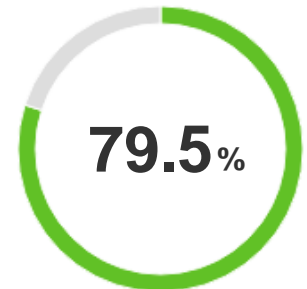


Designingit.

Web review of www.promatshow.com/

Created on 31-03-2017 at 00:03h



Executive Summary

This report analyzes the factors that affect the SEO and usability of www.promatshow.com. The factors are grouped into 6 categories, for which the Web has obtained the following scores:

 SEO Authority:	75.3%		 Basic SEO:	100.0%	
 Content:	85.1%		 Usability:	95.0%	
 Technical Aspects:	77.4%		 Social Media:	50.0%	



SEO Authority

Score: 75.3%

The authority of a Web is defined by the external factors that affect its ranking in search engines. Improving the factors that determine the authority of a domain takes time and dedication, and the results of Online Marketing efforts are often not visible until after a few months.



TRAFFIC ESTIMATIONS

Global Alexa Ranking: 318.841 position in the Global Ranking

Traffic estimations for this website are good.



MOZ RANK

The Web www.promatshow.com has MozRank 5.8

A MozRank between 3 and 6 is above average.



BACKLINKS (OFF-PAGE)

Google Links: 4.340

Moz Links: 3.723

Alexa Links: 361

This Website has many inbound links.



DOMAIN AUTHORITY

The Web www.promatshow.com has a Domain Authority of 54.08%

Domain Authority is good.



DOMAIN REGISTRATION

22-06-2005

This domain was registered for the first time more than one year ago.



DOMAIN EXPIRATION

22-06-2018

This domain does not expire in less than a year.



Basic SEO

Score: 100.0%

In this section the main On-Page factors that influence the ranking of a Website are analyzed. These factors, though they require some technical knowledge to be optimized, are easy to fix and can significantly improve SEO in the short term.



WWW REDIRECT

OK

This Web redirects with or without WWW to the same page. It will not have duplicate content issues.



TITLE

ProMat 2017 supply chain, manufacturing, distribution trade show

The TITLE tag is correct.



META DESCRIPTION

Leading trade show for material handling industry. April 3 6, 2017, Chicago IL.

The META DESCRIPTION tag length is optimal.



META KEYWORDS

The META KEYWORDS tag is not defined

The META KEYWORDS tag has ceased being important for Web optimization.

✓ ROBOTS.TXT
OK

This Website has a ROBOTS. TXT file.

✓ SITEMAP
OK

This Website has a SITEMAP. XML file.

✓ CLEAN URLs
OK

This Website's URLs have no technical parameters or variables.



Content

Score: 85.1%

In the long run, the content of a Website determines the traffic it receives. Not only the amount of content that a Website has is important: there are also other important factors such as how often it is updated, if it is optimized and, above all, its quality and originality.

✓ INDEXED PAGES

The domain www.promatshow.com has 1730 indexed pages in Google.

This Website has enough content. Make sure there are recent articles.

! IMAGES

We have found 27 on this page

12 images do not have ALT attribute. 27 images do not have TITLE attribute.

! LINKS (ON-PAGE)

There are 69 links in this page (55 external and 14 internal).

There is a very high percentage of outbound links.

✓ H TAGS

The headings of this page are correct.

H1	Solve for X at ProMat 2017
H2	What They Are Saying
	Recent Posts & Tweets
	Video Gallery
H3, H4, H5 & H6	About the Show
	On the Floor
	Social Media

Check that you are including Keywords in the H1 title and the rest of H subtitles.



HIGHLIGHTED TEXTS

This page has highlighted texts.

	Register Today for free admission to the exhibits and conferen...
	Show Exhibit Hours
	ONE BADGE, TWO SHOWS
<u>	-
<i>	-

Check that you are including Keywords in the highlighted texts.



BLOG

OK

A Blog or a News section has been detected on this Website. Make sure there are recent relevant articles.



Usability

Score: 95.0%

Receiving traffic is important, but even more is to encourage visitors to stay on the Website and generate conversions. Regarding this, it is essential that the performance of the Website are optimal. It is also important to make navigation as easy as possible and have a consistent branding.



URL

<http://www.promatshow.com>

This Website's domain name is correct. Make sure that the URLs are short and representative of your services. Avoid long domain names and using numbers or special characters, as they are more difficult to remember.



404 ERROR PAGE

OK

This Web has a personalized 404 error page.



PRINT CSS

NO

This Website doesn't have a print-friendly CSS.



CONVERSION FORM

OK

This Website has a conversion form or a search form.

✓ LANGUAGE

DECLARED: EN

Language has been declared on this page.

✓ PAGE DOWNLOAD TIME

SIZE: 13.17 Kb

SPEED: 54.00 Kb/sec.

TIME: 0.24 sec.

The download time is good.

✓ MOBILE OPTIMIZATION

- ✓ This page has a CSS for mobile phones.
- ✓ This page has a META VIEWPORT tag.
- ✓ This page has an Apple Icon.
- ✓ This page doesn't use Flash.
- ✓ This page doesn't have a mobile redirection.
- ✓ This page has Responsive Design.

This page is very optimized for Tablets and SmartPhones.



Technical Aspects

Score: 77.4%

Although the source code is not visible to the user, it does have importance in the Web's speed and performance, and search engines consider it when ranking a Website.



SECURE PROTOCOL (HTTPS/SSL)

NO

This Website is not served using a secure HTTPS protocol.



META TAGS

DESCRIPTION

Leading trade show for material handling industry. April 3-6, 2017, Chicago IL.

APPLE-ITUNES-APP

app-id=1206849848, affiliate-data=,
app-argument=http://www.promatshow.com/default.aspx

VIEWPORT

width=device-width, initial-scale=1.0

Clean the HTML code: verify there are no META tags you can do without.

✔ **TEXT/HTML RATIO**
30.95%

The Text/HTML Ratio is above 15%

✔ **E-MAIL PRIVACY**
E-mails not detected

E-mails not detected No e-mail addresses were found in the HTML code which could be scraped by Bots.

✘ **W3C VALIDATION**
W3C CHECK: NO
ERRORS: 13 ERRORS

This Website has W3C validation errors.


✔ **GOOGLE ANALYTICS**
OK

This page uses Google Analytics to monitor traffic.

! **WEB OPTIMIZATION**
✔ This page does not use tables.
✔ This page does not use frames.
✘ Warning! This page uses embedded CSS styles.
✔ This page has few CSS files.
✘ Warning! This page has more than 8 JavaScript files.

This page has some aspects that could lower its performance, affecting SEO and decreasing the conversion rate.

◉ WEB TECHNOLOGIES

 Google Analytics

 jQuery

Although Web technologies facilitate the work of creating and maintaining a Website, some can decrease its performance.

✔ GZIP COMPRESSION

OK

This Website uses GZIP compression.



Social Media

Score: 50.0%

The impact of a Website on Social Media is the best indicator of its popularity. In the long run, creating a community of followers is the best strategy for growth. In this section, the popularity of www.promatshow.com and its associated Facebook and Twitter accounts are analyzed.

✔ WEBSITE'S SOCIAL INFLUENCE

Facebook Likes:	5	Facebook Shares:	647
Facebook Comments:	0	Google Plus Ones:	71
LinkedIn Shares:	874		

This Website has a lot of influence in Social Media.

✘ FACEBOOK PAGE



Name:	MHI
Description:	MHI is the nation's largest material handling, logistics & supply chain association. Like our page for the latest news updates and job postings within MHI.
Website:	www.mhi.org
Followers:	3022
Talking about this:	30
Last post:	28-03-2017

The page www.facebook.com/poweredbymhi exists but doesn't link to your Website.

✘ TWITTER ACCOUNT



Account:	poweredbymhi
Name:	MHI
Bio:	MHI is the leading trade association representing the material handling & logistics industry. Discover all that is #poweredbymhi. #ProMatShow coming April 2017
Location:	Charlotte, NC
Followers:	9690
Website:	www.mhi.org
Last tweet:	30-03-2017

The account @poweredbymhi exists but doesn't link to your Website.

✘ SOCIAL META-DATA

- ✘ og:title
- ✘ og:description
- ✘ og:url
- ✘ og:image
- ✘ twitter:title
- ✘ twitter:description
- ✘ twitter:image
- ✘ twitter:site
- ✘ twitter:creator

This page is missing many social meta-data.