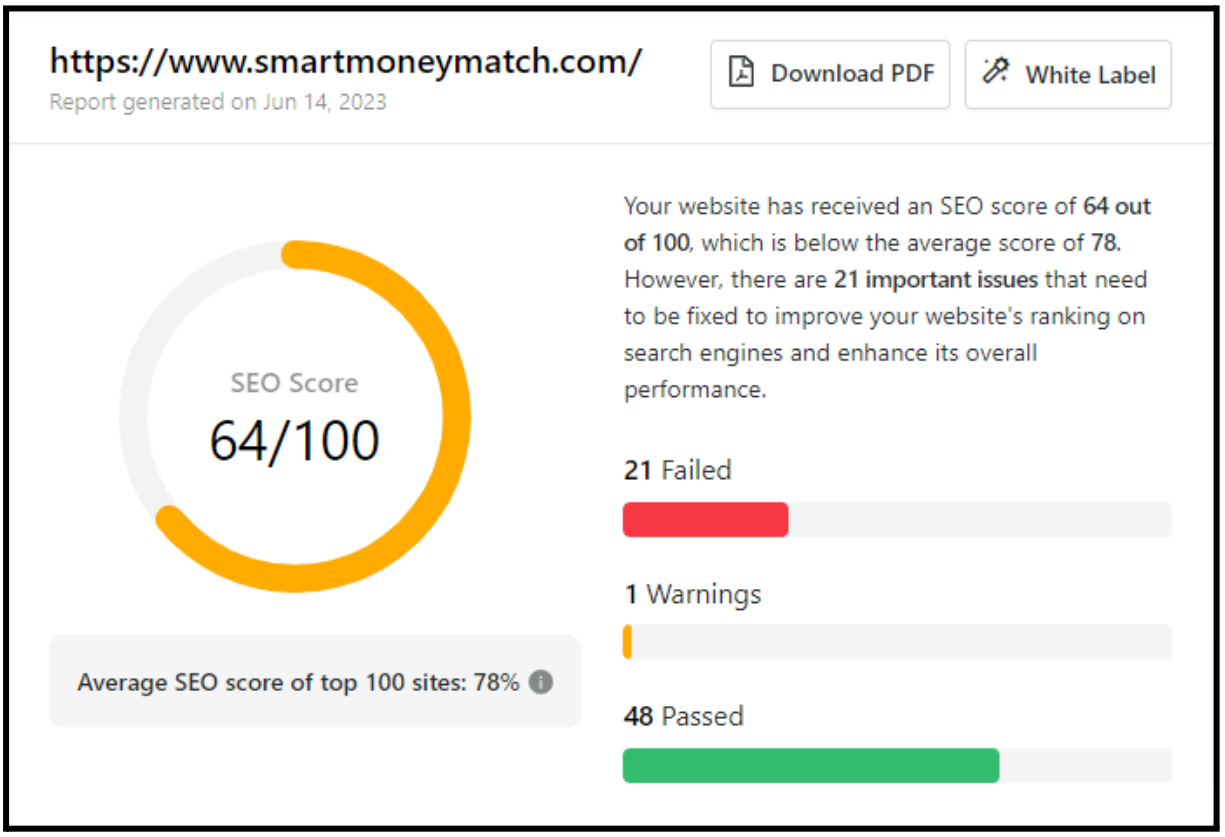
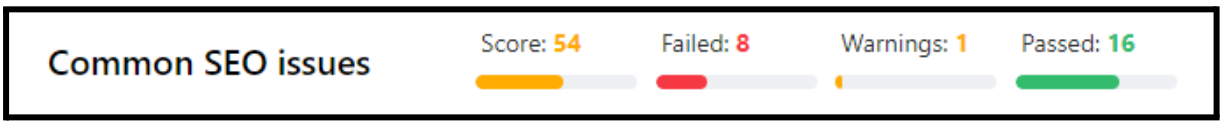
Detailed SEO Audit Report

smartmoneymatch.com

Overall Website General SEO Score



Common SEO Issues Overview



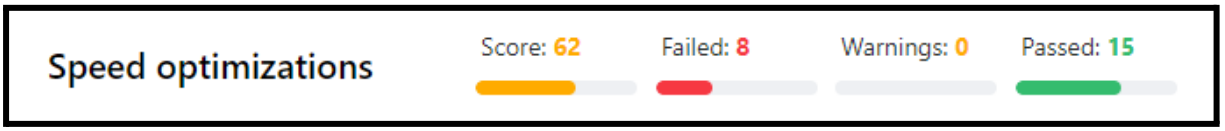
SEO On-Page Parameters

S.No.	Parameters	Definition	Status
1.	**Meta Title**	You have a title tag of optimal length (between 40 to 60 characters). (Present Length 60)	**Present**

2.	**Meta Description**	Your page has a meta description of the optimal Length between 140 and 160 characters (including spaces). (Present Length 140)	**Present**
3.	**Heading Tags**	Your page has a H1 Tag. The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.	**H1: 1** **H2: 11** **H3: 8** **H4: 0** **H5: 0** **H6: 0** **Present**
4.	**Keyword Usage**	Your page's main keywords are not distributed well across the important HTML tags.	**Need to Optimize**
5.	**Amount of Content**	Your page has a good level of textual content, but need to optmized with targeted keywords. which will assist in it's ranking potential.	Word Count: **659**
6.	**Image Alt Attribute**	You do not have any images missing Alt attributes on your page.	**Good**
7.	**Noindex Tag Test**	Your page is not using the Noindex Tag which prevents indexing.	**Good**
8.	**Noindex Header Test**	Your page is using the Noindex Header which prevents indexing.	**Present**
9.	**SSL Enabled**	Your website has SSL enabled.	**Present**
10.	**HTTPS Redirect**	Your page successfully redirects to a HTTPS (SSL secure) version.	**Present**
11.	**Robots.txt**	Your website does not contain an Robots.txt file and that can weaken your SEO.	**Present**

12.	**XML Sitemaps**	Your website does not contain an XML sitemap and that can weaken your SEO.	**Present**
13.	**Analytics**	Your page is using an analytics tool.	**Present**
14.	**Schema.org Structured Data**	We have not detected any usage of Schema.org on your page.	**Present**

Speed Optimization



1.	**HTML Page Size Test**	The size of this webpage's HTML is 34.41 Kb, and is greater than the average size of 33 Kb! This can lead to slower loading times, lost visitors, and decreased revenue. Good steps to reduce HTML size include: using HTML compression, CSS layouts, external style sheets, and moving javascript to external files.	**Need to improve**
2.	**DOM Size Test**	The Document Object Model (DOM) of this webpage has 5,000 nodes which is greater than the recommended value of 1,500 nodes! A large DOM size negatively affects site performance and increases the page load time.	**Need to improve**
3.	**Site Loading Speed Test**	The loading time of this webpage (measured from N. Virginia, US) is around 1.97 seconds and this is under the average loading speed which is 5 seconds.	**Good**
4.	**Image Caching Test**	This website is using cache headers for images and the browsers will display these images from the cache.	**Good**
5.	**CSS Caching Test**	This webpage is using cache headers for all CSS resources.	**Good**

Server & Security Optimization Overview

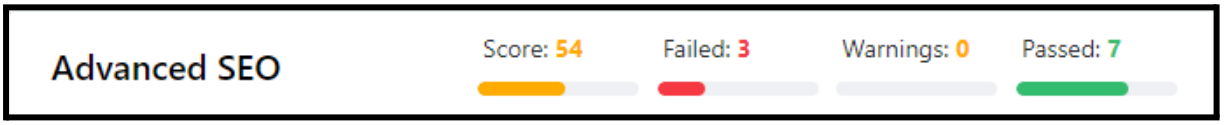
Server and security	Score: 88	Failed: 2	Warnings: 0	Passed: 7

1.	**URL Canonicalization Test**	https://www.smartmoneymatch.com/ and https://smartmoneymatch.com/ should resolve to the same.	**Present**
2.	**SSL Checker and HTTPS Test**	This website is successfully using HTTPS, a secure communication protocol over the Internet.	**Good**
3.	**Mixed Content Test (HTTP over HTTPS)**	This webpage does not use mixed content - both the initial HTML and all other resources are loaded over HTTPS.	**Good**
4.	**Plaintext Emails Test**	This webpage does not include email addresses in plaintext.	**Good**
5.	**Unsafe Cross-Origin Links Test**	This webpage is using target="_blank" links without rel="noopener" or rel="noreferrer" attribute, which can expose it to performance and security issues!	**Need to Optimize**

Mobile Usability

Mobile usability	Score: 100	Failed: 0	Warnings: 0	Passed: 3

Advanced SEO Overview



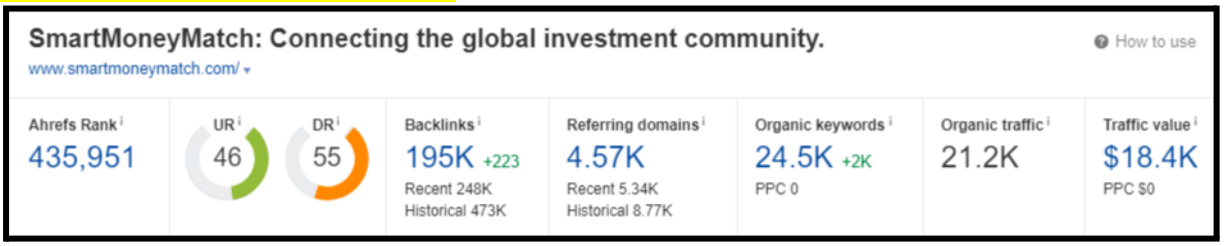
1.	**Structured Data Test**	This webpage doesn't take the advantages of HTML Microdata or JSON-LD specifications in order to use structured data! View Google's guide for getting started with structured data.	**Present**
2.	**Custom 404 Error Page Test**	This website is using a custom 404 error page. We recommend to have a custom 404 error page in order to improve the website's user experience by letting users know that only a specific page is missing/broken (and not the entire site), providing them helpful links, the opportunity to report bugs, and potentially track the source of broken links.	**Present**
3.	**Canonical Tag Test**	This webpage is using the canonical link tag.	**Good**
4.	**SPF Records Test**	This DNS server is using an SPF record.	**Good**

Off-Page SEO Optimization Status of Your Website

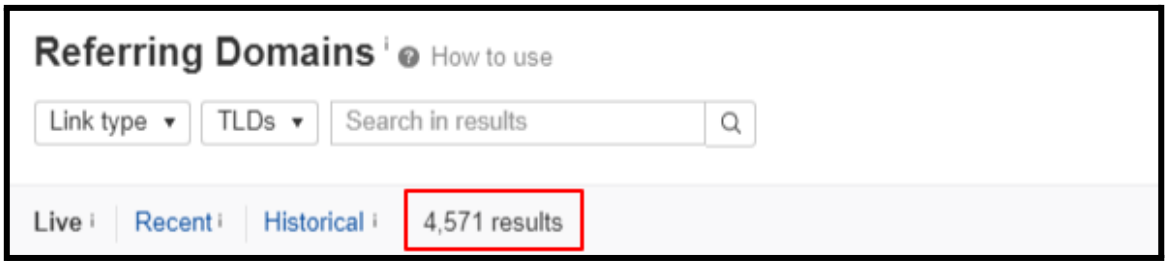
Domain Rating:

We would like to notify you that the Domain Rating 15 for the website.

Here are the Screenshots



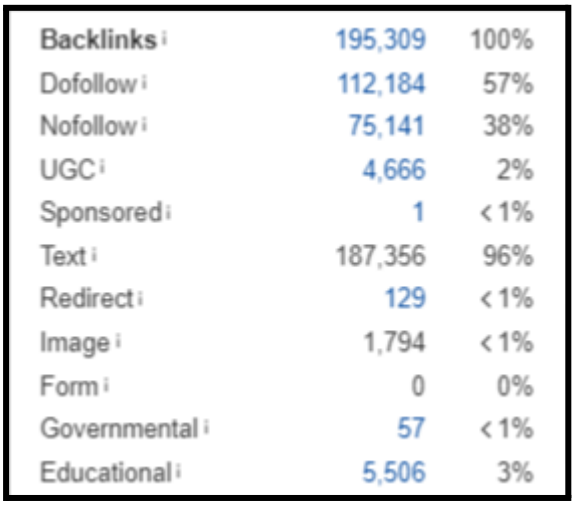
Referring Domains:



Backlinks:

Dofollow Links: 57%

Nofollow Links: 38%



Backlinks	195,309	100%
Dofollow	112,184	57%
Nofollow	75,141	38%
UGC	4,666	2%
Sponsored	1	< 1%
Text	187,356	96%
Redirect	129	< 1%
Image	1,794	< 1%
Form	0	0%
Governmental	57	< 1%
Educational	5,506	3%

Anchors:

There is no proper distribution of Anchor text

Anchors	Referring domains
<a>no text	267 6%
smartmoneymatch.com	201 4%
https://www.smartmoneymatch.com/articles/what-are-cfds/4946	124 3%
smartmoneymatch	107 2%
cash app payment pending	103 2%
cash app account closed	99 2%
cash app cash out failed	86 2%
cash app direct deposit pending	86 2%
click here	79 2%
website	70 2%

Thank You