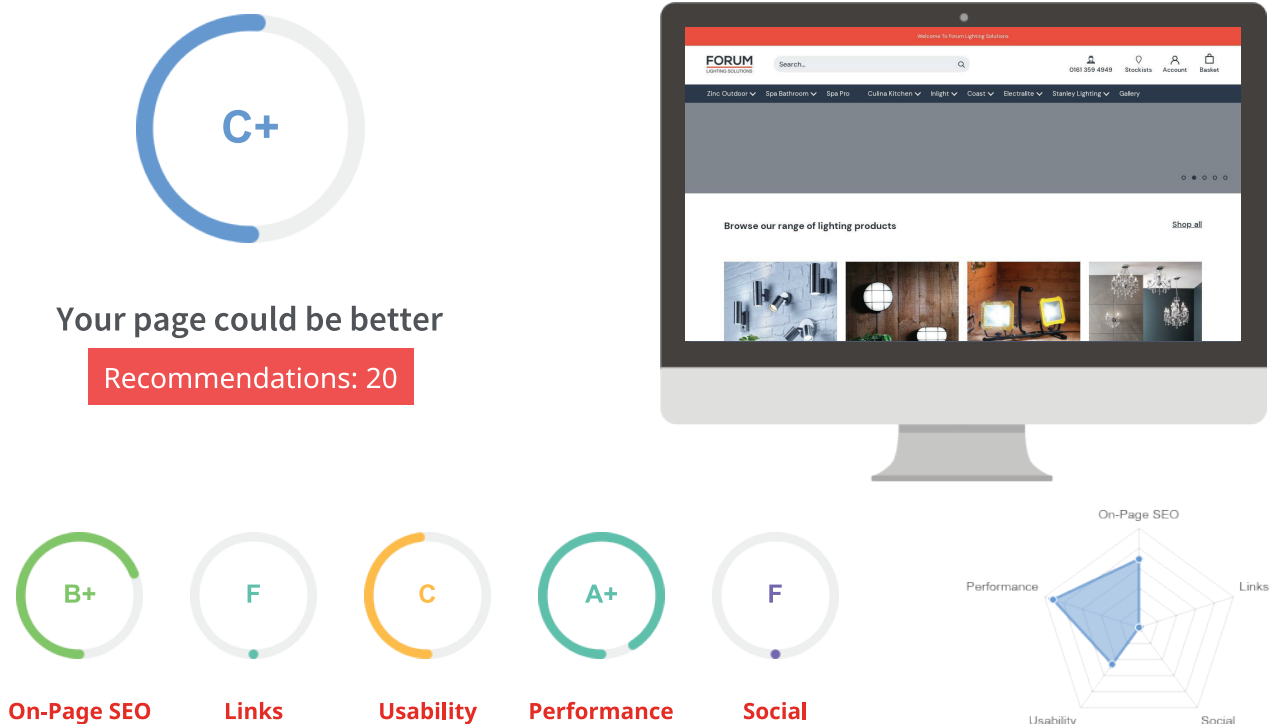


Website Report for www.forumlightingsolutions.com

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for www.forumlightingsolutions.com



Recommendations

Execute a Link Building Strategy

Links

High Priority

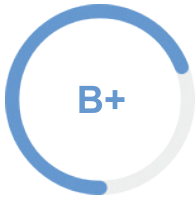
Include a meta description tag

On-Page SEO

High Priority

Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your Twitter profile	Social	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Implement an analytics tracking tool	On-Page SEO	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create Google Business Profile	Other Improvements	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Improve the size of tap targets	Usability	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Forum Lighting Solutions

Length : 24

Meta Description Tag



Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.forumlightingsolutions.com> :
Forum Lighting Solutions

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage



Your page has a H1 Tag.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	64	
H3	1	
H4	0	
H5	0	
H6	0	

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
vat	×	×	×	50	
light	✓	×	✓	18	
down	×	×	✓	15	
wall	×	×	✓	15	
pir	×	×	✓	14	
blk	×	×	✓	11	
lighting	✓	×	✓	10	
leto	×	×	✓	10	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
ex vat	×	×	×	50	
wall light	×	×	✓	12	
up down	×	×	×	9	
shop now	×	×	×	8	
pir sensor	×	×	✓	7	
w pir	×	×	✓	7	
leto up	×	×	✓	7	
lighting shop	×	×	×	6	

Amount of Content



Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 809

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 191 images on your page and 48 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.forumlightingsolutions.com/>

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt



Your website appears to have a robots.txt file.

<http://www.forumlightingsolutions.com/robots.txt>

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



Your website appears to have an XML sitemap.

More Sitemaps were found, but not tested.

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

More Sitemaps were found, but not tested.

Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
up&	 IT	62	301,000	632	
forum lighting	 EN	1	1,300	395	
ceiling with light	 EN	65	110,000	231	
for ceiling light	 EN	36	110,000	231	
for ceiling lights	 EN	29	110,000	231	
lighting ceiling	 EN	78	110,000	231	
lights ceiling	 EN	66	110,000	231	
lights for ceilings	 EN	73	110,000	231	
lights on ceiling	 EN	40	110,000	231	
lighting with mirrors	 HI	13	33,100	195	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



11,701

Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	8	
Position 2-3	16	
Position 4-10	101	
Position 11-20	436	
Position 21-30	613	
Position 31-100	3,671	

Links

Number of Backlinks



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

Backlink data provided by 



1.4k

External
Backlinks



329

Referring
Domains



9

Moz Domain
Authority

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Authority	URL
91	www.crunchbase.com/organization/forum-lighting-solutions
79	hklightingfairae.hktdc.com/dm/2016/hoa2016/hoa_list_brand.htm
79	hklightingfairae.hktdc.com/dm/2016/hoa2016/hoa_list_company.htm
72	www.yell.com/biz/forum-lighting-solutions-ltd-oldham-9054176/
72	www.yell.com/s/lighting-oldham.html
57	www.cylex-uk.co.uk/carpet-wholesale.html
57	chadderton.cylex-uk.co.uk/company/litecraft-23859040.html
57	failsworth.cylex-uk.co.uk/company/amc-furniture-ltd-23994655.html
57	failsworth.cylex-uk.co.uk/company/electricians-failsworth-emergency-electrical-repairs-failsworth-services-17181997.html
56	best-seo-domains.com/afe57d03b7623b0ccc6d217a35ece7dcf491e93f/6e6b1c48b761071672000e3211da6340eb7cd4b

On-Page Link Structure



We found 278 total links. 2% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Usability

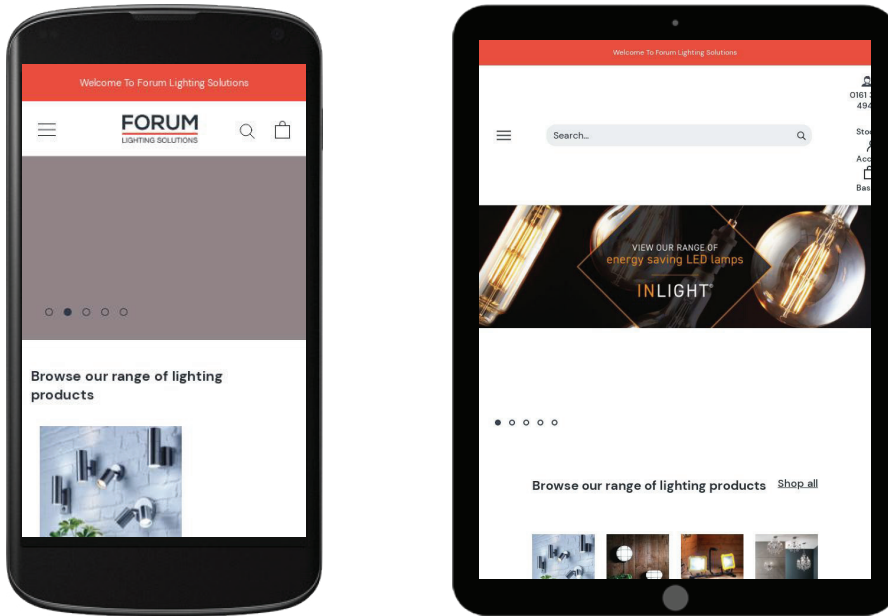


Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

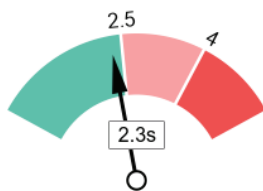


Google's Core Web Vitals

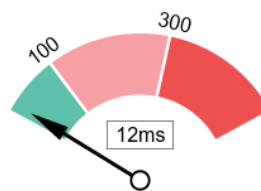
Your page has passed Google's Core Web Vitals assessment.



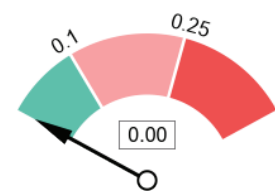
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



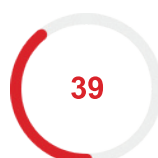
Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.



Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



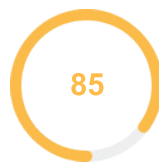
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.3 s		
Speed Index	6.5 s	Properly size images	3.45 s
Largest Contentful Paint	10.2 s	Defer offscreen images	3 s
Time to Interactive	10.3 s	Eliminate render-blocking resources	1.46 s
Total Blocking Time	0.66 s	Reduce unused JavaScript	0.75 s
Cumulative Layout Shift	0	Serve images in next-gen formats	0.3 s
		Minify CSS	0.15 s

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.9 s		
Speed Index	1.8 s	Properly size images	0.68 s
Largest Contentful Paint	2.2 s	Eliminate render-blocking resources	0.34 s
Time to Interactive	1.9 s	Reduce unused JavaScript	0.16 s
Total Blocking Time	0.04 s		
Cumulative Layout Shift	0		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

No email addresses have been found in plain text on your page.



Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.



We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.



Consider making these tap targets larger to provide a better user experience.

Performance Results



Your performance is very good!

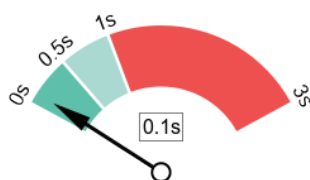
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

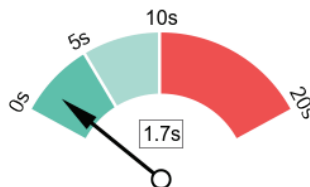
Your page loads in a reasonable amount of time.



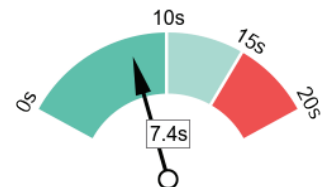
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

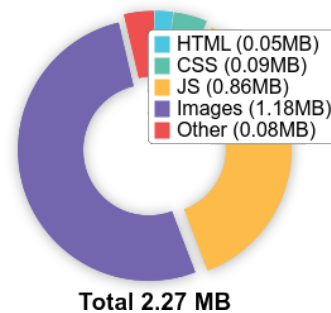
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown

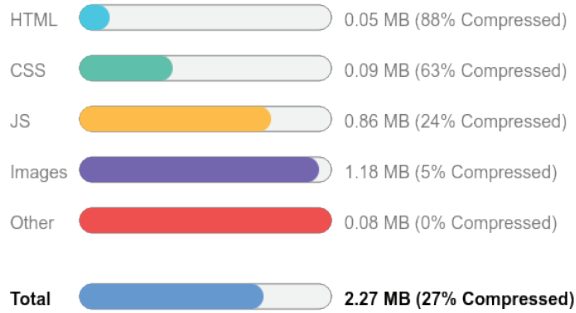


Website Compression (Gzip, Deflate, Brotli)

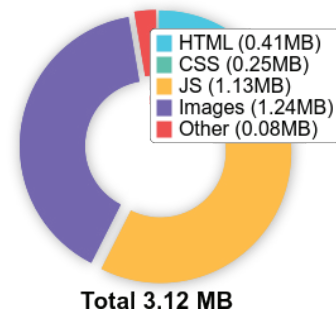
Your website appears to be using a reasonable level of compression.



Compression Rates

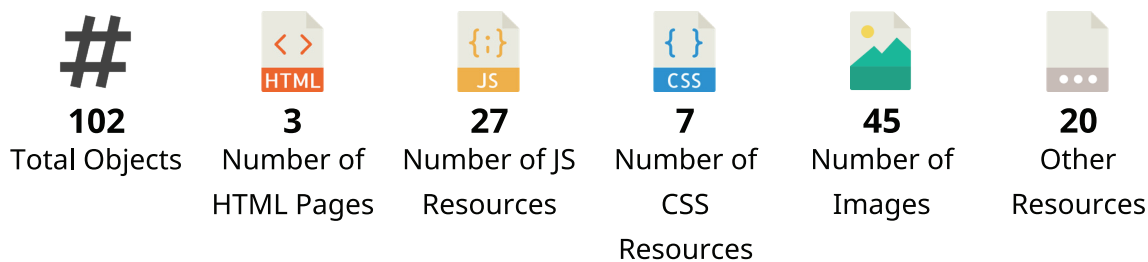


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

All of the images on your page appear to be optimized.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

No associated Facebook Page found as a link on your page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

No associated Twitter profile found as a link on your page.



Twitter Activity

No associated Twitter profile found as a link on your page.



Twitter Cards

Your page is using Twitter Cards.



Instagram Connected

No associated Instagram profile found linked on your page



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



Local SEO

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews

No Google Business Profile was identified that links to this website.



Technology Results

Technology List

These software or coding libraries have been identified on your page.



Technology	Version
 Cloudflare	
 Google Font API	
 jQuery	
Polyfill	
 Shopify	

Server IP Address

23.227.38.74



DNS Servers

b.gtld-servers.net
c.gtld-servers.net
a.gtld-servers.net
k.gtld-servers.net
i.gtld-servers.net
e.gtld-servers.net
j.gtld-servers.net
m.gtld-servers.net
h.gtld-servers.net
l.gtld-servers.net
f.gtld-servers.net
d.gtld-servers.net
g.gtld-servers.net



Web Server

cloudflare



Charset

text/html; charset=utf-8

