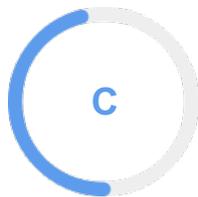


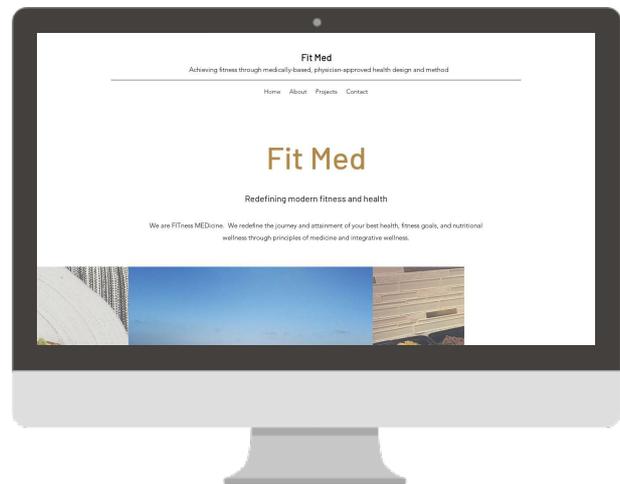
Website Report for thefitmed.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for thefitmed.com



Your page could be better



SEO



Usability



Performance



Security



SEO Results



Your SEO could be better

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You should ensure your page fulfils common recommended improvements outlined here before moving onto more advanced SEO strategies.

HTML HEADER

Title Tag



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

Home | Fit Med

Length : 14

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.

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag Frequency

| Header Tag | Frequency | |
|------------|-----------|--|
| H1 | 1 | |
| H2 | 3 | |
| H3 | 3 | |
| 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 | | Page Frequency | |
|-------------|-------|-----------------|---------------|----------------|--|
| | | Description Tag | Headings Tags | | |
| fitness | × | × | ✓ | 6 | |
| health | × | × | ✓ | 5 | |
| fit | ✓ | × | ✓ | 3 | |
| med | ✓ | × | ✓ | 3 | |
| goals | × | × | × | 3 | |
| best | × | × | × | 3 | |
| nutritional | × | × | × | 3 | |
| strengths | × | × | × | 2 | |

Phrases

| Phrase | Title | Meta | | Page Frequency | |
|---------------|-------|-----------------|---------------|----------------|--|
| | | Description Tag | Headings Tags | | |
| fit med | ✓ | × | ✓ | 3 | |
| health we | × | × | × | 2 | |
| fitness goals | × | × | × | 2 | |
| we believe | × | × | × | 2 | |

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 [MOZ](#)



2

External
Backlinks



1

Referring
Domains



1

Moz Domain
Authority

On-Page Link Structure



We found 7 total links. 29% 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.

Broken Links

We have not detected any broken links on your page.



Friendly URLs

Your page links appear friendly (easily human or search engine readable).



OTHER

Robots.txt

Your website appears to have a robots.txt file.



<http://thefitmed.com/robots.txt>

XML Sitemaps

Your website appears to have an XML sitemap.



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

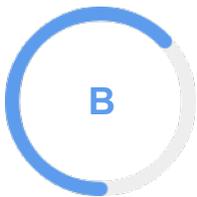
Analytics

Your page is using an analytics tool.



 Google Analytics

Usability



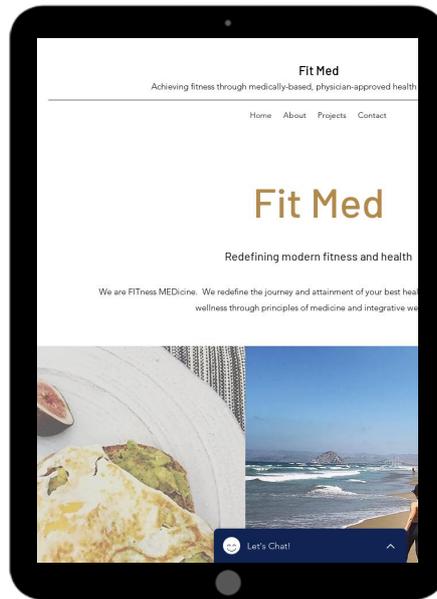
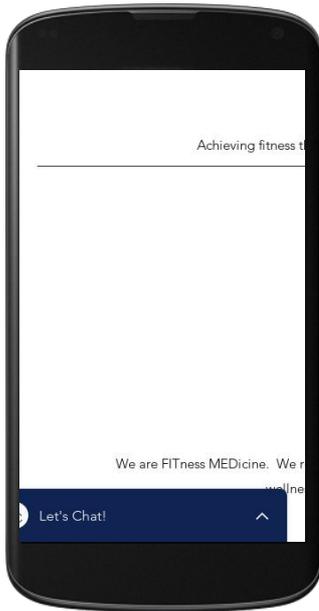
Your usability could be better

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.



Use of Mobile Viewports



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

Flash Used?



No Flash content has been identified on your page.

iFrames Used?



Your page appears to be using iFrames. iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.

Favicon



Your page has specified a favicon.

Legible Font Sizes

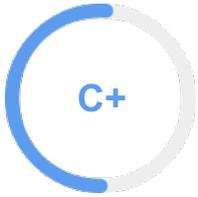


There is some text on your page that is small and may not be legible enough for particular users. We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Tap Target Sizing



The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

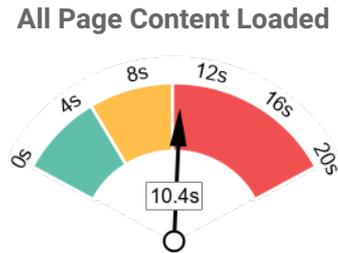
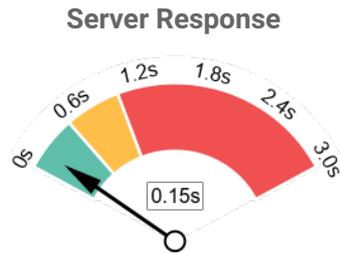


Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

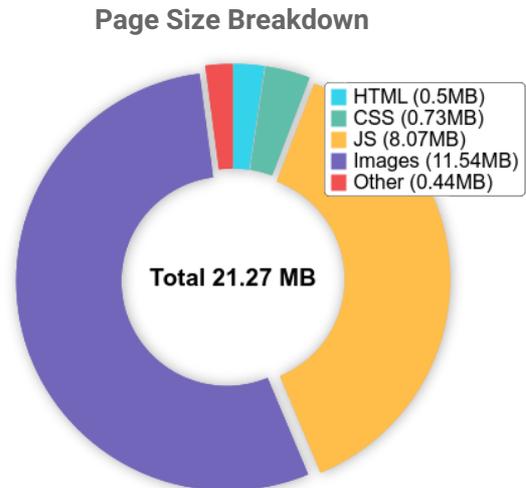
Page Speed Info

Your page's server response time is reasonably low which is good for load speed and user experience. ✔



Page Size Info

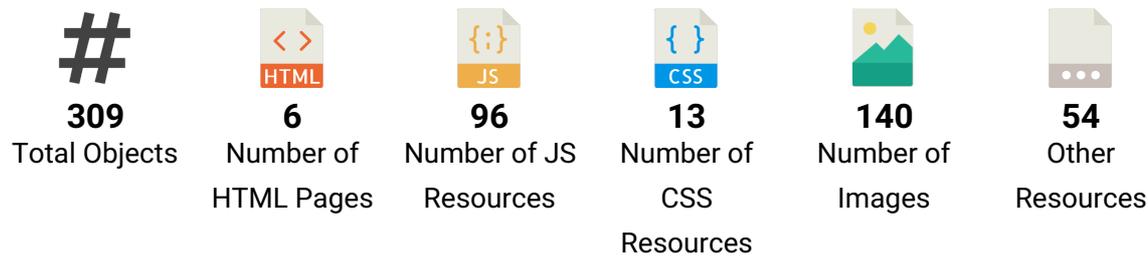
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience. A general rule is to keep your page under 5MB in total file size. ✘



Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



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.

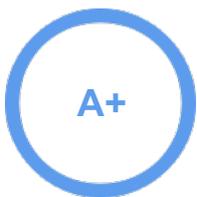


Inline Styles

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.



Security Results



Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



Malware Check



Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Technology Results

DNS Servers

ns12.wixdns.net

ns13.wixdns.net



Web Server

nginx/1.13.10

