

Overall view:

The screenshot shows a website with a yellow header area containing the text: "Website is well made.", "Good effort is seen on the website.", and "There is a good updating." Below the header is an orange navigation bar with "Home" and "About us" links. A white box on the page contains the text: "I. About us:", "Vision statement:", and "1. need to change:". To the right is a blue box titled "The Difference Between Goals and Objectives" which lists four characteristics for both and includes a diagram of a funnel with a large circle labeled "GOAL" at the wide end and a smaller circle labeled "Objective" at the narrow end.

“Emerge as”

Mission statement:

2. Make a “vision statement relevant to the mission statement”.

3. Goals and objectives: separate them. Goals are different from objectives.

4. Institutional ethics: the code of conduct is given.

A Code of Ethics **governs decision-making**, and a **Code of Conduct govern actions**. Both need to be present.

5. on clicking “**About us**” you get alumni page error 404”

6. **Administration** → **Heads: Arts & Humanities** → Dr. Vatsala Pai – Head, Philosophy & Psychology. Head of Botany & Zoology Department Dr. Jessy Pius.

7. Awards & Recognitions: **it has a problem area. It possibly is a compromised area of the website, needs to be repaired.**

II. Academics:

1. Though Arts and science is mentioned for undergraduate nowhere what degree is being pursued is mentioned: BA, B.Sc.
2. B.M.M is mentioned properly but its courses are not listed.
3. For masters no of seats, courses and each one's details are necessary
4. Doctoral work: seats available, guides available, areas of research available, list of doctorates department wise in the last 5 years. Currently working students and guides.
5. courses: Details with fixed dates/ schedule of the year needs to be mentioned, intake capacity, contact hours duration, time, nature of examination, etc needs to be clearly mentioned. (except for gardening course) nowhere the mention was seen.
6. admissions and examinations are the two areas where student hits are maximum. They should be available at a glance without surfing.

III. Departments:

1. Teacher details: A proper pdf of each teacher with all necessary details needs to be showcased, research, specialization, etc.
2. Indianization of subject logos and better-quality pictures needed (especially for Arts), college needs to take its own pics, their students, their habitats.

IV. Centres & Cells: (this section needs a flashy highlighting)

1. More details needed, annual reports of each cell, faculty details, etc.
2. Can Kaushal Kendra be highlighted? (it is a unique feature).
3. self-vision centre: a wonderful activity, needs proper showcasing.
4. P.S. Ramanathan advanced instrumentation centre.
5. Urban centre
6. Partnership cell.

7. foreign language would suit here in this window better rather than under facilities.

VI. Research:

This should be your strongest area. It needs to be showcased with details.

VII. IQAC

1. AQARs and SSRs should come here.
2. IQAC initiatives need to be highlighted.
3. The internal committee of IQAC does not have an administrative staff member.

4. Plan of action for 2020- 21 shows a discrepancy of signature by Principal on the date 28th July 2019.

IX. Initiatives details needed.

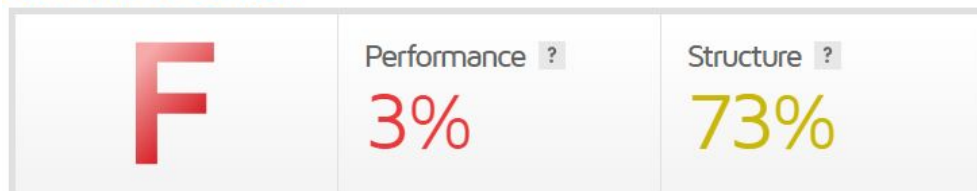
Overall photos, individual details, program/ course details are the need.

uiuxEvaluation_Ramnarain Ruia Autonomous College Website Audit

Website Security Audit

1. Home page URL is currently <https://www.ruiacollege.edu/Department/Deptindex.aspx?page=a&ItemID=caeae&nDeptID=caaig> , which should be technically like <https://www.ruiacollege.edu> in terms it will help the users and the Google to identify that this is the Landing Page (Home page) of the website.
2. Parameters in URL shows that some kind information (data) is going to be sent to the server in order to get the response for the particular action or request that has been made by an user. There should not be any parameters to be in the page URLs until and unless any request is made to the server. eg. <https://www.ruiacollege.edu/Department/Deptindex.aspx?page=a&ItemID=caeae&nDeptID=caaig>
3. These parameters in the URL is also an exposure to the Bots and hackers to know what information is sent and received in order to develop SQL Injection script
4. Website URLs shows the framework and technology used to develop the website which gives an exposure to crack the development code and idea
5. Website load time is good that website gets loaded completely under 5 sec which can be improved though, but the UI/UX performance is very low (3% and structural rating 73%) which gives much negative impact on google and other site listing tools score

GTmetrix Grade ?



6. As per the vulnerability scan report website is not safe against SQL injection and also cross platform scripting is giving exposure to the malware attacks
7. Cross platform code visible in the Page Source

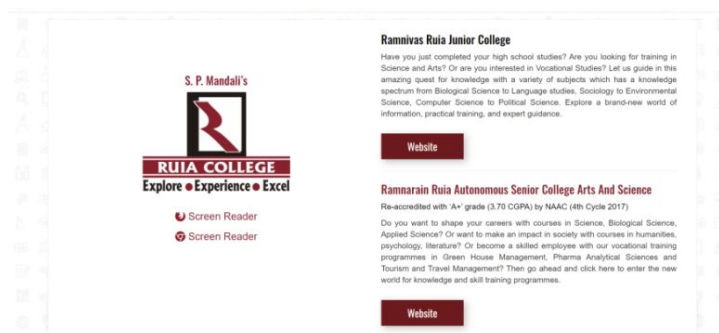
8. Post parameters visible in URL, which can be vulnerable to the code and the database
9. No website WAF (Web Application Firewall) is added which can be loophole for hackers to get into the website files and the database and also for the SQL Injection



10. No security headers added and an ASP version is visible which can be truly vulnerable to the website.
11. No SPF records added which can cause email spamming and unwanted traffic and ads on the website

UI/UX evaluation - Ruia College Website:

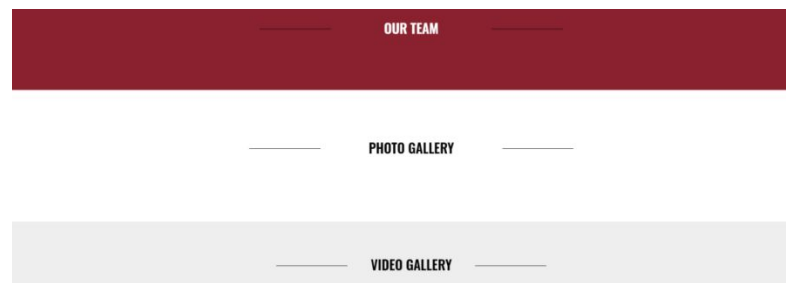
1. Home page – in general UX there is a term as 'don't let users think'. It increases the mental load for the users. When a user opens the site, I expect that I get to see the landing page of the ruia college..and then I will decide whether I want to visit the senior or junior college. We are making decisions too early to choose something, for which he is not prepared. Instead show him the ruia concept, and then put these options of senior and junior college in front of him.



2. Breadcrumbs are missing – it's good to tell users on which page they are in and also show them a path to go back. For this purpose the breadcrumbs (e.g. Home-> Departments-> Chemistry) help
3. Tell users on which page they are currently - highlight the tab in which the user currently is. This is called as visual clues, and helps users understand where he is faster than reading the heading of the page.
4. Email address in header strip as well as in footer in contact info section should have underline and should be clickable, as the user can directly send a mail by clicking on this address.
5. As per accessibility guidelines, links should have an underline or some visual clue, so that users will easily understand what text is and what is link, in other words they will easily recognize which area is clickable and without hovering on it.
6. Read more – there should be a space between read and more, as they are two separate words. Also underlined text will help users understand which is linked and which is text (the color difference may not be noticed by color-blind population.)



7. If the section doesn't have content, hide or delete the content. No point in increasing scroll unnecessarily for users.



8. Correct wording – the title of the section should be 'Write to us' and not talk to us.

TALK TO US

Name*

Email*

Message

Attach File No file chosen

9. Contact information is equally important as other content in the footer. Why is it of smaller size?


CONTACT INFORMATION

Ramnarain Ruia Autonomous College
Address : L. N. Road, Matunga (East),
Mumbai 400 019

☎ 022 2414 3098 / 022 24143119

✉ enquiry@ruiacollege.edu

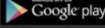
LOCATION



QUICK LINKS

- > Resources
- > DDU Kaushal Kendra
- > Login/Register
- > Institute Brochure
- > RTI
- > Alumni
- > Holiday List

QUICK LINKS

- > Right to Information
- > Feedback
- 

10. Hover effects make users comfortable that they are opting the correct option. Please provide hover effects whenever necessary.




11. Usage importance of particular elements – pl check how many times one element is being used or what is the importance of it in the whole website, and accordingly decide its position in the site. Is 'google language bar' getting frequently used? If not consider it shifting to less important places like footer.. Every set of information is adding to the mental load of the users and they might get lost in the information which they don't want. Always remember 'less is more'. So if it is required then only put, else don't put it.

Admissions Senior | Junior | Login | Senior College | Junior College L

Select Language ▼

Search

🔍

Powered by 

12. User doesn't get any clue, what he should do on this page – Holiday list 2019 should have underline. If there is no data, consider having the holiday table on the page itself. This will save users one click of opening the link and then seeing the time table.



HOLIDAY LIST

Holiday List 2019

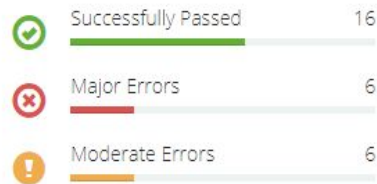
Ramnarain Ruia Autonomous College Website Audit

Review of <https://ruiacollege.edu/>

Summary

<https://ruiacollege.edu/>

Generated on 16 Dec, 2020 12:09 PM



SUMMARY ISSUES SEO:

Title Tag:

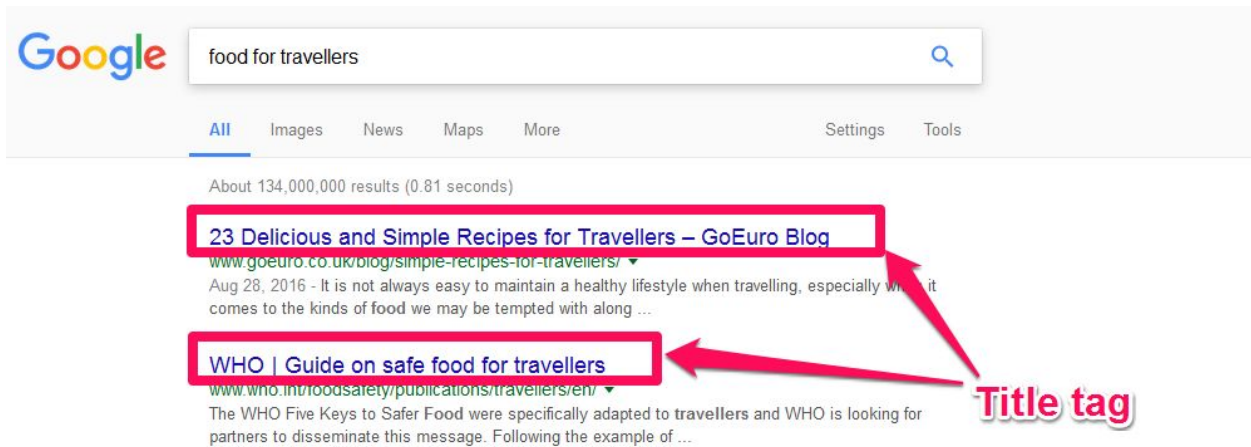
Ramnarain Ruia College Length: 22 Character(s)

Title Tags are used to define the content of the website. It briefly tells users, as well as search engines, what the page is about. Your title should contain between 10 and 70 characters (spaces included).

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.

Code sample

```
<head><title>Example Title</title></head>
```



Meta Description:

Description not found!

The meta description of your page has a length of 0 characters. Most search engines will truncate meta descriptions to 160 characters.

The meta description is an HTML attribute that provides a brief summary of a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates.

Top Men's Running Shoes | Road Runner Sports

www.roadrunnersports.com/rrs/mensshoes/mensshoesrunning/

Mens Brooks Glycerin 15 Running Shoe. 4 colors. color2. Men's Brooks Glycerin 15. MSRP:\$149.95. VIP, All Your Benefits Apply! Mens Nike Air Zoom Vomero 13 Running Shoe. 3 colors. color2. Men's Nike Air Zoom Vomero 13. MSRP:\$139.95. VIP, All Your Benefits Apply! Mens adidas Ultra Boost Running Shoe. 10 colors.

Running + | Zappos.com

<https://www.zappos.com/c/t-running-plus>

In a professional slump and unsure of what to do, Cragg changed everything from her home to her coach to her shoes, and realized some surprising outcomes. Read More · Read More Banner · Run Like a Champion: Shalane + Amy's Picks. See More · Sportswear Rally Metallic Full-Zip Hoodie. Nike. Sportswear Rally ...

Meta Description

Code sample

```
<head> <meta name="description"
content="This is an example of a meta description.
This will often show up in search results."></head>
```

Google Preview:

Ramnarain Ruia Autonomous College
<https://www.ruiacollege.edu/default.aspx/>
Description not found!

Headings Status:

HTML headings used from h1 to h6 tags.
H1 is missing

Heading tags indicate headings on a webpage by using code to tell a web browser how to display content. That's why and how they organize your content into a format that's easy to read. In addition to general structure and readability, heading tags help improve accessibility for people who can't easily read screens.

<h1>Heading 1</h1>

<h2>Heading 2</h2>

<h3>Heading 3</h3>

<h4>Heading 4</h4>

<h5>Heading 5</h5>

<h6>Heading 6</h6>

Text to HTML Ratio:

The Text to HTML ratio is: 3.85% (Text size 13.73 KB and Code size 356.56 KB)

A good text to HTML ratio is anywhere from 25 to 70 percent. This percentage refers to the visible text ratio, as opposed to HTML elements, image tags, and other non-visible information. You may notice that many high ranking websites in search results have visible text.

Inline CSS:

Warnings! Your webpage is using inline CSS styles!

Custom 404 Error Page:

Perfect, Your website is using a custom 404 error page.

In tech-speak, 404 is the error number returned when a visitor attempts to access a page that doesn't exist on your site. The two most common reasons a visitor gets a 404 error are:

They mistyped the Web address (URL) of the page they were trying to reach, or They followed a link to a page that no longer exists on your site.

The page cannot be found

The page you are looking for might have been removed, had its name changed, or is temporarily unavailable.

Please try the following:

- Make sure that the Web site address displayed in the address bar of your browser is spelled and formatted correctly.
- If you reached this page by clicking a link, contact the Web site administrator to alert them that the link is incorrectly formatted.
- Click the [Back](#) button to try another link.

HTTP Error 404 - File or directory not found.
Internet Information Services (IIS)

Technical Information (for support personnel)

- Go to [Microsoft Product Support Services](#) and perform a title search for the words **HTTP** and **404**.
- Open **IIS Help**, which is accessible in IIS Manager (inetmgr), and search for topics titled **Web Site Setup**, **Common Administrative Tasks**, and **About Custom Error Messages**.

Microdata Schema Markup:

Warnings! Your website doesn't use HTML Microdata Schema data.

Schema markup is code (semantic vocabulary) that you place on your website to help the search engines return more informative results for users. If you've ever used rich snippets, you'll understand exactly what schema markup is all about.

[Call of Duty: Ghosts review - Trusted Reviews](#)
 www.trustedreviews.com > TVs & Entertainment > Games >
 ★★★★★ Rating: 7/10 - Review by Stuart Andrews
 Nov 6, 2013 - A new era for **Call of Duty**, or more of the same old, same old?
 More by Stuart Andrews - in 31 Google+ circles

[Call of Duty: Ghosts for Xbox 360](#)
 www.metacritic.com/game/xbox-360
 ★★★★★ Rating: 3.5 - 25 reviews - Call of Duty
 Metacritic Game Reviews, Call of Duty
 Call of Duty series features a fresh dy

[Review: Review Call of Duty](#)
 www.computerandvideogames.com
 ★★★★★ Rating: 7/10 - Review by N
 Review: Call of Duty Ghosts delivers
 unsurprisingly familiar yet consistently enjoyable CoD blockbuster.

```

<div id="tr-background-container"
  class="tr-background-container"
  itemscope itemtype="http://schema.org/Review" xmlns:
  <!-- start of site -->
  <div id="custom-doc" class="tr-tl">
  <div id="hd-wrapper" class="clearfix">
  <div id="hd" role="banner">
  <div itemscope itemtype="http://schema.org/Organization"
  <a class="tr-phark" itemprop="logo" href="/">TrustedRev
  <div id="hd-right">
    
```

Underscores in Links:

Warning! Your Url has not used underscores, but (1 link found) internal links on the page contain some links that do use underscores!

Using a hyphen in your URLs is recommended by Google because it makes your website easy to read for humans. As an end result, this means that your site will place better on search engines.

SEO Friendly URL:

Warning! Your Url is SEO friendly, but (121 links found) internal links on the page contain some links that are not SEO friendly!

SEO friendly URLs are URLs that are designed to meet the needs of users and searchers.

Specifically, URLs optimized for SEO tend to be short and keyword-rich.



Broken Links Test:

Perfect, You do not have broken links.

A broken link is a web-page that can't be found or accessed by a user, for various reasons. Web servers will often return an error message when a user tries to access a broken link.

Image Alt Attributes:

Oops! Your webpage has 48 'img' tags and 34 of them have the required 'alt' attribute.

The required alt attribute specifies an alternate text for an image if the image cannot be displayed.

The alt attribute provides alternative information for an image if a user for some reason cannot view it (because of slow connection, an error in the src attribute, or if the user uses a screen reader).

Tip: To create a tooltip for an image, use the title attribute!

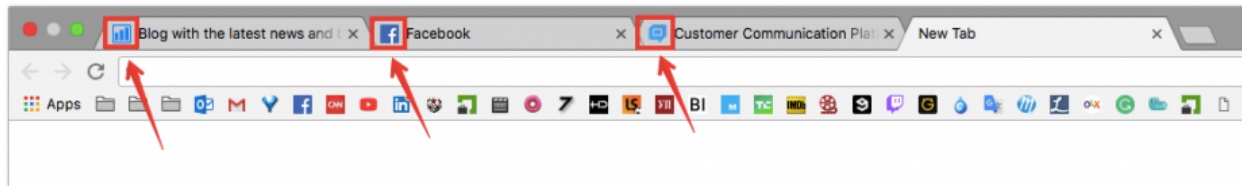
Code Sample:

```
<img alt="text">
```

Favicon:

Warnings! We've found a favicon in your page's HTML code but it's not accessible.

Favicon is an icon associated with a particular website, typically displayed in the address bar of a browser accessing the site. One should make sure this favicon is consistent with your brand.



Nested HTML Tables:

Perfect, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.

Deprecated HTML Tags:

Perfect! Your page does not use HTML deprecated tags.

Doctype Tags:

Perfect, Doctype is declared for the HTML of your webpage.

```
<!DOCTYPE html>
```

DOCTYPE tag is used to inform the browser about the version of HTML used in the document. It is called the document type declaration (DTD). Technically <!DOCTYPE> is not a tag/element, it's just an instruction to the browser about the document type.

Structured Data(JSON-LD):

Oops! Your website does not use structured data. Structured data is an on-page markup format, helping web crawlers to better understand the content on your webpage.

Robots.txt:

Oops! We have not found a "robots.txt" on your site.

When a search engine crawler comes to your site, it will look for a special file on your site. That file is called robots.txt and it tells the search engine spider, which Web pages of your site should be indexed and which Web pages should be ignored. The robots.txt file is a simple text file that must be placed in your root directory.

Why Robots.txt Is So Important?

It may seem counterintuitive to "block" pages from search engines.

There's a number of reasons and instances to do so:

1. Blocking sensitive information

Directories are a good example.

You'd probably want to hide those that may contain sensitive data like:

/cart/

/cgi-bin/

/scripts/

/wp-admin/

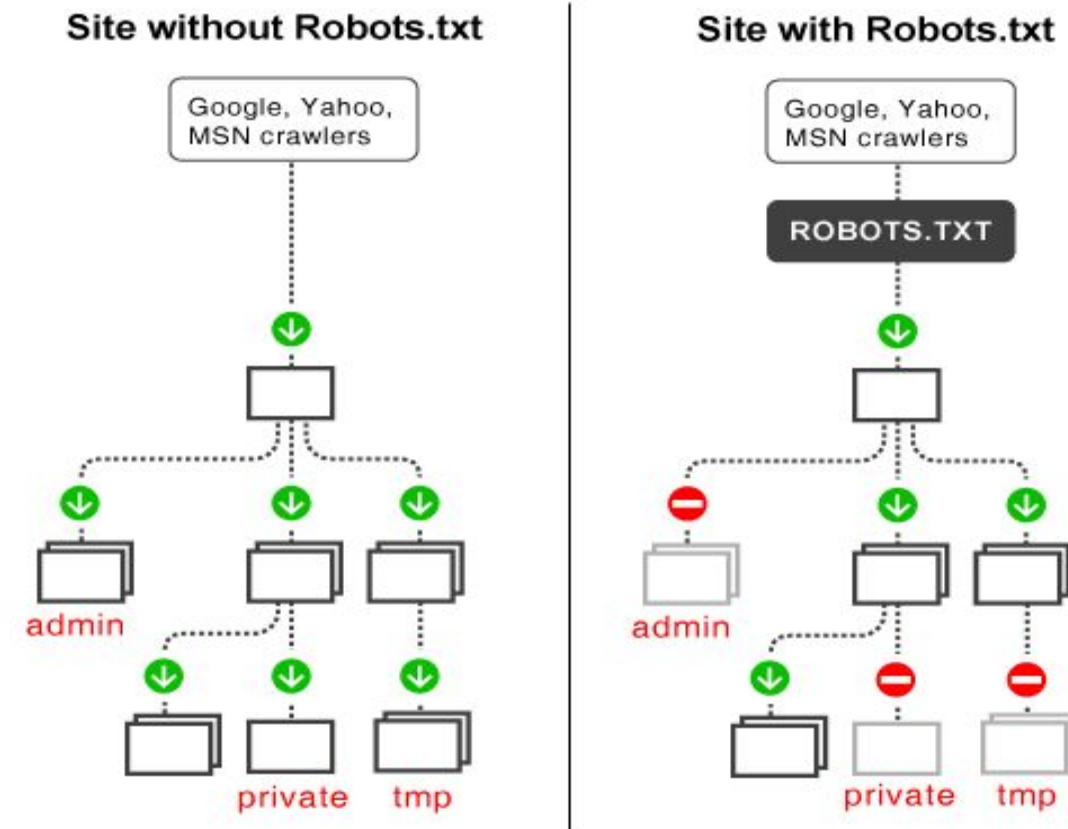
2. Blocking low-quality pages

Google has stated numerous times that it's important to keep your website "pruned" from low-quality pages. Having a lot of garbage on your site can drag down performance.

3. Blocking duplicate content

You may want to exclude any pages that contain duplicate content. For example, if you offer "print versions" of some pages, you wouldn't want Google to index duplicate versions as duplicate content could hurt your rankings.

However, keep in mind that people can still visit and link to these pages, so if the information is the type you don't want others to see, you'll need to use password protection to keep it private. It's because there are probably some pages that contain sensitive



XML Sitemaps:

Oops! We have not found a sitemap.xml on your website.

Sitemaps are a way to tell Google about the pages on your website. In its simplest terms, an XML Sitemap is a list of the pages on your website. Creating and submitting a Sitemap helps make sure that Google knows about all the pages on your site, including URLs that may not be discoverable by Google's normal crawling process.

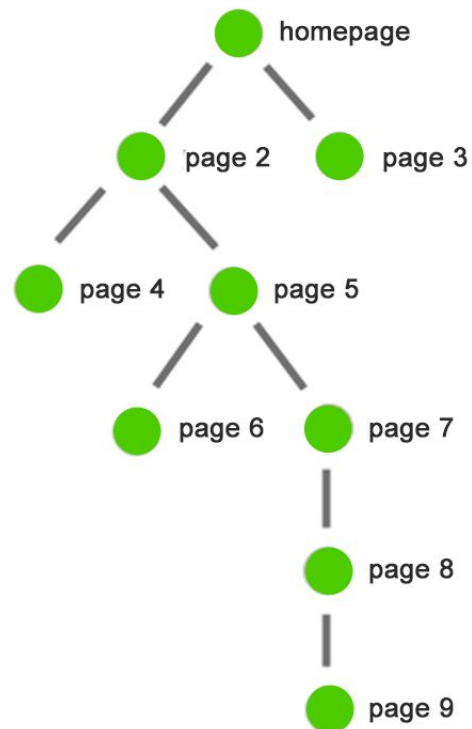
By placing a formatted XML file with a site map on your web server, you enable Search Engine crawlers (like Google) to find out what pages are present and which have recently changed, and to crawl your site accordingly.

- Create an XML sitemap that can be submitted to Google, Bing, and other search engines to help them crawl your website better.
- Create a Text sitemap to have a plain list of all your pages.
- Generate an HTML site map to allow website visitors to easily navigate on your site.

With XML Sitemap



Without XML Sitemap



Social Media Marketing:

Perfect! Your website is connected with social media.

Facebook: Data Found

Twitter: **No Data Found for Twitter**

How Does Social Media Impact SEO?

Social media does not directly contribute to SEO ranking, but the links you share across social platforms increase brand exposure. They add up and influence search engine optimization in six directions:

Extensive content distribution

1. Longer lifespan of your posts
2. Improve online visibility and organic traffic
3. Increase brand recognition.
4. Enhance brand reputation
5. Boosts local search engine optimization (SEO)

Your shares across social media sites have no place in SEO rankings. Still, when more people share your content throughout social media, it generates social signals that indicate your posts are useful to your target market.

Site Loading Speed:

Your site loading time is around 0.08s and this is over the average loading speed which is 5 seconds.

Page Speed Grade	Page Load Time	Total Page Size	Total Requests	Cached Page Size
A- 84	0.59 s	533.97 kb	11	1.22 kb

Page speed is often confused with "site speed," which is actually the page speed for a sample of page views on a site. Page speed can be described in either "page load time" (the time it takes to fully display the content on a specific page) or "time to first byte" (how long it takes for your browser to receive the first byte of information from the webserver).

Here are some of the many ways to increase your page speed:

Enable compression:

Use Gzip, a software application for file compression, to reduce the size of your CSS, HTML, and JavaScript files that are larger than 150 bytes.

Do not use gzip on image files. Instead, compress these in a program like Photoshop where you can retain control over the quality of the image. See "Optimize images" below.

Minify CSS, JavaScript, and HTML:

By optimizing your code (including removing spaces, commas, and other unnecessary characters), you can dramatically increase your page speed. Also remove code comments, formatting, and unused code. Google recommends using CSSNano and UglifyJS.

Reduce redirects:

Each time a page redirects to another page, your visitor faces additional time waiting for the HTTP request-response cycle to complete. For example, if your mobile redirect pattern looks like this: "example.com -> www.example.com -> m.example.com -> m.example.com/home," each of those two additional redirects makes your page load slower.

Remove render-blocking JavaScript:

Browsers have to build a DOM tree by parsing HTML before they can render a page. If your browser encounters a script during this process, it has to stop and execute it before it can continue.

Google suggests avoiding and minimizing the use of blocking JavaScript.

Leverage browser caching:

Browsers cache a lot of information (stylesheets, images, JavaScript files, and more) so that when a visitor comes back to your site, the browser doesn't have to reload the entire page. Use a tool like YSlow to see if you already have an expiration date set for your cache. Then set your "expires" header for how long you want that information to be cached. In many cases, unless your site design changes frequently, a year is a reasonable time period. Google has more information about leveraging caching [here](#).

Improve server response time:

Your server response time is affected by the amount of traffic you receive, the resources each page uses, the software your server uses, and the hosting solution you use. To improve your server response time, look for performance bottlenecks like slow database queries, slow routing, or a lack of adequate memory and fix them. The optimal server response time is under 200ms. Learn more about optimizing your time to the first byte.

Use a content distribution network:

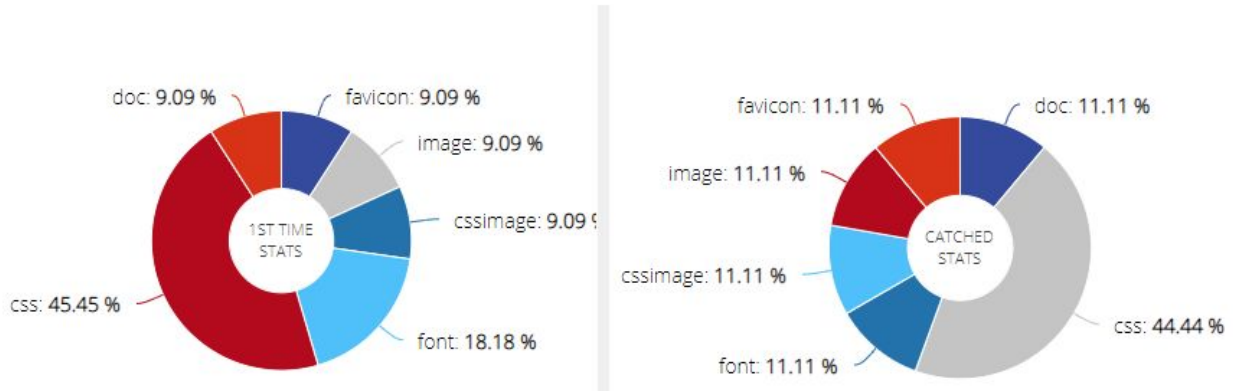
Content distribution networks (CDNs), also called content delivery networks, are networks of servers that are used to distribute the load of delivering content. Essentially, copies of your site are stored at multiple, geographically diverse data centers so that users have faster and more reliable access to your site.

Optimize images

Be sure that your images are no larger than they need to be, that they are in the right file format (PNGs are generally better for graphics with fewer than 16 colors while JPEGs are generally better for photographs) and that they are compressed for the web.

Use CSS sprites to create a template for images that you use frequently on your sites like buttons and icons. CSS sprites combine your images into one large image that loads all at once (which means fewer HTTP requests) and then display only the sections that you want to show. This means that you are saving load time by not making users wait for multiple images to load.

Content Breakdown:



HTML Page Size:

Your HTML size is 356.56 KB and this is under the average web page size of 33 Kb. This leads to a faster page loading time than average.

Accelerated Mobile Pages (AMP):

Warning! Your site does not have an AMP Version.

AMP is lightweight pages designed to give mobile users a lightning-fast, more engaging experience. It's "an open-source HTML framework that provides a straightforward way to create web pages that are fast, smooth-loading and prioritize the user experience above all else.

Mobile Snapshot:

Show how your website looks on a mobile device.



HTML Compression/GZIP:

Perfect, Your HTML is compressed from 356.56 KB to 187.02 KB (47.6 % size savings)

Flash Used:

Perfect, no Flash content has been detected on this page.

JavaScript Files:

Warning! You may have too many javascript files (16 files found).

CSS Files:

Warning! You may have too many CSS files (20 files found).

SERVER AND SECURITY:

Server Signature:

Warning! Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint.

Server: Microsoft-IIS/10.0 ASP.NET

URL Canonicalization:

Perfect, your site's URL <https://www.ruiacollege.edu/default.aspx> and <https://ruiacollege.edu/default.aspx> resolve to the same URL.

SSL Certificates:

Perfect, Your website is SSL secured (HTTPS), a secure communication protocol over the Internet. This means that this SSL Certificate is not only valid for DNS: ruiacollege.edu,

DNS:www.ruiacollege.edu

Valid from: 04/15/2020 To 05/15/2021

The Common Name (CN) issuer is: RapidSSL RSA CA 2018

The certificate issuer is: DigiCert Inc

NoIndex Tag Test:

Perfect, Your website does not use the NoIndex meta tag. The robots meta tag tells search engine crawlers whether or not they are allowed to index a page. noindex means that a web page shouldn't be indexed by search engines and therefore shouldn't be shown on the search engine's result pages. nofollow means that search engine spiders shouldn't follow the links on that page. You can add these values to your robots meta tag.

Disallow Directive:

Check carefully if the access to these resources or pages because the robots.txt file disallows the search engines access it.

Web site owners use the /robots.txt file to give instructions about their site to web robots; this is called The Robots Exclusion Protocol. ... The "Disallow: /" tells the robot that it should not visit any pages on the site.

Nofollow Tag:

Warning! Your website is not using the nofollow meta tag.

The nofollow tag is a way publishers can tell search engines not to count some of their links to other pages as "votes" in favor of that content.

How to work Nofollow Tag:

How it Works

Before Nofollow

Search engines consider links to be "votes" that pass credit to other pages

Credit can help those pages rank better in results

After Nofollow

Using nofollow blocks credit from being passed, as far as search engines are concerned

How to Use it: The Code

To turn regular links into nofollow links, **ADD** `rel="nofollow"` to HTML code

Example:

```
<a href="http://www.example.com/">link to a page</a>  
<a href="http://www.example.com/" rel="nofollow">link to a page</a>
```

You can add code by hand, but many content management systems will automatically insert it when needed. Talk with your webmaster for advice.

When To Use It

Paid Links	Comments	User-Generated Content	Embeds	Other
Don't want to get penalized by Google? Use nofollow to keep links people buy on your site, even if through ads, from passing credit.	If your site allows anyone to comment without moderation, you can expect link drops. Using nofollow keeps bad sites from appearing to get credit from you, which also avoids trouble with Google.	Similar to comments, if you allow anyone to contribute content to your site without moderation, nofollow can prevent your site from being seen as "vouching" for links to bad sites.	Use nofollow if you add widgets or infographics from other sites and don't want to be seen as endorsing those, if you're not fully behind the content.	Nofollow can be used any time you don't want your site to be seen as endorsing a link to another site.

History & Facts

Created January 2005 by Google, Yahoo, Microsoft and major blogging platforms to help fight comment spam

In September 2005, recommended by Google for use in blocking paid links.

Technically it's the Nofollow "attribute" rather than "tag"

Plaintext Emails:

Warning! We found email addresses in your page code.

A plain text email is as it sounds: It's a simple email message that only includes text. There are no images or graphics and no formatting. You'll also notice all the links are written out.

Traffic:

Website traffic refers to web users who visit a website. Web traffic is measured in visits, sometimes called "sessions," and is a common way to measure online business effectiveness at attracting an audience.

Global Rank:

Rankings in SEO refers to a website's position on the search engine results page. There are various ranking factors that influence whether a website appears higher on the SERP based on the content relevance to the search term, or the quality of backlinks pointing to the page.

832052nd (382296) most visited website in the World.

Bounce Rate:

The estimated Bounce Rate is 20%

Bounce rate is a metric that measures the percentage of people who land on your website and do completely nothing on the page they entered. So they don't click on a menu item, a 'read more' link, or any other internal links on the page.

As a rule of thumb, a bounce rate in the range of 26 to 40 percent is excellent. 41 to 55 percent is roughly average. 56 to 70 percent is higher than average, but may not be cause for alarm depending on the website. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc.

Your web page failed on 10 high priority checks:

- The description should be between 70 to 160 characters long.
- Text to HTML ratio of more than 15%.
- Your site's IP doesn't redirect to your site's domain name.
- Your DNS server not using an SPF record
- You have broken links in your site
- Add an alt attribute to img the tag.
- Try to keep your page size below 33 Kb.
- Remove iframe on your site.
- Your site doesn't have a robots.txt file.
- Your site doesn't have a sitemap.xml file.

Your web page failed on 8 medium priority checks:

- Using too many javascript files.
- Using too many CSS files.
- Add Nofollow tags outgoing links on your site.
- Protect email links to hide email from spammers.
- Add a Google analytics tool on your site.
- You do not use the media query technique.
- Remove underscore internal links on your site.
- Create an SEO-Friendly URL Structure on your site.

Your web page failed on 7 low priority checks:

- Your website does not use structured data.
- Turning off your server signature.
- Warning! Your site did not have AMP Version
- Remove the style attribute on your site.
- Try to add a favicon on your site.
- Don't forget to add a doctype on the header page.
- Schema.org microdata objects markup not found.