**rank**watch

# Review of
## https://www.rankwatch.com/
Generated on 7 Aug, 2015 03:54 PM

**SCORE**
**46**

## Table of Contents

## Iconography

✔ Pass

⚠ Moderate

✖ Fail

○ FYI

⚙ ⚙ ⚙ High Impact

⚙ ⚙ ⚙ Medium Impact

⚙ ⚙ ⚙ Low Impact

# ⚐ SEO

✔ **WWW Resolved**
⚙ ⚙ ⚙

Perfect, WWW is Resolving.

This parameter assesses whether your website re-directs to the same page with or without WWW (World Wide Web). It is better and more convenient for users when it does.

✖ **URL Rewrite**
⚙ ⚙

Warning! We've detected bad URLs in significant number of places.View Detail

URL rewriting can be one of the best and quickest ways to improve the usability and search friendliness of your site.

✔ **Ip Canonicalization**
⚙ ⚙

Yes

When a search engine spider indexes a website, it gathers as much information about the website as possible. This may also include the IP address. Why is that a problem? For starters, if you have multiple domain names under one IP address, the search engine could possibly label one URL of the websites as duplicate content.

✔ **Robots.txt**
⚙

https://www.rankwatch.com/robots.txt

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.

⚠ **Sitemap**
⚙

No

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.

**Google Preview** ✔
⚙ ⚙

[Online Rank Tracker | SERP Checker | Rank Monitoring Softwa...](https://www.rankwatch.com/)
**https://www.rankwatch.com/**
An SEO Management Platform. We at RankWatch, believe in building interfaces that are simple and beautiful, so that the most complex data can be accessed ...

---

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).

---

**Title** ⚠
⚙ ⚙

Online Rank Tracker | SERP Checker | Rank Monitoring Software - RankWatch.com
**Length:** 78 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).

---

**Meta Description** ⚠
⚙ ⚙

An SEO Management Platform. We at RankWatch, believe in building interfaces that are simple and beautiful, so that the most complex data can be accessed from anywhere.
**Length:** 167 Character(s)

---

Description tag is one of the most important elements shown to the users for the typed query. The Meta description is presented as a snippet of your content. It tells your potential visitors what kind of information they can find on your web page.

---

**Meta Keywords** ✔
⚙

serp tracker, google local rank tracking, rank tracker, rank tracking, online rank tracking, rank tracking online, serp software, seo management, seo management platform, search engine rank tracking
**Length:** 10 Keyword(s)

---

Meta keywords are used to indicate keywords that are relevant to your website's content. Meta keywords aren't used by Search Engines to determine web page's relevance for the query.

---

**Heading Tags** ✔
⚙ ⚙

| H1 | H2 | H3 | H4 | H5 | H6 |
|----|----|----|----|----|----|
| 0  | 5  | 10 | 5  | 7  | 8  |

[View more]

---

Heading Tags are used in order to provide your visitors with a clear view about the content's importance.

**rank**watch

| | **Image** ⚙ ⚙ | We have found total 23 Image<br>alt attribute for 17 image(s) is missing. <u>View more</u> |
|---|---|---|

Alternative text describes your images so they can appear in Google™ Images search results also be cached by the Search Engine bot as they cannot read images.

| | **Text to HTML** ⚙ ⚙ ⚙ | 18.40% |
|---|---|---|

The text and HTML ratio of your website should be ideally 25 to 75 percent.

| | **Flash** ⚙ ⚙ ⚙ | No |
|---|---|---|

Although Flash content often looks nicer; search engines cannot properly index it. Avoid full Flash websites to maximize SEO.

| | **Iframe** ⚙ ⚙ | Yes |
|---|---|---|

Avoid frames whenever possible and use a NoFrame tags if you must use them.

We found a total of 94 link(s)

**Page Links** ⚙ ⚙
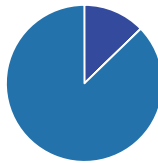
External Links: doFollow (12.77%) ↗
External Links: noFollow (0.00%) ↗
Internal Links : (87.23%) ↗

These are the links pointing to other websites from your website. You should always Limit the number of external links on a page to 10. Use No Follow to optimize the juice that you want to pass to each link.

✔ **Page rank**
⚙ ⚙

N/A

PageRank is an algorithm used by Google Search to rank websites in their search engine results. PageRank was named after Larry Page,[1] one of the founders of Google. PageRank is a way of measuring the importance of website pages..

✔ **Favicon**
⚙

⇅ Favicon Found

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.

⚠ **Print CSS**
⚙

No

Tests whether or not pages are designed to be printed. It takes care of a common "exit strategy" of users printing the information and leaving the website. Many webpages don't print well, or at all, potentially costing a website a prospect or sale.

✖ **Open Graph**
⚙ ⚙

No

Open Graph is a term created by Facebook developers to describe the ability for some social networking software to interact across different platforms. This allows different websites and applications to share information about a user, their interests and even their friendship network.

◉ **W3C Validation**
⚙ ⚙ ⚙

[136 Errors, 97 warning(s)](#)

Check the markup validity of Web documents in HTML, XHTML, SMIL, MathML, etc. A basic check every website needs to go through.

◉ **Keyword Cloud**
⚙

| RankWatch **20** | Rank **17** | Google **10** |
|---|---|---|
| Pricing **9** | keywords **8** | day **8** |
| Plans **6** | Read **6** | See **6** |
| Demo **6** | | |

## Keyword Consistency

| Keyword (One word) | Frequency | Title | Desc | Content |
|---|---|:---:|:---:|---:|
| RankWatch | 2.34% | ✔ | ✔ | 18 |
| Pricing | 1.17% | ✘ | ✘ | 9 |
| Google | 1.17% | ✘ | ✘ | 9 |
| keywords | 1.04% | ✘ | ✘ | 8 |
| day | 1.04% | ✘ | ✘ | 8 |

| Keyword (Two word) | Frequency | Title | Desc | Content |
|---|---|:---:|:---:|---:|
| Plans Pricing | 0.78% | ✘ | ✘ | 6 |
| See Plans | 0.78% | ✘ | ✘ | 6 |
| 14 day | 0.65% | ✘ | ✘ | 5 |
| White Label | 0.52% | ✘ | ✘ | 4 |
| Free 14 | 0.39% | ✘ | ✘ | 3 |

| Keyword (Three word) | Frequency | Title | Meta Desc | Content |
|---|---|:---:|:---:|---:|
| See Plans Pricing | 0.78% | ✘ | ✘ | 6 |
| Free 14 day | 0.39% | ✘ | ✘ | 3 |
| mth Sign today | 0.39% | ✘ | ✘ | 3 |
| 14 day Trial | 0.39% | ✘ | ✘ | 3 |
| Sign today Free | 0.39% | ✘ | ✘ | 3 |

## Spelling Mistake

| Substitution | Suggestion | Information |
|---|---|---|
| **Agencies** | Agency : | Online Marketing Software that takes care of Business Because life is complicated Enough! Start my free 14 day trial Schedule a Demo RankWatch - Because life is complicated enough   Start my free 14 day trial Schedule a Demo Successful Digital Marketing **Agencies** in Over 100 Countries Rely on Rankwatch Rank Tracking Website Analysis Hidden Keywords Competitors Backlinks Analyser CEO/Agency dashboard Rank Tracking RankWatch Rank Tracker calculates all your keyword rankings accurately and in an instant, |
| **serps** | sharps : (of something seen or heard) clearly defined | whether you have 50 or 50,000 keywords, we will display your current rank, highest rank and Initial rank along with search volumes in top 100 **serps**.Trackers Track your site rankings **on** 177 search engines including Google, Yahoo, Bing and more using Rankwatch Rank Checker |
| **on** | in : | |
| **traffic but** | traffic, but : Accept comma addition | See Plans and Pricing Hidden Keywords Identify and optimize keywords that are already bringing you **traffic but** these keywords you are not aware of |
| **Analyser On** | Analyser, On : Accept comma addition | See Plans and Pricing Backlinks **Analyser On** RankWatch, Backlinks are calculated in seconds and are displayed according to different parameters such as Newly Added Backlinks, Most Frequently Used Links to the Top Linking Domains |
| **birds'** | bird's : | Text TLD Distribution Strongest Page See Plans and Pricing CEO/Agency dashboard Gain a birds' eye view **on** everything under your management |
| **on** | of : | |

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| Substitution | Suggestion | Information |
|---|---|---|
| **Tracking Keyword** | Tracking, Keyword : Accept comma addition | See Plans and Pricing As seen on: Additional Features Trigger Email Alerts 100 % White Label City Based **Tracking Keyword** Archive Keyword Suggestions Reporting Sales Prospecting Google Analytics You no longer need to waste your time in searching for position fluctuations of your keywords |
| **past} - earlier than the present time; n** | post : the position where someone (as a guard or sentry) stands or is assigned to stand | Geo-Specific Results (Google Map Ranking) Thousands of Cities can be added Read more Go back to any past date and check what the Google Page looked like |
| **on** | for : | Checking this allows you to re-confirm your rankings and also enquire into whom else was ranking **on** that specific day |
| **tool not** | tool, not : Accept comma addition | RankWatch has created a unique module designed specifically for users to be able to research into suggested keywords.This keywords finder **tool not** only allows users to find keywords related to their own projects, but also research into their competitor's keywords and also prospective clients |
| **to** | for : | Schedule Reports **to** be sent CSV, Excel and PDF Fully Customizable Read more RankWatch has always been known as a complete SEO Management Platform, providing a 360-degree solution **to** all your SEO requirements |
| **extensive** | extended : | However, it has been proven to be an effective Sales Prospecting tool as well, where sales representatives use its various USP's to their advantage, such as Website Analysis, Competitor Analysis and most importantly, Research to create an **extensive** sales pitch |

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| Substitution | Suggestion | Information |
|---|---|---|
| **stra** | strategic : | RankWatch is fully integrated with Google Analytics, with the sole purpose to provide our users with inbound marketing data to make better strategically sound and informed decisions to improve their online performance |
| **Analytics Website** | Analytics, Website : Accept comma addition | (+1)-209-878-7972 RankWatch Request a Demo About Us Pricing Help Desk Contact Us Affiliate Careers Testimonials Case Study Partnership API Features Features Rank Analysis Backlink Watch SERP Archive Keyword Suggestions Hidden Opportunity 100% White Label Automated Triggers Reporting **Analytics Website** Analyzer Latest news Landing Page CRO Tips to Improve Your Site How Google Analytics Reports Help You Improve Landing Page.. |
| **Analyti** | Analytic : | How to Improve your Content Marketing using Google **Analyti**.. |
| **to** | too : to a degree exceeding normal or proper limits | 'Backlinks' is now 'Link Centre'! Check which links are **to**.. |

# Mobile Rendering
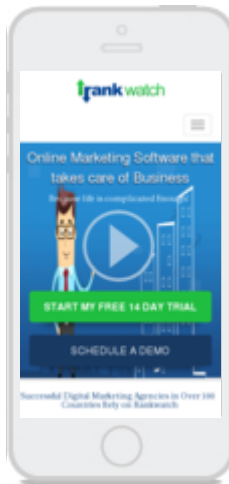
✔ Mobile Rendering



| | | | |
|---|---|---|---|
| Mobile Rendering | ☑ | View Port tag | ☑ |
| No Flash Content | ☑ | Apple Icon | ☒ |

# 👥 Social Sharing

✔ Social Sharing

Pinterest: 0.00 %

Stumbleupon: 0.00 %

Linkedin: 24.24 %

Facebook: 15.15 %

Twitter: 2.02 %

Total Shares 198

Google+: 58.59 %

**Percentage distribution on social network**

| | | | |
|---|---|---|---|
| g+ | Google+ | 116 | (58.59%) |
| in | LinkedIn | 48 | (24.24%) |
| f | Facebook | 30 | (15.15%) |
| 🐦 | Twitter | 4 | (2.02%) |
| P | Pinterest | 0 | (0.00%) |
| Su | Stumbleupon | 0 | (0.00%) |
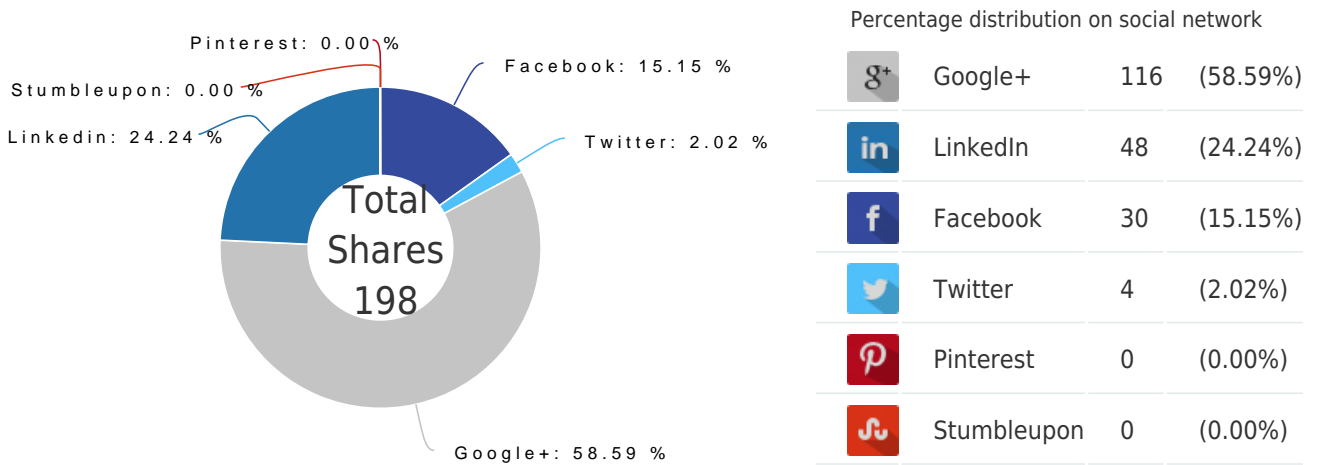
⊙ Social Distribution

| | f | 🐦 | g+ | in | P | Su | Total |
|---|---|---|---|---|---|---|---|
| https://www.rankwatch.com | 30 | 4 | 116 | 48 | 0 | 0 | 198 |
| /pricing.html | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| /features | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /blog/category/features | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /contact-us.html | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /member-signup.html | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /member/login | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /pricing | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /blog/third-times-the-charm-with-website-analyzer | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| /blog/diversify-your-campaigns-using-multiple-keyword-suggestions | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

# 👥 Facebook

**RankWatch**

3087 Likes - 15 talking about this

## About

Online Marketing Software that Takes Care of Business ! Because life is complicated enough...

## Basic Info

Category : Website

Founded :In 2011 by Sahil Kakkar & Vaibihav Kakkar

## Recent Activities

**RankWatch**
August 3

International SEO – How to scale your SEO efforts in more countries?

👍 1     💬 null

**RankWatch**
July 31

A must read for all the digital marketers and content writers out there! Find out all the ways in wh...

👍 2     💬 1

**RankWatch**
July 20

The onslaught of new technology is making #SERP far more complicated than ever. From more sophistica...

👍 1     💬 null

**RankWatch**
July 15

#RankWatch- Where technology meets creativity, Where innovation is power and where experiments are t...

👍 2     💬 1

**RankWatch**
July 9

How do you find motivation in a monotonous environment? How do you get past what is commonly known a...

👍 2     💬 null

**RankWatch**
August 7

"How #GoogleAnalytics reports help you improve #LandingPage experience" Read the entire guide on Ra...

👍 0     💬 null

# 👤 Twitter

| Tweet | Follower | Following |
|-------|----------|-----------|
| 3868 | 2137 | 2310 |

## RankWatch

@RankWatch

## About

RankWatch is a globally recognised name, offering cloud centric SEO Management solutions, which includes Rank Analysis, Backlink Watch, SERP Archive & more.

## Recent Activities

**RankWatch** @RankWatch - Aug 6,

@PierreLechelle Read your blog and we would love your thoughts on http://t.co/Nk5fUse2tx - Our tool ...

⟲ 0  ★ 0

**RankWatch** @RankWatch - Aug 6,

@benjaminkabin we launched a new product for small businesses concentrating on #LocalSEO. Please sha...

⟲ 0  ★ 0

**RankWatch** @RankWatch - Aug 6,

@jenstar we just launched our tool for #LocalSEO wud love for you to have a look- http://t.co/Nk5fUs...

⟲ 0  ★ 0

**RankWatch** @RankWatch - Aug 7,

"How #GoogleAnalytics reports help you improve #LandingPage experience" by @mwilliamjohnson https://...

⟲ 0  ★ 1

**RankWatch** @RankWatch - Aug 7,

"How #GoogleAnalytics reports help you improve #LandingPage experience" Read the entire guide on Ra...

⟲ 1  ★ 0

**RankWatch** @RankWatch - Aug 6,

@zainshah713 Read your blog and we would love your thoughts on http://t.co/Nk5fUse2tx - Our tool for...

⟲ 0  ★ 0

### RankWatch | SEO Software

*76 Followers*

## Introduction

**RankWatch is globally recognized as one of the most prestigious names in the Digital Marketing industry. It has grown at a rapid pace, expa...**

## Recent Activities

**RankWatch | SEO Software**
Shared Publicly - December 8, 2014

The Decade Is Half-Over: Where SEO Has Been & Where It's Going

**like: +0  replies: 0  resharers: 0**

**RankWatch | SEO Software**
Shared Publicly - December 8, 2014

SEO For Web Designers – What You Need To Know

**like: +0  replies: 0  resharers: 0**

**RankWatch | SEO Software**
Shared Publicly - December 6, 2014

2015 Planning: What Does Your SEO Strategy Look Like Next Year? | SEW

**like: +0  replies: 0  resharers: 0**

**RankWatch | SEO Software**
Shared Publicly - August 7, 2015

How to Improve your Content Marketing using Google Analytics | RankWatch Blog

**like: +0  replies: 0  resharers: 0**

**RankWatch | SEO Software**
Shared Publicly - August 7, 2015

10 Ways to Find Inspiration for Your Social Media Posts | RankWatch Blog

**like: +0  replies: 0  resharers: 0**

**RankWatch | SEO Software**
Shared Publicly - August 7, 2015

International SEO – How to scale your SEO efforts in more countries? | RankWatch Blog

**like: +0  replies: 0  resharers: 0**

## LinkedIn

No data found for LinkedIn

## ⚲ Local

---

◎ Local Directories

 Missing Profile on yelp.com      + Add Profile

 Missing Profile on Bingmaps      + Add Profile

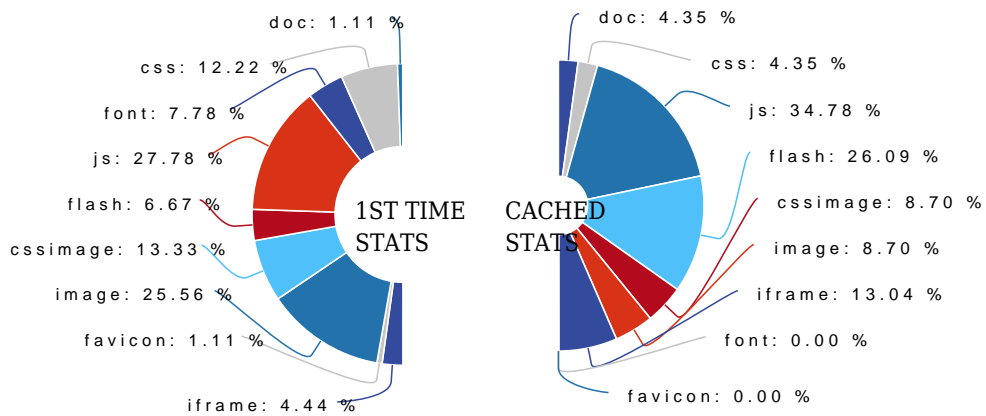 Missing Profile on Foursquare.com      + Add Profile

# ⊘ Speed

## ◉ Summary

| Page Speed Grade | Page Load Time | Total Page Size | Total Requests | Cached Page Size |
|:---:|:---:|:---:|:---:|:---:|
| **B+** <br> **73** | 4.013 s | 2661.20 kb | 90 | 145.38 kb |

## ✔ Content Breakdown

**1ST TIME STATS**

- doc: 1.11 %
- css: 12.22 %
- font: 7.78 %
- js: 27.78 %
- flash: 6.67 %
- cssimage: 13.33 %
- image: 25.56 %
- favicon: 1.11 %
- iframe: 4.44 %

**CACHED STATS**

- doc: 4.35 %
- css: 4.35 %
- js: 34.78 %
- flash: 26.09 %
- cssimage: 8.70 %
- image: 8.70 %
- iframe: 13.04 %
- font: 0.00 %
- favicon: 0.00 %

| Component | Request | Size(kb) | Component | Request | Size(kb) |
|---|---|---|---|---|---|
| doc | 1 | 75.15 | doc | 1 | 75.15 |
| css | 11 | 192.78 | css | 1 | 1.17 |
| font | 7 | 136.86 | font | 0 | 0.00 |
| js | 25 | 679.76 | js | 8 | 55.88 |
| flash | 6 | 118.70 | flash | 6 | 0.00 |
| cssimage | 12 | 207.87 | cssimage | 2 | 0.00 |
| image | 23 | 1127.90 | image | 2 | 1.73 |
| favicon | 1 | 0.00 | favicon | 0 | 0.00 |
| iframe | 4 | 122.18 | iframe | 3 | 11.45 |

**ʇrank**watch

| Total | 90 | 2661.20 | Total | 23 | 145.38 |
| --- | --- | --- | --- | --- | --- |

# Speed Tips

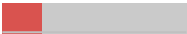| Recommendation | Grade | Type | Priority |
|---|---|---|---|
| ✖ Make fewer HTTP requests | | Content | High |

This page has 25 external Javascript scripts. Try combining them into one. This page has 11 external stylesheets. Try combining them into one. This page has 12 external background images. Try combining them with CSS sprites.

| ✖ Add Expires headers | | Server | Medium |

There are 19 static components without a far-future expiration date.
View Detail

| ✖ Make JavaScript and CSS external | | Server | High |

Only consider this if your property is a common user home page.
View Detail

| ✖ Reduce DNS lookups | | Server | High |

The components are split over more than 4 domains
View Detail

| ✖ Optimize images | | CSS | Medium |

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

| ⚠ Leverage browser caching | | JS | Low |

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.
View Detail

| ⚠ Minify HTML | | CSS/JS | Medium |

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.
View Detail

rankwatch

⏺ Minify JavaScript      ▬▬▬      Content      Low

Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time.
View Detail

⏺ Minify CSS      ▬▬▬      CSS/JS      High

Compacting CSS code can save many bytes of data and speed up download and parse times.
View Detail

✔ Prioritize visible content      ▬▬▬      Server      High

✔ Remove duplicate JavaScript and CSS      ▬▬▬      Server      Medium

✔ Compress components with gzip      ▬▬▬      CSS      Low

✔ Put CSS at top      ▬▬▬      Content      Low

✔ Put JavaScript at bottom      ▬▬▬      JS      Low

✔ Avoid landing page redirects      ▬▬▬      Images      High

# 🖥 Traffic

| ⚠ Traffic Estimator | ✔ Global Rank |
|---|---|
| | **35143**th ( ◣ 1270) most visited website in the World. |

| ⊙ Country Rank | ✔ Bounce Rate |
|---|---|
| **5072**th most visited website in 🇮🇳 India | Estimated Bounce Rate is **32.20%** |

⊙ Top Countries

**Contribution(in Percentage)**

| 🇮🇳 India | | **54.9%** |
|---|---|---|
| 🇸🇦 Saudi Arabia | | **11.3%** |
| 🇬🇧 United Kingdom | | **4.4%** |
| 🇫🇷 France | | **2.9%** |
| 🇺🇸 United States | | **2.1%** |

⬆rankwatch

# ⚝ TECHNOLOGY

⚪ Technologies

| | |
|---|---|
| 🖌 Apache | |
| ◈ ClickTale | |
| 📈 Google Analytics | |
| ⚇ jQuery | |
| php PHP | |
| B Twitter Bootstrap | |
| ⊗ UNIX | |
| ✈ YUI | |

⚪ Server

| | |
|---|---|
| IP | 64.91.233.202 |
| Location | Lansing 🇺🇸(Michigan), US |
| Hosting Provider | AS32244 Liquid Web, Inc. |

# References

**URL Rewrite** ↶

http://rankwatch.com/blog/?p=2228
http://rankwatch.com/blog/?p=2106
http://rankwatch.com/blog/?p=1905
http://rankwatch.com/blog/?p=1750

**External doFollow Links** ↰

http://us.coca-cola.com/home/
https://www.dexmedia.com/
https://www.puma.com
http://www.webpagefx.com/
http://www.ebuyer.com/
http://www.virginmedia.com/
http://www.entrepreneur.com/article/240008
http://www.sitepronews.com/2015/01/08/eight-awesome-strategies-to-boost-online-sales-in-no-time
tel:12098787972
https://twitter.com/RankWatch
https://www.facebook.com/RankWatch
https://plus.google.com/+Rankwatch

**External NoFollow Links** ↰

No External Links noFollow Found

## Internal Links ↶

https://www.rankwatch.com/
https://www.rankwatch.com/
https://www.rankwatch.com/features/
https://www.rankwatch.com/pricing.html
https://www.rankwatch.com/blog/category/features/
https://www.rankwatch.com/contact-us.html
https://www.rankwatch.com/member-signup.html
https://www.rankwatch.com/member/login
https://www.rankwatch.com/member-signup.html?
https://www.rankwatch.com/#myModal
https://www.rankwatch.com/member-signup.html?
https://www.rankwatch.com/#myModal
https://www.rankwatch.com/
https://www.rankwatch.com/
https://www.rankwatch.com/
https://www.rankwatch.com/
https://www.rankwatch.com/
https://www.rankwatch.com/
https://www.rankwatch.com/features/#1
https://www.rankwatch.com/pricing/
https://www.rankwatch.com/blog/third-times-the-charm-with-website-analyzer/
https://www.rankwatch.com/pricing/
https://www.rankwatch.com/blog/diversify-your-campaigns-using-multiple-keyword-suggestions/
https://www.rankwatch.com/pricing/
https://www.rankwatch.com/blog/stay-ahead-of-your-competition-by-using-competitor-watch-in-rankwatch/
https://www.rankwatch.com/pricing/
https://www.rankwatch.com/blog/analyse-your-backlinks-better-with-rankwatch-mach-4-0/
https://www.rankwatch.com/pricing/
https://www.rankwatch.com/blog/caught-by-penguin-3-0-escape-with-rankwatch-agency-dashboard/
https://www.rankwatch.com/pricing/
http://rankwatch.com/blog/rankwatch-is-in-brighton/
http://rankwatch.com/blog/rankwatch-at-internet-world-2013-london/
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/trigger.png
https://www.rankwatch.com/blog/email-triggers-in-rankwatch-mach-4-0/
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/White_Label.png
https://www.rankwatch.com/blog/what-is-cname-and-how-do-i-set-it-up-using-rankwatch-white-label/
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/City_Based.png
https://www.rankwatch.com/blog/location-based-tracking-now-on-rankwatch/
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/keyword.jpg
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/suggestions.png
https://www.rankwatch.com/blog/diversify-your-campaigns-using-multiple-keyword-suggestions/

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/reporting.png

https://www.rankwatch.com/blog/advanced-reporting-module-gets-more-advanced-in-rankwatch-mach-4-0/

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/sales.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/google.png

https://www.rankwatch.com/blog/make-better-business-decisions-with-google-analytics-on-rankwatch/

https://www.rankwatch.com/pricing.html

https://www.rankwatch.com/pricing.html

https://www.rankwatch.com/pricing.html

https://www.rankwatch.com/pricing.html

https://www.rankwatch.com/testimonial/

https://www.rankwatch.com/#myModal

https://www.rankwatch.com/member-signup.html?

https://www.rankwatch.com/#myModal

https://www.rankwatch.com/about-us.html

https://www.rankwatch.com/pricing.html

https://www.rankwatch.com/help-desk/

https://www.rankwatch.com/contact-us.html

https://www.rankwatch.com/member/affiliate/

https://www.rankwatch.com/careers.html

https://www.rankwatch.com/testimonial/

https://www.rankwatch.com/case-study.html

https://www.rankwatch.com/partner-rankwatch.html

https://www.rankwatch.com/rwapi/doc.html

https://www.rankwatch.com/features/#1

https://www.rankwatch.com/features/#8

https://www.rankwatch.com/features/#11

https://www.rankwatch.com/features/#3

https://www.rankwatch.com/features/#12

https://www.rankwatch.com/features/#14

https://www.rankwatch.com/features/#2

https://www.rankwatch.com/features/#7

https://www.rankwatch.com/features/#5

https://www.rankwatch.com/features/#9

https://www.rankwatch.com/tools/web-analyzer.html

http://rankwatch.com/blog/?p=2228

http://rankwatch.com/blog/?p=2106

http://rankwatch.com/blog/?p=1905

http://rankwatch.com/blog/?p=1750

https://www.rankwatch.com/blog/dont-worry-webmeup-users-rankwatch-will-save-the-day/

https://www.rankwatch.com/blog/import-all-your-raven-tools-historical-data-into-rankwatch/

https://www.rankwatch.com/

**Heading Tags** ↰

<H2>RankWatch - Because life is complicated enough

<H2>Additional Features

<H2> M Small Business $29 /mth* Sign up today for a Free 14 day Trial

<H2> Best Buy L Large Business $99 /mth* Sign up today for a Free 14 day Trial

<H2> XL Enterprise $449 /mth* Sign up today for a Free 14 day Trial

<H3>Online Marketing Software that

<H3>takes care of Business

<H3>Successful Digital Marketing Agencies in Over 100 Countries Rely on Rankwatch

<H3>Rank Tracking

<H3>Website Analysis

<H3>Hidden Keywords

<H3>Competitors

<H3>Backlinks Analyser

<H3>CEO/Agency dashboard

<H3>RankWatch helps businesses grow.

<H4>RankWatch<

<H4>Features<

<H4><

<H4>Latest news<

<H4>Request a Demo<

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<H6>

<H6>

<H6>

<H6>

<H6>

<H6>

**Image** ↶

https://www.facebook.com/tr?id=705849652817780&ev=NoScript

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/images-home1/rank_logo.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/images/flag/USA.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/images/flag/France.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/banner.jpg?catched

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/trigger.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/White_Label.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/City_Based.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/keyword.jpg

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/suggestions.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/reporting.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/sales.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/google.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/social-img.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/test_1-img.png

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/test-img.png

http://googleads.g.doubleclick.net/pagead/viewthroughconversion/972121954/?value=0&guid=ON&script=0

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## 🖵 Speed Tip Data

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**Add Expires headers** ↰

https://fonts.googleapis.com/css?family=Roboto:400,300,500,700,900
https://www.google-analytics.com/analytics.js
https://storage.googleapis.com/code.snapengage.com/js/0a2ffad6-6af6-4d95-80b2-c2e3a2612d44.js
https://www.googletagmanager.com/gtm.js?id=GTM-M8BJQR
https://connect.facebook.net/en_US/fbds.js
https://ssl.google-analytics.com/ga.js
https://ssl.mousestats.com/js/5/4/5454178772383779291.js?2398238
https://www.googleadservices.com/pagead/conversion.js
https://cdnssl.clicktale.net/www07/ptc/f3327e78-12d6-479d-8126-9adac88db313.js
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/screen1.swf
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/screen5.swf
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/screen6.swf
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/screen.swf
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/screen4.swf
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/screen2.swf
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/images/controls.png
https://storage.googleapis.com/code.snapengage.com/wbg/blank.gif
https://www.snapengage.com/statusImage?w=0a2ffad6-6af6-4d95-8-
b2-
c2e3a2612d44&rand=bd440458&on=https%3A%2F%2Fstorage.googleapis.com%2Fcode.snapengag
e.com%2Fbtn%2Fchat_lightblue_bottom_en.png&off=https%3A%2F%2Fstorage.googleapis.com%2Fc
ode.snapengage.com%2Fbtn%2Fhelp_lightblue_bottom_en.png
https://secure.gravatar.com/avatar/d4992df237f967cf5c4cd90160cdd8b8?d=https%3A%2F%2Fi.vime
ocdn.com%2Fportrait%2Fdefault-green_60x60.png&s=60

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**Make JavaScript and CSS external**  ↰

There is a total of 4 inline css
There is a total of 15 inline scripts

**Reduce DNS lookups** ↰

www.rankwatch.com: 55 components, 3078.9K (1969.7K GZip)
cdn.jsdelivr.net: 2 components, 55.1K (55.1K GZip)
fonts.gstatic.com: 7 components, 140.1K
fonts.googleapis.com: 1 component, 1.1K (1.1K GZip)
cdnjs.cloudflare.com: 7 components, 191.6K (136.5K GZip)
www.google-analytics.com: 1 component, 25.2K (25.2K GZip)
storage.googleapis.com: 2 components, 288.6K (58.6K GZip)
www.googletagmanager.com: 1 component, 42.0K (42.0K GZip)
connect.facebook.net: 1 component, 3.0K (3.0K GZip)
ssl.google-analytics.com: 1 component, 41.0K (41.0K GZip)
ajax.googleapis.com: 1 component, 96.3K (47.8K GZip)
ssl.mousestats.com: 1 component, 0.0K
www.googleadservices.com: 1 component, 12.1K (12.1K GZip)
cdnssl.clicktale.net: 1 component, 4.3K (4.3K GZip)
www.snapengage.com: 1 component, 1.7K
player.vimeo.com: 2 components, 10.6K (11.6K GZip)
f.vimeocdn.com: 2 components, 4.5K (4.5K GZip)
i.vimeocdn.com: 1 component, 45.2K
secure.gravatar.com: 1 component, 2.3K
googleads.g.doubleclick.net: 1 component, 0.06K (0.06K GZip)

**Optimize images** ↶

Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/RankTracking.png could save 84.4KiB (69% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/Backlinks.png could save 44.4KiB (32% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/lhf1.png could save 40KiB (39% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/City_Based.png could save 37.5KiB (33% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/Competitors-copy.jpg could save 32.9KiB (14% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/White_Label.png could save 26KiB (46% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/Website-Analyser.jpg could save 20.4KiB (16% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/images/sp
rite-common.png could save 17.4KiB (16% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/Agency-Dashboard.png could save 16KiB (9% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/back_img.png could save 12.8KiB (49% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/client-sprite1.png could save 7.6KiB (3% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/google.png could save 3.3KiB (7% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/reporting.png could save 3KiB (6% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/sales.png could save 2.7KiB (6% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home
/suggestions.png could save 2.5KiB (6% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/images/cli

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ent_logo.png could save 1.6KiB (4% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/social-img.png could save 1.6KiB (3% reduction).
Losslessly compressing
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img-home/test-img.png could save 1.2KiB (6% reduction).

**Leverage browser caching** ↰

https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/bootstrap_ 3.0/fonts/glyphicons-halflings-regular.woff (expiration not defined).
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/img- home/screen1.swf (expiration not defined).
https://storage.googleapis.com/code.snapengage.com/js/0a2ffad6-6af6-4d95-80b2-c2e3a2612d44.js (2 minutes).
https://cdnssl.clicktale.net/www07/ptc/f3327e78-12d6-479d-8126-9adac88db313.js (5 minutes).
https://storage.googleapis.com/code.snapengage.com/wbg/blank.gif (10 minutes).
https://www.googletagmanager.com/gtm.js?id=GTM-M8BJQR (15.3 minutes).
https://connect.facebook.net/en_US/fbds.js (20 minutes).
https://ssl.mousestats.com/js/5/4/5454178772383779291.js?2398238 (30 minutes).
https://ssl.google-analytics.com/ga.js (2 hours).
https://www.google-analytics.com/analytics.js (2 hours).

## Minify HTML ↰

Minifying https://www.rankwatch.com/ could save 7.7KiB (40% reduction) after compression.
Minifying https://www.rankwatch.com/systems-libs/rockets/scrip-
-engine.html?engine_3grocket_cache_id=1430918309 could save 3.1KiB (9% reduction) after
compression.

**Minify JavaScript** ↰

Minifying
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/js/common.core.js could save 14.3KiB (31% reduction).
Minifying https://cdnjs.cloudflare.com/ajax/libs/select2/3.4.5/select2.js could save 10.4KiB (37% reduction).
Minifying
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/js/jquery.bxslider.js could save 5.9KiB (50% reduction).
Minifying https://www.rankwatch.com/systems-libs/scripts/event.engine.js?dmode=0&session_token=44f486bf51a7ba8bc392cc716b1b9833 could save 2.8KiB (5% reduction).
Minifying https://cdn.jsdelivr.net/jquery.mcustomscrollbar/2.8.1/jquery.mCustomScrollbar.js could save 2.1KiB (26% reduction).
Minifying
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/js/gk.scripts.js could save 1.3KiB (32% reduction).
Minifying
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/js/flash_detect.js could save 895B (52% reduction).
Minifying https://cdnjs.cloudflare.com/ajax/libs/jquery-cookie/1.4.1/jquery.cookie.js could save 563B (42% reduction).
Minifying https://storage.googleapis.com/code.snapengage.com/js/0a2ffad6-6af6-4d95-8-b2-c2e3a2612d44.js could save 560B (1% reduction).
Minifying https://ssl.mousestats.com/js/5/4/5454178772383779291.js?2398238 could save 525B (10% reduction).

**Minify CSS** ↰

Minifying
https://www.rankwatch.com/templates/applications/default/versions/mach4/themes/default/css/styles
1.css?catched1 could save 1.6KiB (21% reduction).