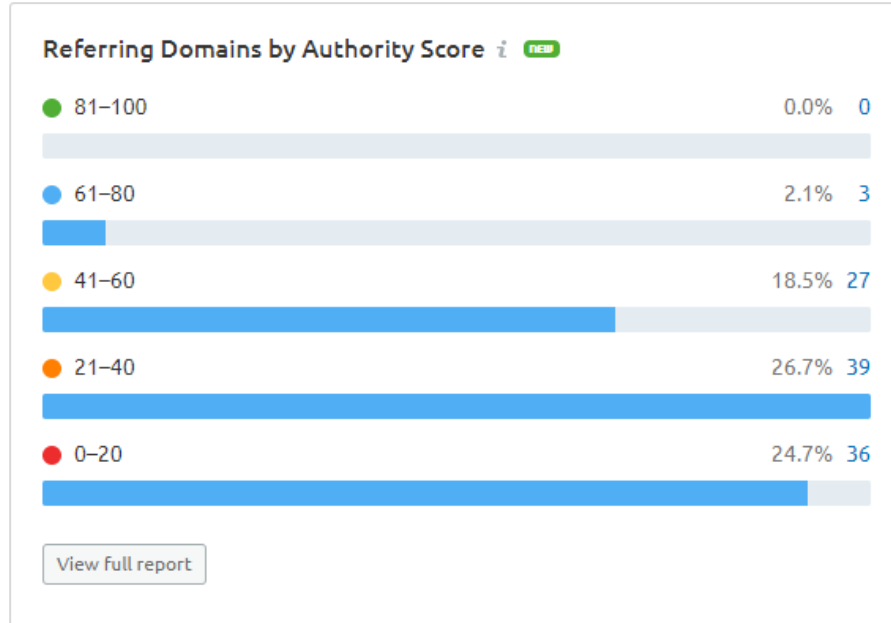
Address	Crawl Depth	Inlinks	Outlinks	Response Time
https://www.matrixtoolinc.com/	0	91	74	0.072
https://www.matrixtoolinc.com/why-matrix/case-studies/	1	47	90	0.284
https://www.matrixtoolinc.com/services/precision-tooling-mold-construction/	1	43	72	0.187
https://www.matrixtoolinc.com/services/engineering-mold-design/	1	99	70	0.23
https://www.matrixtoolinc.com/contact-us/contact-info-request-a-quote/	1	89	60	0.091
https://www.matrixtoolinc.com/company-literature/	1	61	77	0.177
https://www.matrixtoolinc.com/company-literature/electronic-connector/	1	46	142	0.065
https://www.matrixtoolinc.com/services/small-part-micro-molding/	1	43	73	0.107
https://www.matrixtoolinc.com/company-literature/telecommunications/	1	46	86	0.088
https://www.matrixtoolinc.com/quality/quality-system-certification/	1	89	62	0.081
https://www.matrixtoolinc.com/company/about-us/	1	89	60	0.227



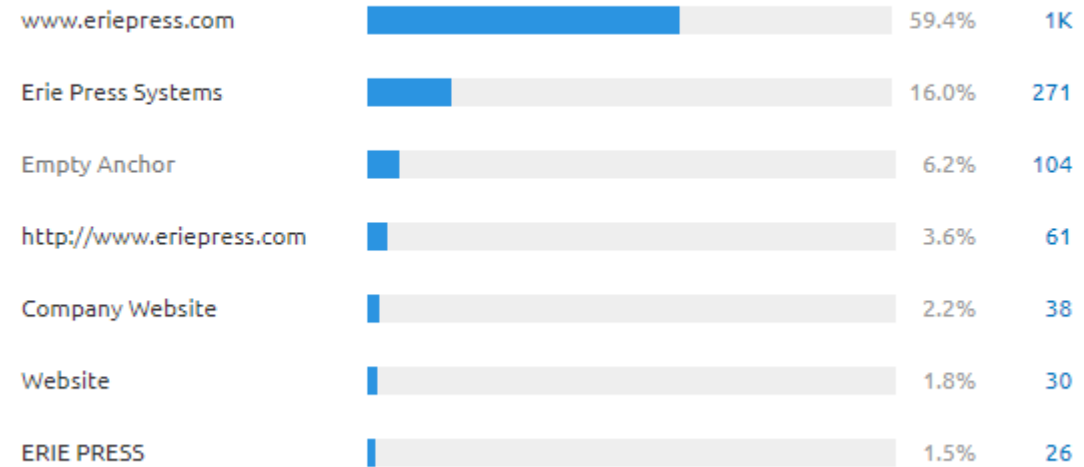
Links – SEMRush



Links – SEMRush



Top Anchors *i*



Links – SEMRush

Domain Authority	Page Authority	Toxic Score	Source Domain	Target URL	Anchor	Nofollow
null	0	41	sg2.gigih.net	http://www.matrixtoolinc.com/wp-content/uploads/2019/08/plunger.jpg	medical pharmaceutical matrix tool	FALSE
21	0	40	ljq8.com	http://www.matrixtoolinc.com/	Matrix Tool Inc.	FALSE
21	3	37	www.ljq8.com	http://www.matrixtoolinc.com/	Matrix Tool Inc.	FALSE
14	0	34	www.business-directory.cc	http://www.matrixtoolinc.com/	http://www.matrixtoolinc.com/	FALSE
null	0	33	a.lensa.com	https://www.matrixtoolinc.com/	https://www.matrixtoolinc.com click	FALSE
null	0	32	domains.tntcode.com	https://matrixtoolinc.com/	null	TRUE
null	0	24	businessfinder.pennlive.com	http://www.matrixtoolinc.com/	matrixtoolinc.com	FALSE
null	0	24	us.kompass.com	http://www.matrixtoolinc.com/	http://www.matrixtoolinc.com	TRUE
37	0	23	www.whatsocool.org	http://www.matrixtoolinc.com/	Matrix Tool	FALSE
9	0	22	ussearchllc.com	http://www.matrixtoolinc.com/	Matrix Tool Inc.	FALSE
11	0	22	www.revrok.net	http://www.matrixtoolinc.com/	http://www.matrixtoolinc.com	FALSE
9	0	22	www.ussearchllc.com	http://www.matrixtoolinc.com/	Matrix Tool Inc.	FALSE
13	0	21	websiteyellowpages.com	http://matrixtoolinc.com/	http://MATRIXTOOLINC.COM	FALSE



Content Review – SEMRush

Quick Checker

H1 H2 B I

CRIC
PRESS SYSTEMS

1253 West 12th Street
P.O. Box 4061
Erie, PA 16512
Phone: 00+1 (814) 455-3941

- [Forging](#)
- [Carbon Extrusion](#)
- [SPF/Hot Forming](#)
- [Stretch Forming](#)
- [Compression Molding](#)
- [Parts & Service](#)
- [Company](#)
- [Contact](#)

Navigate ...

- Forging
- Carbon Extrusion
- SPF/Hot Forming
- Stretch Forming

Create well-crafted SEO-friendly content

Set your targets to get recommendations for SEO-friendliness.

> Your recent recommendations

OR

▼ Set a new goal

What are you writing about?

carbon extrusion press X

Enter your target keywords...

1/30

💡 Use multiple search phrases with a few words in each. [See examples and tips](#)

Where is your target audience?

United States (Desktop) ▼

We analyze your rivals' content and give you ideas to write a winning SEO-friendly content.

[Get recommendations](#)

Country

United States ▼

Region

Select... ▼

City

Select... ▼

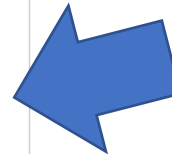
Language

English ▼

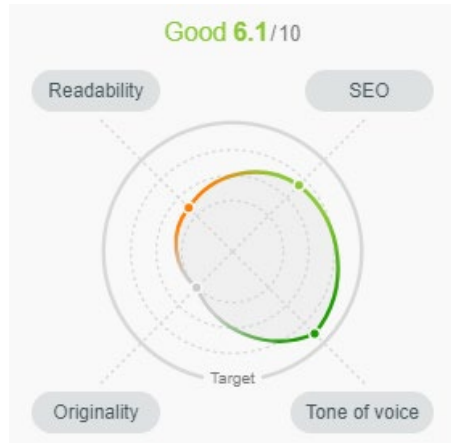
Device

☒ Desktop ☐ Phone

United States (Desktop) ▼



Content Review – SEMRush



SEO

Target keywords

Core of your text and all recommendations. Use these keywords at least once.

carbon extrusion press

Recommended keywords

Enrich your text with these keywords to get better SEO results.

horizontal extrusion presses

carbon extrusion

carbon graphite

[Download extended recommendations from SEO Content Template](#)

Alt attribute issues

✓ Your images have alt attributes.

Link issues

✓ Optimal number of links

✓ All links in the document are correct.

Readability

Score definition

47.4 Difficult

Target 50.0

The difficulty of your text corresponds to college education level. This is just about what your audience expects.

Words

326

Target 533

Reading time: 2 min

Title issues

• Your article has no headline yet. Add it as the first paragraph.

Content issues

✓ All paragraphs are properly sized.

• Rewrite hard-to-read sentences.

- 1 Moreover, our continuous improvem...
- 2 We keep your goals in mind with eve...
- 3 The personal nature of our customer...
- 4 Moreover, our team based engineeri...
- 5 Our quality craftsmanship results in ...

[Show less](#)

✓ Your text is written in a simple and easy-to understand language.

Tone of voice

What is it?

Somewhat formal

Casual Neutral Formal

Consistency

91%

The tone of your text is consistent. Good job!

• Most casual sentences

- 1 © 2020 ERIE Press Systems - All rig...



End of Day 2

Questions

Assistance

