



# SEARCH REPORT

client.be

This Search Report will give you insights how your website is performing in the search engines. We gathered information about your website and analyzed +50 search factors that have an influence on your online visibility and performance. Finally we provide you with suggestions to improve your website according to Search Best Practices.

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# SEARCH REPORT : client.be

## Top priorities for client.be

-  Promote your website on Social Media
-  Customize the 404 error page
-  Declare the language used
-  Speed-up your website
-  Write additional content with more keywords

## Visitors

### How popular is client.be?

**702,993<sup>rd</sup>** most visited website in the World  
**6,653<sup>rd</sup>** most visited website in  Belgium

Trend: **up (-215,602)**

Source: <http://www.alexa.com/siteinfo/pearle.be>

### How engaged are visitors to pearle.be?

**Bounce Rate**

**29.20%**

**Daily Pageviews per Visitor**

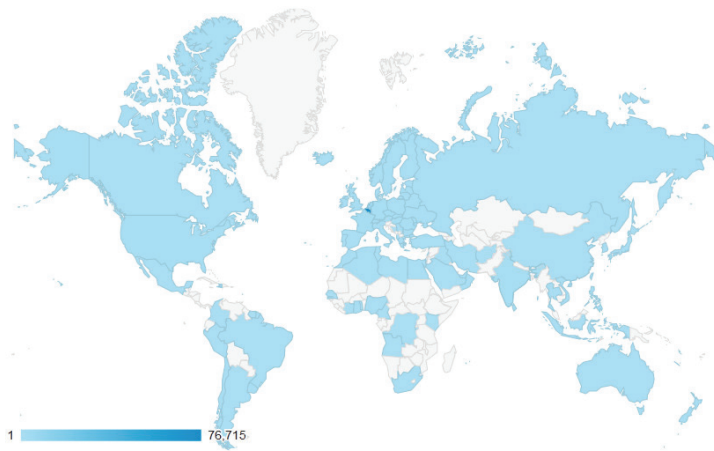
**5.40**

**Daily Time on Site**

**5:33**

Source: google analytics – January 2014

## Where are this site's visitors located?



| Country            | Percent of Visitors |
|--------------------|---------------------|
| 1.  Belgium        | 89,30 %             |
| 2.  Netherlands    | 5,09 %              |
| 3.  France         | 1,49 %              |
| 4.  India          | 1,20 %              |
| 5.  United States  | 0,46 %              |
| 6.  Germany        | 0,42 %              |
| 7.  United Kingdom | 0,29 %              |
| 8. (Not set)       | 0,27 %              |
| 9.  Canada         | 0,22 %              |
| 10.  Morocco       | 0,14 %              |

Source: google analytics – January 2014

## What language do your visitors speak ?

Dutch  
**58,26%**

French  
**28,02%**

English  
**12,49%**

Source: google analytics – January 2014

## What device to visitors use ?



desktop

**70.90%**past year **+4,48%**

tablet

**15.45%**past year **129,39 %**

mobile

**13.66%**past year **+ 171,97%**

Source: google analytics – January 2014

## Local

This is a list of the local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, you may have more visitors than your website !

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

### Local Directories

[Google +](#)

[Foursquare](#)

[Yelp](#)

[Goudengids](#)

[Yalwa](#)

[Foxy](#)

[Openingsuren.com](#)

[fbg](#)

*This is a list of the most important local directories where your business has been found. Take care of your listings in local directories; since maps are now an integral part of search results, your G+ Local page may have more visitors than your website!*

*It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country and enhance your listings with pictures, video, schedules and as many customer reviews as possible.*



## Social Media

### Social Media Activity



Your social media visibility is **average**.



Facebook Likes

2



Facebook Comments

11



Facebook Shares

2



Google+

0



Pinterest Mentions

0



LinkedIn Mentions

0



Twitter Backlinks

5

*High level of social media activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.*

### Facebook page



We have found the following Facebook page: <https://www.facebook.com/depearleopticien>

Facebook likes:

8,174

Great, you have many fans liking your page.



People Talking about this:

215

Excellent, it appears that people are engaged with your content.



Facebook Page Vanity URL:

yes

Perfect, your Facebook Page has vanity url.



Linking to Facebook Page:

yes

Good, your homepage is linking to your Facebook Page.



*Facebook is the largest and most popular social networking website. A well utilized Facebook page can increase your visibility online, improve your real-time search engine optimization, and provide your visitors with a venue to connect and promote your brand.*

### Twitter account



We could not locate a Twitter™ account associated with your website.

The Twitter™ Account @pearle is taken but it does not link to your website.

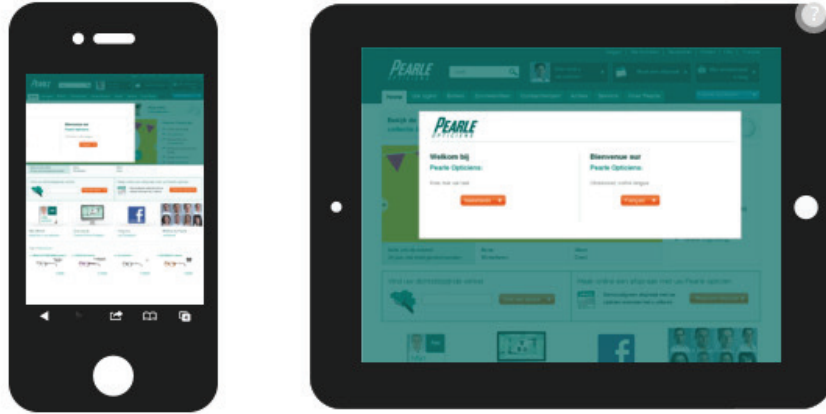
*Twitter is a very popular social networking and micro-blogging service that when utilized correctly can significantly increase your brand awareness, promote your products and services, boost traffic to your website and help to connect with visitors.*






## Mobile

### Mobile rendering




### Mobile load time

 Mobile load time: very slow

Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose 74 percent of your audience! Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. [Make sure your site loads fast](#) and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum. Here are [two useful tips from Google™](#) for optimizing your mobile site speed.

### Mobile Optimization

 Your website needs further mobile optimization

- |                      |                 |
|----------------------|-----------------|
| ✓ Mobile Redirection | ✗ Mobile CSS    |
| ✗ Meta Viewport Tag  | ✗ Flash content |
| ✗ Apple Icon         |                 |

Take advantage of the opportunity to [optimize your site for mobile](#) visitors. We recommend the following options:

- [Mobile CSS](#)
- [Meta Viewport Tag](#)
- [Apple Icon](#)
- [Mobile Redirection](#)
- [No Flash content](#)



## Usability

### URL

http://pearle.be

Length: 6 character(s)

*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>).*

*Keep in mind that URLs are also an important part of a comprehensive SEO strategy. Use clean URLs to make your site more "crawlable" by Google™.*

*Resource: Search for a good domain name. If no good names are available, consider a second hand domain. To prevent brand theft, you might consider trademarking your domain name.*

### Favicon



Yes :



Great, your website has a favicon. Make sure this favicon is consistent with your brand.

*The Favicon is a small icon associated with a website. The Favicon is important because it is displayed next to the website's URL in the address bar of the browser as well as in bookmarks and shortcuts.*

*Resource: Check out this [amazing idea](#) for improving the user experience with a special favicon.*

### Custom 404 Page



Your website does not have a custom 404 Error Page.

*Apparently your site does not have a 404 Error Page - this is [bad in terms of usability](#).*

*Take the opportunity to provide visitors with a [beautiful and helpful 404 Error Page](#) to increase user retention.*


### Flash



Yes, flash detected.

Flash and other reach-media technologies should primarily be utilized for decorative purposes. This makes your site more search engine friendly and improves accessibility ([support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1](https://support.google.com/webmasters/bin/answer.py?hl=en&answer=72746#1)).

## Frames

 Yes, 2 inline frame(s) detected.

It is not recommended to use frames or iframes because they can cause problems for search engines. It is best to avoid frames and inline frames whenever possible ([searchenginewatch.com/article/2064573/Search-Engines-and-Frames](https://searchenginewatch.com/article/2064573/Search-Engines-and-Frames)). If frames must be utilized consider <noframes> tag. ([www.w3schools.com/tags/tag\\_noframes.asp](https://www.w3schools.com/tags/tag_noframes.asp)).

## Conversion Forms

 Great, we found a Conversion Form on this page.

There are different types of conversions, such as: getting the email address of your visitors, requesting your visitors to fill in a form or closing an online sale. Converting visitors into prospects/clients is probably the most important target for your website. So, it is important that you optimize your website to boost conversions.


## Page Size

 46.3 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 300 Kb.

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

## Page Speed

 2.55 second(s) (18.17 kB/s)

Your website is too slow. Slow page load time is one of the biggest complaints of web users.

If the load time/Kb is short, it means your homepage is too big. If the load time/Kb is long, this could be due to a server problem, a network problem, poor code optimization (cache, Mysql queries, etc.), or a third-party issue (advertising codes, analytics codes, etc.).

Site speed is becoming an *important factor* for ranking high in Google™ search results.

Resources:

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

Monitor your server and receive SMS alerts when your website is down with a *website monitoring tool*.

## Printability



We could not find a Print-Friendly CSS

This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

If you do not have a print style sheet yet, *set one up*..

## Microformats



We found 0 type(s) of Microformat

This page does not take advantage of Microformats.

A *microformat* is a technical semantic markup that can be used to better structure the data submitted to search engines.

Thanks to microformats, Google™ regularly *improves* its presentation of search results.

## Domain Availability

| Domains ( <a href="#">TLD</a> ) | Status               | Expiration                    |
|---------------------------------|----------------------|-------------------------------|
| pearle.com                      | Domain Not Available | 5 Year(s) 0 Month(s) 4 Day(s) |
| pearle.net                      | Domain Not Available | 0 Year(s) 7 Month(s) 2 Day(s) |
| pearle.org                      | Domain Not Available | -                             |
| pearle.info                     | Domain Not Available | -                             |
| pearle.biz                      | Domain Not Available | 0 Year(s) 9 Month(s) 3 Day(s) |

|           |                      |   |
|-----------|----------------------|---|
| pearle.eu | Domain Not Available | - |
|-----------|----------------------|---|

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

## Typo Availability

| Domains (Typo) | Status           | Expiration     |
|----------------|------------------|----------------|
| oearle.be      | Domain Available | Available.     |
| pwarle.be      | Domain Available | Avdiskailable. |
| pezrle.be      | Domain Available | Available.     |
| peaele.be      | Domain Available | Available.     |
| peatle.be      | Domain Available | Available.     |
| earle.be       | Domain Available | Available.     |

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

## Technology

### Web Analytics



Yes, we have detected following web analytics tools:



Google™ Analytics

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

### Deprecated HTML elements



Good, no deprecated elements found.



*A deprecated element is one that has been outdated by newer constructs. Deprecated elements may become obsolete in future versions of HTML so it is recommended not to use them.*  
*([webdesign.about.com/od/htmltags/a/bltags\\_deprctag.htm](http://webdesign.about.com/od/htmltags/a/bltags_deprctag.htm))*

## Nested HTML Tables



Great, no nested tables detected.

*In general it is not recommended to use nested tables or to utilize tables for page layout. Nested tables are known to cause performance issues due to increased HTML size and rendering time. It is better to use [CSS layout](#) instead.*



## Security

### Email Privacy

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

*Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.*

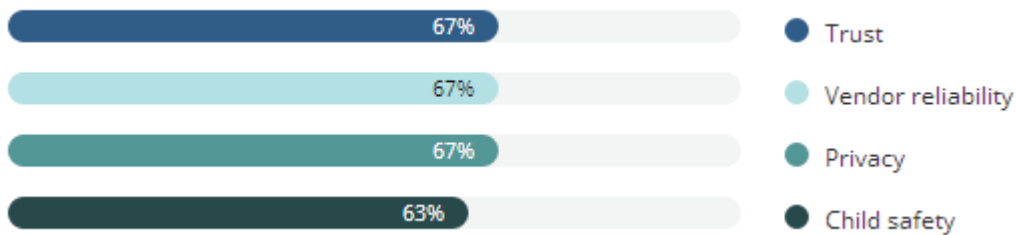
### Spam Block

- ✓ Your IP is not Blacklisted in the [Spammer Directory](#).

*It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.*

*In addition, if you send email campaigns or transactional emails, use professional email software to keep your IP clean and improve the deliverability of your emails.*

### Trust Indicators



This [data](#) is provided by [WOT™](#).

### Safe Browsing

- ✓ Yes

*Great, your website is safe.  
No evidence of phishing and/or malware has been detected.*



## SEO

### Domain Authority

#### Page Rank

PR: 4 out of 10 (Above Average)

*PageRank is Google's measure of the importance of a page. It is based on complex algorithms evaluating page content, authority, keyword density, back links, traffic, demand and more.*

#### Domain age

Your domain was registered for the first time: 13 years, 6 months, 10 days ago.

*Age of the domain is one of the many signals that search engines utilize for ranking. Brand new domains generally have more difficult time to rank high for the first few months.*

#### Server information

Server IP: 62.50.0.41

Server Location: 

*Your server's IP address and location have minor impact on the country specific SEO. It is recommend to host the website in the country where the number of visitors is desired to be the highest. Search engines take the geolocation of a server into account.*

#### Indexed pages

Estimated number of pages indexed by Google™: 100

Estimated number of pages indexed by Bing™: 68

*The higher number of indexed pages the more content search engines can index, which increases overall value of the website.*

#### Back links

*The number of backlinks is one indication of the popularity or importance of that website or page therefore the more backlinks coming from reputable websites the better.*



## Robot friendliness

### URL Canonicalization



Yes, both the [www.client.be](http://www.client.be) and [client.be](http://client.be) resolve to the same URL.

*Domain name with WWW and without can be considered as different pages causing duplicate content for search engines.*

### URL Rewrite



Warning! We've detected parameters in a significant number of URLs.

Consider [rewriting your URLs](#).

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.

### IP Canonicalization



No, your site's IP 62.50.0.41 does not redirect to client.be.

*Some web spiders index websites using IP as well as domain name which can cause duplicate content if there is no IP Canonicalization.*

### Robots.txt

Yes, <http://pearle.be/robots.txt>

*A robots.txt file restricts access to your site by search engine robots that crawl the web. (<http://www.robotstxt.org/robotstxt.html>)*


### XML Sitemap



Not found!


*Sitemaps inform search engines about pages available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL. XML sitemap should help search engines to crawl the site more intelligently. (<http://www.sitemaps.org/protocol.html>)*

## Underscores in the URLs

 Underscores in the URLs: Yes

We have detected [underscores](#) (these\_are\_underscores) in this URL and/or in your in-page URLs. You should rather use hyphens (these-are-hyphens) to optimize your SEO. While Google™ treats hyphens as word separators, it does not treat underscores as word separators.

## Language


 Declared: Missing  
Detected: nl

You have not specified the language. Use the [META Language Attribute](#) to declare the intended language of your website.

*Tips for multilingual websites:*

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

## Dublin Core

 Missing

This page does not take advantage of [Dublin Core](#).

Dublin Core is a set of standard [metadata elements](#) used to describe the contents of a website. It can help with some internal search engines and it does not bloat your code.

## Validation

### Doctype

XHTML 1.0 TRANSITIONAL

The `<!DOCTYPE>` declaration tells the web browser about what version of HTML the page is written in. It is good practice to always add the `<!DOCTYPE>` declaration to the HTML documents, so that the browser knows what type of document to expect. ([www.w3schools.com/tags/tag\\_DOCTYPE.asp](http://www.w3schools.com/tags/tag_DOCTYPE.asp))

### Character encoding

Not declared.



To display an HTML page correctly, the browser must know what character-set to use ([en.wikipedia.org/wiki/Character\\_encodings\\_in\\_HTML](https://en.wikipedia.org/wiki/Character_encodings_in_HTML)).

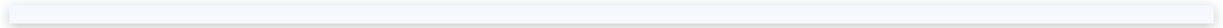
### W3C Markup Validation

Status: FAILED [87 errors, 68 warning(s)]

It is good practice to use valid HTML/XHTML markup as it ensures that the search engines can read the website correctly as well as it improves cross browser compatibility ([W3C Markup Validation Service](#)).

### W3C CSS Validation

Status: FAILED [142 error(s)]



## On Page

### Google Preview

#### Home - Pearle Opticiens

pearle.be/

Pearle Opticiens heeft voor iedereen de juiste zichtoplossing, of dit nou een bril is of contactlenzen zijn, de Pearle opticien

*This is an example of what your title and description will look like in Google™ search results.*

### Title

### Description

### Meta Keywords

### Images

### Internal Pages Analysis

### Headings

### Text to HTML Ratio

The Text to HTML ratio is 6.23%

*Original content is by far the single most important element to search engines. Low Text to HTML ratio indicates little content for search engines to index. We consider it to be good practice to have a Text to HTML ratio of at least 10% and ideal above 20%*



*Blog**Keywords Consistency & Density*

| Consistent | Keywords          | Density | Count | Title | Description | H1-H6 | ALT | Bold |
|------------|-------------------|---------|-------|-------|-------------|-------|-----|------|
| ✓          | pearle            | 4.39%   | 13    | 1     | 2           | 3     | -   | -    |
| —          | home              | 3.04%   | 9     | 1     | -           | -     | 7   | -    |
| —          | contactlenzen     | 2.70%   | 8     | -     | 1           | 1     | -   | -    |
| —          | een               | 2.70%   | 8     | -     | 1           | 1     | -   | -    |
| —          | content_images    | 2.70%   | 8     | -     | -           | -     | 8   | -    |
| —          | org-be_pearle     | 2.70%   | 8     | -     | -           | -     | 8   | -    |
| ✓          | opticiens         | 2.03%   | 6     | 1     | 1           | 1     | -   | -    |
| —          | jpg               | 2.03%   | 6     | -     | -           | -     | 6   | -    |
| ✗          | gratis            | 2.03%   | 6     | -     | -           | -     | -   | -    |
| —          | afspraak          | 1.69%   | 5     | -     | -           | 1     | -   | -    |
| -----      |                   |         |       |       |             |       |     |      |
| ✓          | pearle opticiens  | 2.03%   | 6     | 1     | 1           | 1     | -   | -    |
| —          | een afspraak      | 1.69%   | 5     | -     | -           | 1     | -   | -    |
| ✗          | lees verder       | 1.35%   | 4     | -     | -           | -     | -   | -    |
| ✗          | maak een          | 1.01%   | 3     | -     | -           | -     | -   | -    |
| —          | pearle opticien   | 0.68%   | 2     | -     | 1           | 1     | -   | -    |
| -----      |                   |         |       |       |             |       |     |      |
| ✗          | maak een afspraak | 1.01%   | 3     | -     | -           | -     | -   | -    |
| —          | een afspraak met  | 0.68%   | 2     | -     | -           | 1     | -   | -    |
| ✗          | vogue 2814 2019   | 0.68%   | 2     | -     | -           | -     | -   | -    |
| ✗          | miki ninn l2202   | 0.68%   | 2     | -     | -           | -     | -   | -    |
| —          | nou een bril      | 0.34%   | 1     | -     | 1           | -     | -   | -    |

[more information](#)



*Keywords Cloud*

*In-Page Links*

*Related Websites*

*Indexed Pages*

*Popular Pages*



## Technologies

*Server IP*

*Technologies*

*Speed Tips*

*Analytics*

*Encoding*

*Directory Browsing*

*Server Signature*