woorank

Your website score **41**.1

Review of absenalizacion.com

Generated on Thursday, July 5 2012 1:40 PM

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Introduction

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

The rank is a grade, on a 100 points scale, that represents your Internet Marketing Effectiveness. The algorithm is based on 50 criteria, including search engine data, website structure, site performance, and others.

A rank lower than 40 means that there is a lot of areas to improve. A rank above 70 is a good mark and it means that your website is probably well optimized.

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

Please contact us for more information.

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Iconography

- ✅ Pass
- ⚠ Moderate
- ❌ Fail
- ◐ FYI

- ▮▮▮ High impact
- ▮▮▮ Medium impact
- ▮▮▮ Low impact

- ▭▭▭ Very hard to solve
- ▭▭ Hard to solve
- ▭ Easy to solve

Visitors

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⊗ Traffic Estimations

Low ▬▬▬●───────── High

We use several different tools to estimate web traffic: Google™ Ad Planner, Google™ Trends and Alexa™.
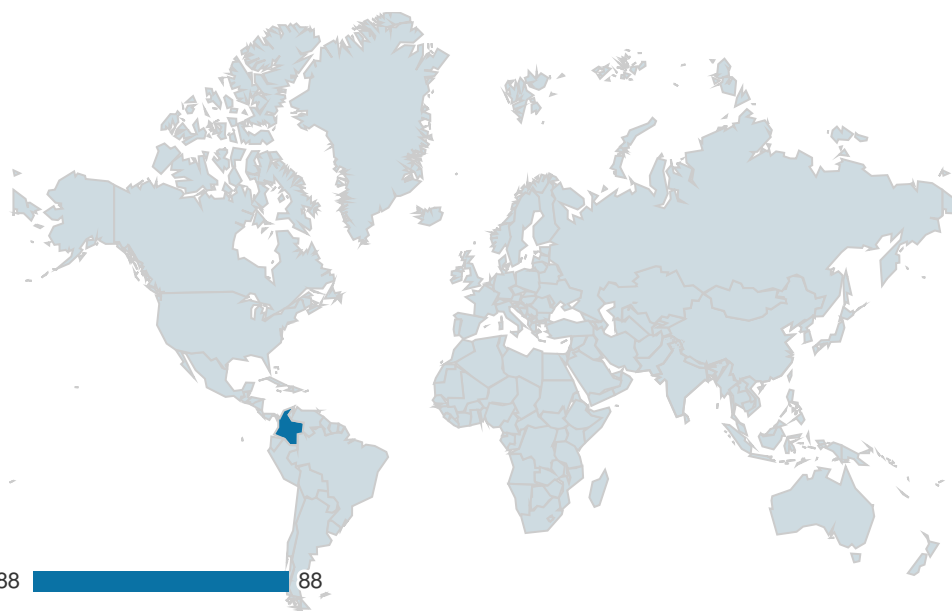
Nevertheless, your analytics will provide the most accurate traffic data.

A low rank means that your website gets lots of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100% accurate.

Reviewing the most visited websites by country can give you valuable insights.

Quantcast provides similar services.

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88   88

N°	Popular Countries (ccTLD)	Status	Expiration
1	absenalizacion.co	⚑	Available. Book it now!

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Social Monitoring

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Social Impact

Improve your visibility: Your website is not popular on Social Platforms.

👍 **Facebook Likes**	0
Facebook Shares	1
Facebook Comments	0
Digg Entries	0
Google +	0

The impact of Social Media is huge for certain industries. Monitor what people say about your website on Social Media and optimize its impact by publishing social conversations on your website.

Note: This data tracks social media influences from your website's URL; it does not represent data from specific brand pages.

Twitter™ Account

///

The Twitter™ Account **@absenalizacion** is free. Book it now!

Twitter is a fast-growing social network.

If possible, register a Twitter account in your brand's name now to prevent identity theft.

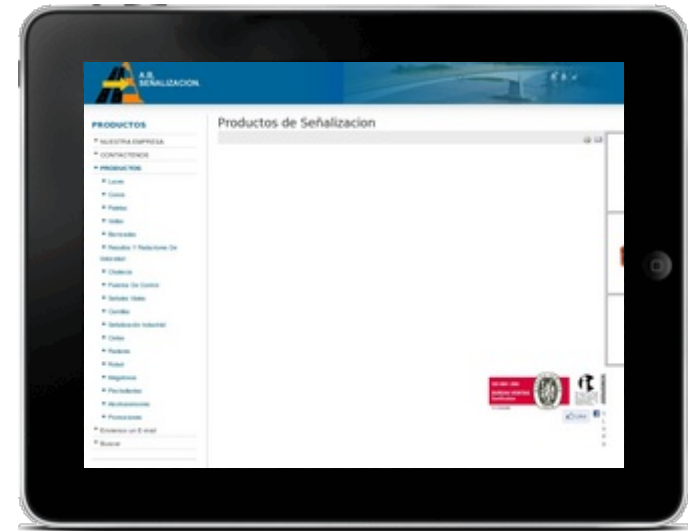You should also check the availability of your brand name on other social networks.

Mobile

Mobile Rendering

///

The number of people using Mobile Web is getting huge; over 75 percent of consumers have access to smartphones. Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Mobile Optimization

Your website is not optimized for Mobile Visitors

✗ Mobile CSS

✗ Meta Viewport Tag

✗ Apple Icon

✗ Mobile Redirection

Prepare your website for mobile browsing.

SEO Basics

⚠ **WWW Resolve**   Be careful. Your website without www doesn't redirect to www (or the opposite). It's duplicate content!

Be sure that www.absenalizacion.com and absenalizacion.com are not running in parallel.

Redirecting requests from a non-preferred hostname is important because search engines consider URLs with and without "www" as two different websites.

Once your preferred domain is set, use a 301 redirect for all traffic to your non-preferred domain.

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URL Rewrite ✓

///

Good, your URLs look clean. Make them even more user-friendly by removing useless extensions.

Great! You have clean URLs (user-friendly URLs): they do not contain query strings. Clean URLs allow search engines to read the keywords in the URLs in order to apply emphasis.

Usability is the other reason for designing a clean URL structure on your website. Clean URLs are much easier to remember than those which uses strange parameters, not to mention users may be discouraged by the idea of typing a very long URL.

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✅ **IP Canonicalization**   Yes

///

> Good, your website's IP is forwarding to your website's domain name.

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Great, your website has a robots.txt file.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

Click here to check your robots.txt file for syntax errors.

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XML Sitemap   Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest update, frequency of changes and importance. This allows search engines to crawl the site more intelligently.

Click here to generate an XML sitemap for your website.

Despite sporadic debates regarding this issue, we recommend that you submit an XML sitemap to Google™ Webmaster Tools and to Bing Webmaster Tools.

SEO Content

Title

Fabricación de Señalización vial e industrial en Colombia

Length: 57 character(s)

Great, your title contains between 10 and 70 characters.

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Resource: Use this snippet-optimizer to see how your titles and descriptions will look in Google™ search results.

Description

Description

Conos viales, Bolardos, reductores de velocidad, resaltos, resalto portatil, señalización, señalización industrial, señalización vial, señalizador tubular, baston luminoso, camillas, cinta de señalizacion, cono retractil, paleta pare siga, puestos de control, bolardos flexibles, b2ja-11XoJq9uQd-EsQcgEOyK0I

Length: 307 character(s)

Meta descriptions allow you to influence how your web pages are described and displayed in search results.

Ideally, your meta description should contain between 70 and 160 characters (spaces included).

Ensure that your meta description is explicit and contains your most important keywords.

Also, check that each page has a unique meta description.

Meta Keywords

Conosviales, Bolardos, reductoresdevelocidad, resaltos, resaltoportatil, señalización, señalizaciónindustrial, señalizaciónvial, señalizadortubular, bastonluminoso, camillas, cintadeseñalizacion, conoretractil, paletaparesiga, puestosdecontrol, bolardosflexibles, b2ja-11XoJq9uQd-EsQcgEOyK0I

Length: 291 character(s)

Meta keywords are used to indicate keywords that are supposedly relevant to your website's content. Because search engine spammers have abused this tag, however, it provides little to no benefit to your search rankings.

Headings

H1	H2	H3	H4	H5
2	2	2	0	0

- [H1] www.absenalizacion.com
- [H1] Señalización Vial e Industrial
- [H2] Productos de Señalizacion
- [H3] Productos
- [H3] English version

Great, your website is structured using HTML headings (<H1> to <H6>).

Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords.

For greater SEO, use only one <H1> title per page.

Images

We found **26** images on this website.

19 alt attributes are empty or missing.

Alternative text (the alt attribute) is missing for several images. Add alternative text so that search engines can better understand the content of your images.

Remember that search engine crawlers cannot actually "see" images, so the alternative text attribute allows you to assign a specific description to each image.

Alternative text describes your images so they can appear in Google™ Images search results.

Check the images on your website and make sure effective alternative text is specified for each image.

Click here to find out how to optimize images for search engines.

Restrict the number and size of images to optimize your website's page load times.

Resource: Use the Wayback Machine to review the design of any website in the past.

![WooRank](WooRank logo)

Text/HTML Ratio   3.32%

Your website's ratio of text to HTML code is below 15%, this means that your website probably needs more text content.

Improve your SEO by adding further relevant text to your pages and increasing your keyword density.

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✅ **Flash**   No

▰▰▰

> Good, no Flash content has been detected on your homepage.
>
> Flash should only be used for specific enhancements. Avoid full Flash websites to maximize SEO.
>
> Although Flash content often looks nicer, it cannot be indexed by search engines (however this may change in the near future).
>
> This advice also applies to AJAX (however this may also change in the near future).

Frames

No

Great, there are no frames detected on your homepage.

Frames can cause problems for search engines because they don't correspond to the conceptual model of the web. Avoid frames whenever possible.

Blog

We have not found a Blog on this website.

Starting a Blog is a great way to boost your SEO and attract qualified visitors. Use these great tips to boost the SEO performance of your blog.

Inside Pages Analysis

Title	Description	Text/HTML
Promociones	Conos viales, Bolardos, reductores de velocidad, resaltos, resalto portatil, señalización, señalización industrial, señalización vial, señalizador tubular, baston luminoso, camillas, cinta de señalizacion, cono retractil, paleta pare siga, puestos de control, bolardos flexibles, b2ja-11XoJq9uQd-EsQcgEOyK0I	2.33%
Paleta de Señalizacion	Conos viales, Bolardos, reductores de velocidad, resaltos, resalto portatil, señalización, señalización industrial, señalización vial, señalizador tubular, baston luminoso, camillas, cinta de señalizacion, cono retractil, paleta pare siga, puestos de control, bolardos flexibles, b2ja-11XoJq9uQd-EsQcgEOyK0I	6.99%
Conos Viales	Conos viales, Bolardos, reductores de velocidad, resaltos, resalto portatil, señalización, señalización industrial, señalización vial, señalizador tubular, baston luminoso, camillas, cinta de señalizacion, cono retractil, paleta pare siga, puestos de control, bolardos flexibles, b2ja-11XoJq9uQd-EsQcgEOyK0I	4.27%

No duplicate content has been detected on the pages of your website.

Use Google™ Webmaster Tools to improve the way search engines index your website.

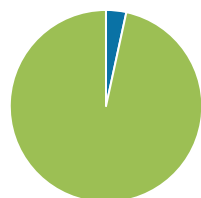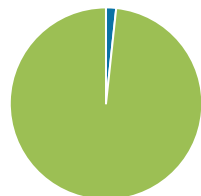# SEO Links

⚠ **In-Page Links**

///
▭

We found a total of 59 link(s) including 0 link(s) to files

| 3.4 % | External Links |
| 96.6 % | Internal Links |

| 1.7 % | noFollow Links |
| 98.3 % | Passing Juice Links |

N°	Anchor	Type	Juice
1	Skip to content	Internal Links	Passing Juice
2	Skip to main navigation	Internal Links	Passing Juice
3	Skip to 1st column	Internal Links	Passing Juice
4	Skip to 2nd column	Internal Links	Passing Juice
5	www.absenalizacion.com	Internal Links	Passing Juice
6	Image	Internal Links	Passing Juice

Limit the number of links to 200 per page. Use Nofollow to optimize the juice that you want to pass to each link.

SEO Keywords

Keywords Cloud

viales camillas megafonos pinchallantas chalecos puestos reductores velocidad camillas industrial cintas productos vallas barricadas robot megafonos puestos control skip viales

This Keyword Cloud provides an idea of your most frequently recurring keywords. They are probably the keywords with the highest probability of ranking high in the search engines.

Keywords Consistency

Consistent	Keywords	Content	Title	Description	H
✖	skip	4	✖	✖	✖
❗	productos	3	✖	✖	✓
❗	viales	2	✖	✓	✖
❗	camillas	2	✖	✓	✖
✖	señales	2	✖	✖	✖

Consistent	Keywords	Content	Title	Description	H
✖	puestos control	2	✖	✖	✖
✖	control señales	2	✖	✖	✖
✖	chalecos puestos	2	✖	✖	✖
✖	reductores velocidad	2	✖	✖	✖
✖	vallas barricadas	2	✖	✖	✖

Consistent	Keywords	Content	Title	Description	H
✖	chalecos puestos control	2	✖	✖	✖
✖	puestos control señales	2	✖	✖	✖
✖	velocidad chalecos puestos	2	✖	✖	✖
✖	paletas vallas barricadas	2	✖	✖	✖
✖	conos paletas vallas	2	✖	✖	✖

This table highlights the importance of being consistent with your use of keywords. To improve the chance of ranking high with a specific keyword, you should use the most important keywords consistently in your content, title, description, H titles, internal links anchor text and in your backlinks anchor text.

SEO Authority

Related Websites

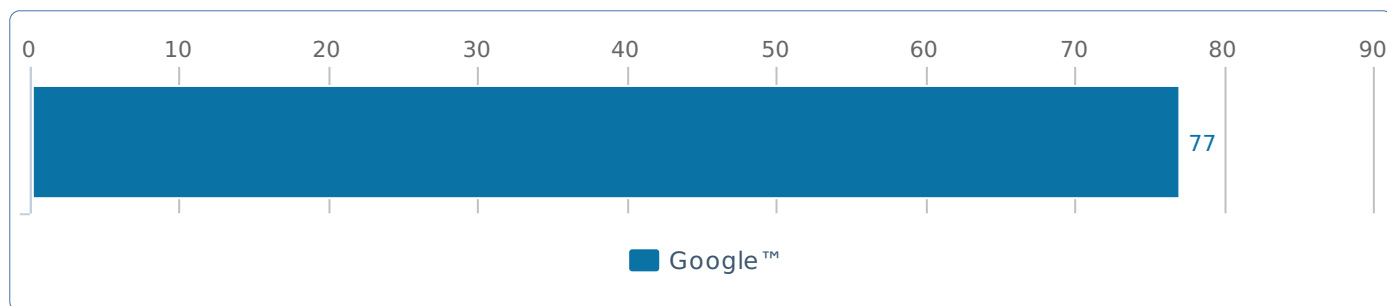| N°	URL	Score
1	http://www.conosviales.com.co/	-
2	http://www.airep.com.co/	-
3	http://www.acerosytrefilados.com/	-
4	http://www.aceandes.com/	-

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

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

Resource: Use SpyFu and SEMrush to learn more about your competitors' web marketing strategies.

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0	10	20	30	40	50	60	70	80	90

77

🟦 Google™

This is the number of pages on your website that are indexed by Google™.

The more pages that search engines index, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website.

Resource: Check here to see if your content has been plagiarized. It is important to protect your page content and keep it unique.

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✓ Domain 1st Registered

///

6 years 0 Month 27 Days ago

Old domains tend to rank better. You can buy a second-hand domain name at Sedo.com, the largest domain reseller.

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❌ **Domain Expiration**   0 years 12 Month 4 Days

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business. Plus, it is good for your SEO.

Popular Pages

Productos de Señalizacion

Promociones

Paleta de Señalizacion

Conos

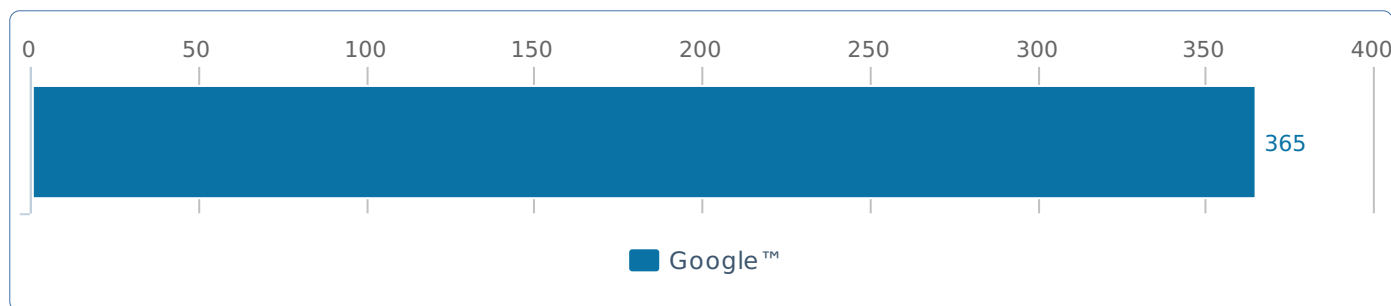This lists your website's popular pages.

SEO Backlinks

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⚠ Backlinks Counter

///
▭▭

Google™

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

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

DMOZ

No

Your website is not listed in DMOZ, a multilingual open content directory constructed and maintained by a community of volunteer editors.

Submitting your website is important because search engines take DMOZ into account.

Usability

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URL

http://absenalizacion.com

Length: 14 character(s)

Keep your URLs short 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 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 here. If no good names are available, consider a second hand domain from Sedo.

To prevent brand theft, you might consider trademarking your domain name.

✅ **Favicon**

Great, your website has a favicon. Make sure this favicon is consistent with your brand.

Resource: Check out this amazing idea for improving the user experience with a special favicon.

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❌ 404 Error Page

Your website does not have a custom 404 Error Page.

Take advantage of the opportunity to provide a beautiful 404 error page for your visitors.

❌ Printability

We could not find a Print-Friendly CSS

Offer a print-friendly version of your website.

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❌ Conversion Forms

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▭

We could not find a Conversion Form on this page.

There are different types of conversions, such as: getting the email address of your visitors, requesting your visitors to fill in a form or closing an online sale. Converting visitors into prospects/clients is probably the most important target for your website. So, it is important that you optimize your website to boost conversions.

Page Size

20.5 Kb (World Wide Web average is 600 Kb)

Page size affects the speed of your website. Try to keep your page size below the global average.

Tip: Use images with a small size and optimize their download with gzip.

✓ Load Time   0.2 second(s) (104.77 Kb/s)

///

Your website is fast. Well done.

Site speed is becoming an important factor for ranking high in Google™ search results.

Resource: Check out these other tips to make your website run faster.

Resource: Monitor your server and receive SMS alerts when your website is down with Web Monitoring Services.

⚠ Language

▰▰▰
▭

Declared: *es-es*

Detected: *en*

The language you have specified in your website is different than the language detected by Google™. Use the META Language Tag to specify the intended language of your website.

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").
- Check out these tips for building a multilingual website.

✖ Microformats

We found 0 type(s) of Microformat(s)

Your website does not take advantage of Microformats.

A microformat is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to Microformats, Google™ regularly improves its presentation of search results.

❌ Dublin Core

Missing

Your website does not take advantage of Dublin Core.

Dublin Core is a set of standard metadata elements used to describe the contents of a website.

Security

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Server IP

50.22.195.94

Server location: 🇺🇸 DALLAS

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.

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✓ Spam Block

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Your IP is not Blacklisted in the Spammer Directory.

If you send email campaigns or transactional emails from your servers, you will quickly be flagged as a spammer. Use professional email software to keep your IP clean and improve the deliverability of your emails. MadMimi is a great tool for this.

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Great, your website is safe.

No evidence of phishing and/or malware has been detected.

Domain Availability

Domains (TLD)	Status	Expiration
absenalizacion.net	⚑	Available. Book it now!
absenalizacion.org	⚑	Available. Book it now!
absenalizacion.info	⚑	Available. Book it now!
absenalizacion.biz	⚑	Available. Book it now!
absenalizacion.eu	⚑	Available. Book it now!

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

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Typo Availability

///

Domains (Typo)	Status	Expiration
zbsenalizacion.com	🚩	Available. Book it now!
avsenalizacion.com	🚩	Available. Book it now!
abaenalizacion.com	🚩	Available. Book it now!
abswnalizacion.com	🚩	Available. Book it now!
absenalkzacion.com	🚩	Available. Book it now!
absenalizadion.com	🚩	Available. Book it now!

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

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⚙ Whois Privacy

Owner Name:	wfpsystem
Owner address:	2741 Taft St, Apt 209, Hollywood, Florida 33020, United States
Admin Name:	Paez, william
Company:	wfpsystem
Admin address:	2741 Taft St, Apt 209, Hollywood, Florida 33020, United States
Admin Phone:	(305) 469-6375
Admin email:	info@wfpsystem.com
Tech Name:	Paez, william
Company:	wfpsystem
Tech address:	2741 Taft St, Apt 209, Hollywood, Florida 33020, United States
Tech Phone:	(305) 469-6375
Tech email:	info@wfpsystem.com

Website ownership records are provided by the registrars. Contact your domain provider to request to hide your domain records.

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

Malicious bots scrape the web in search of email addresses to spam. Plain text email addresses are more likely to be spammed.

✅ **Directory Browsing**   No

///

> Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

Server Signature

No

Good, your server signature is off. This is excellent from a security standpoint.

Technologies

Google™ Analytics   No

Web Analytics let you measure visitor activity on your website. You should have at least one Analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: Google™ Analytics, Quantcast™, SiteCatalyst™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

Technologies

- Apache Web server
- Joomla CMS
- MooTools JavaScript framework

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.

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Doctype

XHTML 1.0 Transitional

Declaring a doctype helps web browsers to render content correctly.

Encoding   UTF-8

Great, language/character encoding is specified.

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

Deprecated HTML

Deprecated tags	Occurrences	Tips
<font>	48	Replace with the font and color style propertie

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

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⚠ Speed Tips

Watch out: your website's speed could be slightly improved.

✗ Too bad, your server is not using a caching method.

✓ Perfect, your website doesn't use nested tables.

✗ Too bad, your website is using inline styles.

✗ Too bad, your website has too many CSS files (more than 4).

✓ Perfect, your website has few JavaScript files.

✓ Perfect, your website takes advantage of gZip.

Website speed has a huge effect on SEO. Speed-up your website so search engines will reward you by sending more visitors.
Also, conversion rates are far higher for websites that load faster than their slower competitors.