SEO AUDIT 365

63

Your Website Score

Review of Ninjaone.com

Generated on 2023-01-15

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Iconography

✅ Good

⚠️ To Improve

❌ Errors

⚫ Not Important

⚙️⚙️⚙️ Hard to solve

⚙️⚙️⚙️ Little tough to solve

⚙️⚙️⚙️ Easy to solve

⚙️⚙️⚙️ No action necessary

Search Engine Optimization

Title Tag

NinjaOne | Remote Monitoring & Management Software

Length: 50 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Meta Description

The easiest RMM. No contracts or platform fees. Free onboarding and local support. An all-in-one RMM MSPs and IT departments love for growing their business. See why.

Length: 166 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

Google Preview

○○○

NinjaOne | Remote Monitoring & Management Software
ninjaone.com/

The easiest RMM. No contracts or platform fees. Free onboarding and local support. An all-in-one RMM MSPs and IT departments love for growing their business. See why.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are

missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

○○○

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	5	39	1	0	0

<H1> Complete IT management. From anywhere. </H1>

<H2> The world's best IT teams and MSPs use NinjaOne </H2>

<H2> The Unified ITManagement Platform </H2>

<H2> Rated #1 year after year </H2>

<H2> Modernize your IT management </H2>

<H2> Ready to become an IT Ninja? </H2>

<H3> For IT Departments </H3>

<H3> For MSPs </H3>

<H3> Integrations </H3>

<H3> Product resources </H3>

<H3> By industry </H3>

<H3> By department </H3>

<H3> For MSPs </H3>

<H3> Solutions resources </H3>

<H3> Resources </H3>

<H3> Latest blog posts </H3>

<H3> Customer Success Stories </H3>

<H3> The company </H3>

<H3> In the news </H3>

<H3> Careers </H3>

<H3> Contact </H3>

<H3> Company Resources </H3>

<H3> 4 Million+ </H3>

<H3> 9,000+ </H3>

<H3> 83+ </H3>

<H3> RMM </H3>

<H3> Endpoint Management </H3>

<H3> Patch Management </H3>

<H3> Backup </H3>

<H3> Service Desk </H3>

<H3> Remote Access </H3>

<H3> IT Documentation </H3>

<H3> Software Deployment </H3>

<H3> IT Asset Management </H3>

<H3> Single-pane IT management </H3>

<H3> Easy to learn and use </H3>

<H3> Industry-leading support </H3>

<H3> Do more with your existing IT resources </H3>

<H3> Protect your endpoints from ransomware </H3>

<H3> Take control of your IT assets </H3>

<H3> Support end-users anywhere – on any network </H3>

<H3> Products </H3>

<H3> Resources </H3>

<H3> Company </H3>

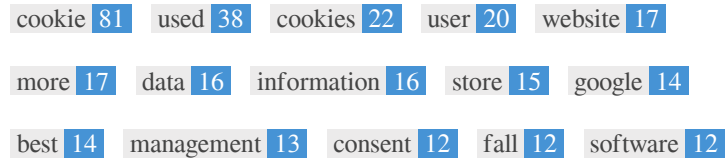<H3> Compliance </H3>

<H4> Your Privacy </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

cookie `81` used `38` cookies `22` user `20` website `17`

more `17` data `16` information `16` store `15` google `14`

best `14` management `13` consent `12` fall `12` software `12`

> This Keyword Cloud provides an insight into the frequency of keyword usage within the page.
>
> It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
cookie	81	✖	✖	✖
used	38	✖	✖	✖
cookies	22	✖	✖	✖
user	20	✖	✖	✔
website	17	✖	✖	✖
more	17	✖	✖	✔
data	16	✖	✖	✖
information	16	✖	✖	✖
store	15	✖	✖	✖
google	14	✖	✖	✖
best	14	✖	✖	✔
management	13	✔	✖	✔
consent	12	✖	✖	✖
fall	12	✖	✖	✖
software	12	✔	✖	✔

> This table highlights the importance of being consistent with your use of keywords.
>
> To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute

We found 68 images on this web page

❌ 4 ALT attributes are empty or missing.

https://px.ads.linkedin.com/collect/?pid=417732&fmt=gif

https://www.facebook.com/tr?id=148315452373934&ev=PageView&noscript=1

https://mlfk3cv5yvnx.i.optimole.com/cb:0aVW.2f82c/w:224/h:182/q:eco/f:avif/https://www.ninjaone.com/wp-content/uploads/2022/04/dedicated-it-logo.png

https://mlfk3cv5yvnx.i.optimole.com/cb:0aVW.2f82c/w:224/h:182/q:mauto/f:avif/https://www.ninjaone.com/wp-content/uploads/2022/04/dedicated-it-logo.png

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio

HTML to Text Ratio is: **5%**

Text content size 20781 bytes

Total HTML size 415814 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression

Wow! It's GZIP Enabled.

✔ Your webpage is compressed from 406 KB to 73 KB (82.1 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

IP Canonicalization   No your domain IP 141.193.213.20 does not redirect to ninjaone.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite   Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs   Great, you are not using underscores (these_are_underscores) in your URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.

WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

XML Sitemap

Good, you have XML Sitemap file!
http://ninjaone.com/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

Robots.txt

Oh no, Robots.txt file not found!
http://ninjaone.com/robots.txt

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.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

Embedded Objects

Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 4 Years, 272 Days

Created Date: 18th-Apr-2018

Updated Date: 1st-Nov-2022

Expiry Date: 18th-Apr-2030

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Indexed Pages

Indexed pages in search engines

2,750 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

Backlinks Counter

Number of backlinks to your website

424 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Usability

URL
http://ninjaone.com
Length: 8 characters

> Keep your URLs short and avoid long domain names when possible.
>
> A descriptive URL is better recognized by search engines.
>
> A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g.,
>
> http://www.mysite.com/en/products).

Favicon
Great, your website has a favicon.

> Favicons improve a brand's visibility.
>
> As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page
Great, your website has a custom 404 error page.

> When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard
>
> to obtain through the search engines and third party links.
>
> Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

Page Size ❌   406 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time ✅   0.43 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language ✅   Good, you have declared your language
                                Declared Language: EN-US

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
ninjaone.net	Already Registered
ninjaone.org	Query Failed
ninjaone.biz	Query Failed
ninjaone.us	Already Registered
ninjaone.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
binjaone.com	Query Failed
ginjaone.com	Query Failed
hinjaone.com	Query Failed
jinjaone.com	Query Failed
minjaone.com	Query Failed

Register the various typos of your domain to protect your brand from cybersquatters.

✅ **Email Privacy**
⚙️⚙️⚙️

Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

✅ **Safe Browsing**
⚙️⚙️⚙️

The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.

Mobile

❌ Mobile Friendliness
⚙ ⚙ ⚙

Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

> Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search
>
> results.

❌ Mobile Compatibility
⚙ ⚙ ⚙

Bad, embedded objects detected.

> Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.
>
> But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Technologies

Server IP
○○○

Server IP	Server Location	Service Provider
141.193.213.20	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips
○○○

Tips for authoring fast-loading HTML pages:

✖ Too bad, your website has too many CSS files.

✖ Too bad, your website has too many JavaScript files.

✖ Too bad, your website is using nested tables.

✖ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics
○○○

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

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Doc Type

Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social

Social Data
⚙ ⚙ ⚙

Your social media status

f Facebook: ✔ Ninjarmm

G+ Twitter: ✔ NinjaRMM

in Instagram: ✖

> Social data refers to data individuals create that is knowingly and voluntarily shared by them.
>
> Cost and overhead previously rendered this semi-public form of communication unfeasible.
>
> But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Visitors

Traffic Rank   113,577th most visited website in the World.

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization   Your website is popular on following countries:

Popularity at	United States
Regional Rank	51923

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.
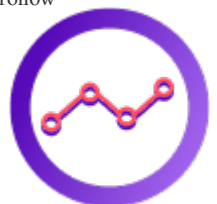
Estimated Worth $19,284 USD

Just a estimated worth of your website based on Alexa Rank.

Link Analysis

In-Page Links

We found a total of 102 links including both internal & external links of your site

Anchor	Type	Follow
+1 888.542.8339	Internal Links	Dofollow
Deutsch	Internal Links	Dofollow
Français	Internal Links	Dofollow
Español	Internal Links	Dofollow
Italiano	Internal Links	Dofollow
Dansk	Internal Links	Dofollow
Nederlands	Internal Links	Dofollow
Norsk	Internal Links	Dofollow
polski	Internal Links	Dofollow
Svenska	Internal Links	Dofollow
Português	Internal Links	Dofollow
Русский	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Try it now, Free!	Internal Links	Dofollow
Endpoint management One solution to monitor and manage your entire IT portfolio	Internal Links	Dofollow
Patch management Identify and remediate vulnerabilities at speed and scale	Internal Links	Dofollow
Remote Control 1-click control for remote support	Internal Links	Dofollow
Helpdesk Ticketing/Documentation/KB for IT	Internal Links	Dofollow
Endpoint Backup Backup for distributed endpoints	Internal Links	Dofollow
RMM Automate IT management and drive technician efficiency	Internal Links	Dofollow
MSP Backup Multi-tenant, cloud-first backup	Internal Links	Dofollow
Documentation Document your IT assets	Internal Links	Dofollow
Endpoint Security Bundle your favorite security	Internal Links	Dofollow
For MSPs	Internal Links	Dofollow
Remote Access	Internal Links	Dofollow
ITSM	Internal Links	Dofollow
Endpoint Security	Internal Links	Dofollow
Try the ROI calculator and see how much you can save! Calculate your savings	Internal Links	Dofollow
The Endpoint Monitoring & Alerting Playbook for MSPs Download the PDF	Internal Links	Dofollow
See all Resources	Internal Links	Dofollow
Contact sales	Internal Links	Dofollow
View a demo	Internal Links	Dofollow
Product roadmap	Internal Links	Dofollow
Software & Technology Control of endpoints, and end-user devices, and automation	Internal Links	Dofollow
Healthcare Improve stability, reliability, and security of healthcare IT assets	Internal Links	Dofollow
State & Local Government The IT stack to monitor, patch, and manage an IT portfolio	Internal Links	Dofollow
Education Improve faculty and staff productivity and drive satisfaction	Internal Links	Dofollow
Financial Services Reduce risk, manage endpoints, and support end-users at scale	Internal Links	Dofollow
Helpdesk Minimize time, centralize systems management, and drive efficiency	Internal Links	Dofollow
Security Reduce attack surface, monitor security posture, and respond	Internal Links	Dofollow

Operations Do more with the resources you already have through automation	Internal Links	Dofollow
Infrastructure Visibility across servers, hypervisors, networks, and infrastructure	Internal Links	Dofollow
Emerging The best tools to grow and expand your MSP business	Internal Links	Dofollow
Expanding Bring automation, efficiency, and scale to your MSP	Internal Links	Dofollow
Enterprise Make your next move confidently	Internal Links	Dofollow
Public Sector IT In 2022: Confronting Shadow IT in a Hybrid World Download the PDF	Internal Links	Dofollow
NinjaOne's MSP Growth Planning Checklist Download the PDF	Internal Links	Dofollow
Pricing	Internal Links	Dofollow
Blog Modern IT management trends, MSP growth tips, and news about NinjaOne	Internal Links	Dofollow
Customer Stories Companies like yours are making the switch to NinjaOne for IT management	Internal Links	Dofollow
Events & Webinars View the events calendar to see when NinjaOne is coming to a venue near you	Internal Links	Dofollow
What is Vulnerability Management? How to Reduce Vulnerabilities Read the Blog Post	Internal Links	Dofollow
Unified IT Management: What It Is and Why It Matters Read the Blog Post	Internal Links	Dofollow
Why Snyder Langston Utilizes Ninja Data Protection to Secure Business Critical Data in the... Read the Case Study	Internal Links	Dofollow
Cancer and Hematology Centers Uses NinjaOne to Patch Endpoints and Stay HIPAA Compliant Watch the Video	Internal Links	Dofollow
Who is NinjaOne? Simplifying IT management to make businesses more agile	Internal Links	Dofollow
The Leadership Team Learn more about the leadership team at NinjaOne	Internal Links	Dofollow
Be a Channel Partner Explore the benefits of being a NinjaOne Channel Partner	Internal Links	Dofollow
Support & Success You're not just getting a powerful, easy-to-use tool, you're getting a partner in your growth	Internal Links	Dofollow
Press Releases The latest press releases and news	Internal Links	Dofollow
Brand Assets Explore and download NinjaOne's media assets	Internal Links	Dofollow
Open Positions Explore our open positions	Internal Links	Dofollow
Working at NinjaOne This is how we roll	Internal Links	Dofollow
Our Values Why we're a Best Place to Work	Internal Links	Dofollow
What is the culture like at NinjaOne? Hear it straight from the source Watch the video	Internal Links	Dofollow
NinjaOne Appoints Shay Mowlem as Chief Marketing and Strategy Officer View the Press Release	Internal Links	Dofollow
Software Deployment Install, uninstall, and manage software individually or at scale. Learn More	Internal Links	Dofollow
IT Asset Management Discover new assets and get real-time insights of all your IT assets. Learn More	Internal Links	Dofollow
Learn More	Internal Links	Dofollow
Read the full story	Internal Links	Dofollow
Read the full story	Internal Links	Dofollow
Read the full story	Internal Links	Dofollow
Start Free Trial	Internal Links	Dofollow
+1 888 542-8339	Internal Links	Dofollow
+49 30-76758700	Internal Links	Dofollow
+44 20 3880 9027	Internal Links	Dofollow
+33 800 91 09 90	Internal Links	Dofollow
+34 900 83 91 93	Internal Links	Dofollow
+39 800 974 708	Internal Links	Dofollow
+61 1800 490 516	Internal Links	Dofollow
RMM	Internal Links	Dofollow

Newsletter	Internal Links	Dofollow
FAQ	Internal Links	Dofollow
License	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Cookie Policy	Internal Links	Dofollow
NIST CSF v1.1	Internal Links	Dofollow
NIST SP 800-171r1	Internal Links	Dofollow
NIST SP 800-53r4	Internal Links	Dofollow
CCPA	Internal Links	Dofollow
HIPAA	Internal Links	Dofollow
Bug Bounty	Internal Links	Dofollow
Australian Cyber Security Centre's Essential Eight	Internal Links	Dofollow
Modern Slavery Statement	Internal Links	Dofollow
Terms of Use	Internal Links	Dofollow
Developer API	External Links	Dofollow
System Status	External Links	Dofollow
Facebook	External Links	Dofollow
Twitter	External Links	Dofollow
LinkedIn	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.

Broken Links

No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.