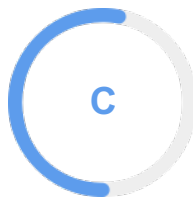




# Website Report for rentingalternatives.com

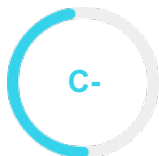
This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform 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!

## rentingalternatives.com's Result

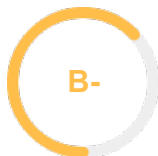


**Your page could be better**

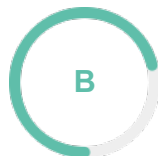
You have 24 improvements recommended



SEO



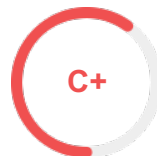
Usability



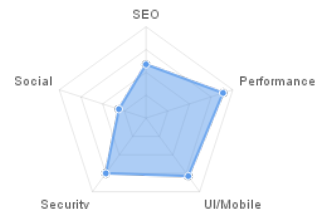
Performance



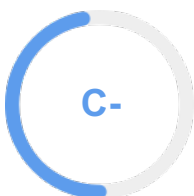
Social



Security



## SEO Results



**Your SEO could be better**

SEO optimisation is important to ensure you are driving traffic to your site via search engines. We recommend on page optimisations, targeted content and a backlinking strategy to improve performance.

### HTML HEADER

#### Title Tag

You have a title tag, and its length is optimal - between 10 and 70 characters.



Renting Alternatives | Rent to Own Home Listings

Length : 48

Meta Description Tag



Your page has a meta description. Ideally though, your meta description should be between 70 and 160 characters (spaces included).

Truly the Best Renting Alternative Rent to own homes are by far the best and most budget friendly renting alternatives in today's economy. Not only does it provide more security and stability than traditional rentals do, but they are typically lower monthly payments as you would simply pay the monthly mortgage rate which is typically...

Length : 348

BODY CONTENT

Header Tags



Your website's main keywords are distributed well across the important HTML Tags of your website.

HTML Header Tags are an important way of signaling to search engines what your page is about:

Header Tag	Frequency	
H1	7	<div></div>
H2	2	<div></div>
H3	0	<div></div>
H4	0	<div></div>
H5	0	<div></div>
H6	0	<div></div>

Tag Value

H1	Renting Alternatives
H1	Lease Option Listings   Rent to Own Homes
H1	Featured Listings
H1	Archives
H1	Categories
H1	Renting Alternatives   Featured Rent To Own Home Listings
H1	Tags
H2	Rent to Own Home Listings
H2	Truly the Best Renting Alternative

Keyword Consistency



Your website's main keywords are distributed well across the important HTML Tags of your website.

Your page content should be focused around particular keywords you would like to rank for. These keywords should also be distributed across important HTML Tags such as Title, Meta Tags and Header Tags, as shown above.

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
own	✓	✓	✓	9	<div></div>
rent	✓	✓	✓	8	<div></div>
home	✓	✓	✓	7	<div></div>
option	✗	✗	✓	6	<div></div>
listings	✓	✗	✓	6	<div></div>
county	✗	✗	✗	5	<div></div>
lease	✗	✗	✓	5	<div></div>
renting	✓	✓	✓	5	<div></div>
alternatives	✓	✓	✓	4	<div></div>
homeowner	✗	✗	✗	4	<div></div>

Amount of Content

✗

Your page has a low volume of text content which Search Engines can interpret as "thin content", and may not rank well. Additionally it's been well researched that in general, higher text content volumes lead to better rankings.

Word Count: 481

Image Alt Attributes

✗

You have images on your site that are missing alt attributes.

We found 5 images on your page and 1 of them are missing alt attributes.

#	Image link
1	cropped-Renting-Alternatives-feat.jpg

LINKS

### Number of Backlinks



You have a reasonably weak level of backlink activity. Search Engines use backlinks as a strong indicator of a domains authority and ranking.



0

External  
Backlinks



2

All  
Backlinks



6

Moz  
Domain  
Authority

### On Page Link Structure



We found a total of 68 links including 0 link(s) to files There are 1 Nofollow link(s).

Anchor	Type	Follow/Nofollow
<a href="http://rentingalternatives.com/#content">http://rentingalternatives.com/#content</a>	Internal	Follow
<a href="http://rentingalternatives.com/">http://rentingalternatives.com/</a>	Internal	Follow
<a href="http://rentingalternatives.com/index.php/about-renting-alternatives/">http://rentingalternatives.com/index.php/about-renting-alternatives/</a>	Internal	Follow
<a href="http://rentingalternatives.com/index.php/blog/">http://rentingalternatives.com/index.php/blog/</a>	Internal	Follow
<a href="http://rentingalternatives.com/index.php/contact-us/">http://rentingalternatives.com/index.php/contact-us/</a>	Internal	Follow
<a href="http://rentingalternatives.com/index.php/featured-listings/">http://rentingalternatives.com/index.php/featured-listings/</a>	Internal	Follow

### Broken Links



No broken links found

### Friendly URLs



Some of your links dont appear friendly (human readable) meaning they probably contain pieces of query strings and code.

### Sub-Page URLs

Line	Link	Underscores	Parameters	Symbols	File names	Path Depth	Length
356	<a href="http://rentingalternatives.com/wp-login.php">http://rentingalternatives.com/wp-login.php</a>	✓	✓	✓	✗	✓	✓

### OTHER

### Robots.txt



Server error

Your server returned an error retrieving this file.

## XML Sitemaps



Your website does not have an XML sitemap.

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

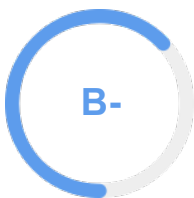
## Analytics



We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. We would recommend you having atleast one analytics tool installed.

# Usability



## Your Usability could be better

The Usability of your website across desktop and mobile devices is important to maximise user time on page. Search Engines use this as a ranking signal, and websites with better Usability factors generally convert higher.

### Use of Mobile Viewports



Your page specifies a viewport matching the device's size, which allows it to render properly on all devices. Learn more about [configuring viewports](#).

### Flash used?



No Flash content has been detected on this page.

### iFrames used?



It looks like your website is using iframes. We recommend against this as the content can be harder to navigate in mobile and has historically been harder to index for search engines.

### Favicon



Your website is using a favicon.

### Legible Font Sizes



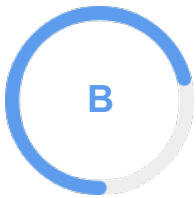
The text on your page is legible. Learn more about [using legible font sizes](#).

### Tap Target Sizing



Some of the links/buttons on your webpage 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

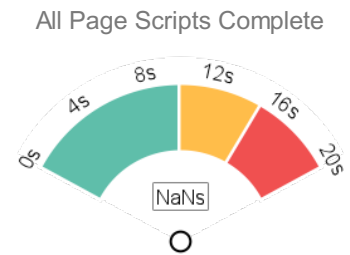
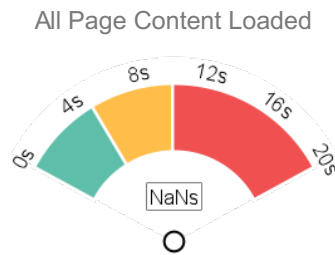
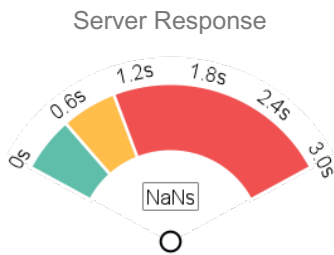


## Your Performance is good

Your performance is OK but could probably use some tuning. Page load speed and performance is important to ensure a positive user experience. Focus on keeping page and image size down and optimising other recommended factors.

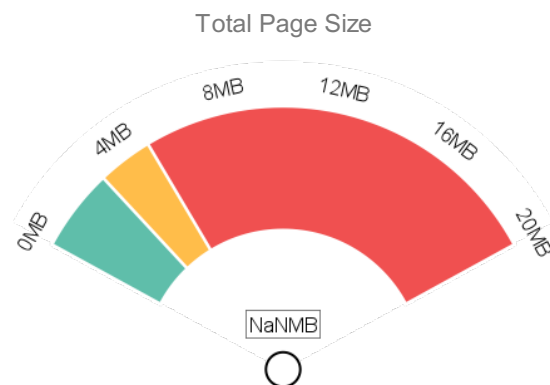
### Page Speed Info

Your Page's Server Response Time is reasonably small (which is good for load speed and user experience).

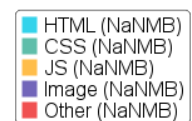


### Page Size Info

Your page's file size is reasonably low (which is good for load speed and user experience).



### Page Size Breakdown



Total NaN MB

### Javascript Errors

Your page has no reported Javascript Errors.



### GZIP Compression

Your website is using GZIP Compression.



### Optimize Images

Properly formatting and compressing images can save many bytes of data.



### Minification

Some of your Javascript and CSS Files do not appear minified:



rentingalternatives.com/rentingalternatives.com/wp-content/cache/wpfc-minified/e1de74b2c5659b4a940060f3c42c9a1a/1501400432index.css

rentingalternatives.com/rentingalternatives.com/wp-content/cache/wpfc-minified/9d8791245e69351bc3be815ccae1b7e5/1501400432index.css

rentingalternatives.com/fonts.googleapis.com/css?  
family=Montserrat%3A100%2C300%2C400%2C700&ver=4.8.1

rentingalternatives.com/fonts.googleapis.com/css?  
family=Source+Serif+Pro%3A100%2C300%2C400%2C700&ver=4.8.1

rentingalternatives.com/rentingalternatives.com/wp-content/cache/wpfc-minified/04f2305a7c14bd21050219fe03ca65bc/1501400432index.css

rentingalternatives.com/rentingalternatives.com/wp-content/cache/wpfc-minified/aa3e233bf9015fc8c58f92ee64d44a08/1501400432index.css

rentingalternatives.com/rentingalternatives.com/wp-content/cache/wpfc-minified/5420842e5d341fe78d666bbfb4997791/1501400432index.css

rentingalternatives.com/rentingalternatives.com/wp-content/cache/wpfc-minified/b5db6acf7c62b94f5f53666edf587348/1501400432index.css

### W3C Validity



Your page is not W3C Compliant. W3C compliance improves the chances of your website rendering well in future browser iterations.

Errors : 18

Warnings : 1

Type	Line	Message
Error	143	Bad start tag in “div” in “head”.
Error	146	Stray end tag “noscript”.
Error	155	Attribute “name” not allowed on element “meta” at this point.
Error	155	Element “meta” is missing one or more of the following attributes: “itemprop”, “property”.
Error	156	Attribute “name” not allowed on element “meta” at this point.
Error	156	Element “meta” is missing one or more of the following attributes: “itemprop”, “property”.
Error	189	A document must not include more than one “meta” element with its “name” attribute set to the value “description”.
Error	189	Element “meta” is missing one or more of the following attributes: “itemprop”, “property”.
Error	189	Attribute “name” not allowed on element “meta” at this point.
Error	189	Element “style” not allowed as child of element “body” in this context. (Suppressing further errors from this subtree.)
Error	190	A “link” element must not appear as a descendant of a “body” element unless the “link” element has an “itemprop” attribute or has a “rel” attribute whose value contains “dns-prefetch”, “pingback”, “preconnect”, “prefetch”, “preload”, “prerender”, or “stylesheet”.
Error	191	A “link” element must not appear as a descendant of a “body” element unless the “link” element has an “itemprop” attribute or has a “rel” attribute whose value contains “dns-prefetch”, “pingback”, “preconnect”, “prefetch”, “preload”, “prerender”, or “stylesheet”.
Error	192	A “link” element must not appear as a descendant of a “body” element unless the “link” element has an “itemprop” attribute or has a “rel” attribute whose value contains “dns-prefetch”, “pingback”, “preconnect”, “prefetch”, “preload”, “prerender”, or “stylesheet”.
Error	193	Attribute “name” not allowed on element “meta” at this point.
Error	193	Element “meta” is missing one or more of the following attributes: “itemprop”, “property”.
Error	194	Stray end tag “head”.
Error	195	Start tag “body” seen but an element of the same type was already open.
Error	195	Cannot recover after last error. Any further errors will be ignored.
Warning	144	The “border” attribute is obsolete. Consider specifying “img { border: 0; }” in CSS instead.

## Deprecated HTML



Deprecated HTML tags have been found within your page. These tags are no longer officially supported in modern HTML and web browsers, and hence are recommended to be removed as they could cause display issues.

## Inline Styles



It looks like your website is using inline styles. We recommend removing style tags from HTML and instead having them all in CSS Stylesheets, as inline styles can degrade performance.



Line	Style
252	text-align: center;
258	display:block; text-align:center;
270	width: 100%; height: 600px;
287	display:block
363	display:block
376	font-size: 8pt;
377	font-size: 8pt;
378	font-size: 8pt;
379	font-size: 8pt;
380	font-size: 8pt;
381	font-size: 8pt;
382	font-size: 8pt;
383	font-size: 8pt;
384	font-size: 13.3846153846pt;
385	font-size: 8pt;
386	font-size: 8pt;
387	font-size: 8pt;
388	font-size: 8pt;
389	font-size: 8pt;
390	font-size: 8pt;
391	font-size: 8pt;
392	font-size: 8pt;
393	font-size: 13.3846153846pt;
394	font-size: 8pt;
395	font-size: 8pt;
396	font-size: 8pt;
397	font-size: 8pt;
398	font-size: 11.2307692308pt;
399	font-size: 22pt;
400	font-size: 8pt;
401	font-size: 8pt;
402	font-size: 8pt;



## Your Social needs improvement

Social Activity is important for brand awareness and repeat visitors. It looks like your social exposure is low. We recommend ensuring that all your social profiles are connected and running social campaigns to generate awareness.

### Facebook Page Connected

Your website has a Facebook Page connected.



### Facebook Page Activity

Your level of Facebook Page Activity is rather weak.



**26**  
Page Likes



**0**  
Talking  
About

### Twitter Connected

Your website has a Twitter Profile connected.



### Twitter Activity

The number of your followers is too little.



**11**  
Followers

### Google+ Connected

No associated Google+ Profile found.



### Instagram Connected

No associated Instagram Profile found.



### Youtube Connected

No associated Youtube Chanel found.



### LinkedIn Connected

No associated LinkedIn Profile found.



## Social Shares



You have a reasonably weak level of Social Activity. Social activity can help increase brand awareness and drive traffic to your site. We recommend performing some Social Media campaigns and engagement.



1

Shares



0

Google +1



0

LinkedIn



0

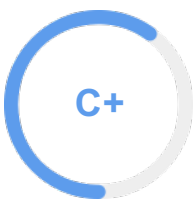
Pinterest  
Shares



0

Stumbleupon

## Security Results



### Your Security could be better

Security is important to ensure your site doesn't get compromised and experience data loss or downtime. Based on our high level checks it looks like your security may be at risk and be due for some improvement.

#### SSL Security



SSL (HTTPS) is disabled on your website or the SSL certificate is bad.

SSL helps to secure the transfer of information on your server and hence is highly recommended. Google also uses it as a positive ranking indicator.

#### HTTPS redirect



Your page does not redirect to a HTTPS (SSL Secure) version of the page.

#### Malware Check



Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



#### Critical Software Up To Date



No software versions were matched on your server (indicating that either software is not installed, or versioning information has been intentionally hidden which is recommended.).

#### Email Privacy








No email address has been found in plain text.

# Technology Results

## Technology List



This software has been identified on your server:

	Technology	Version
 Google AdSense	Google AdSense	
 Google Fonts	Google Font API	
	Ink	
 Bootstrap	Twitter Bootstrap	
 WordPress	WordPress	
	jQuery	
	PHP	

## Server IP Address

108.167.137.43



## DNS Servers

ns156.ehosts.com  
ns155.ehosts.com



## Web server

nginx/1.12.1



## Charset

text/html; charset=UTF-8



## Recommendations

SEO

Execute Link Building Strategy

High Priority

Social

Execute Social Strategy

High Priority

SEO

Create a Sitemaps File

Medium Priority

SEO	Create or check robots.txt file	Medium Priority
Other Improvements	Create an associated Google+ Profile	Low Priority
Performance	Optimize your images to reduce their size	Low Priority
Security	Enable SSL on your website.	Low Priority
Other Improvements	Enable redirect to HTTPS on your website.	Low Priority
SEO	Switch to friendly URLs	Low Priority
Performance	Ensure your page is W3C Compliant	Low Priority
Social	Get people to like your Facebook Page and talk about it	Low Priority
Social	Get more followers on your Twitter	Low Priority
Other Improvements	Add more content to the page	Low Priority
SEO	Add alt attributes to all images	Low Priority
Performance	Minify your CSS and JS files.	Low Priority
Other Improvements	Get more followers on your Instagram	Low Priority
Other Improvements	Create an associated LinkedIn Profile	Low Priority
Other Improvements	Create an associated Youtube Chanel	Low Priority
Other Improvements	Get more subscribers on your Youtube channel	Low Priority
SEO	Use Analytics tracking	Low Priority
Other Improvements	Get more followers on your Google+	Low Priority
Mobile & UI	Remove any iFrames	Low Priority

Performance	Remove Inline CSS	Low Priority
Mobile & UI	Adjust the size of tap targets.	Low Priority
Other Improvements	Create an associated Instagram Profile	Low Priority