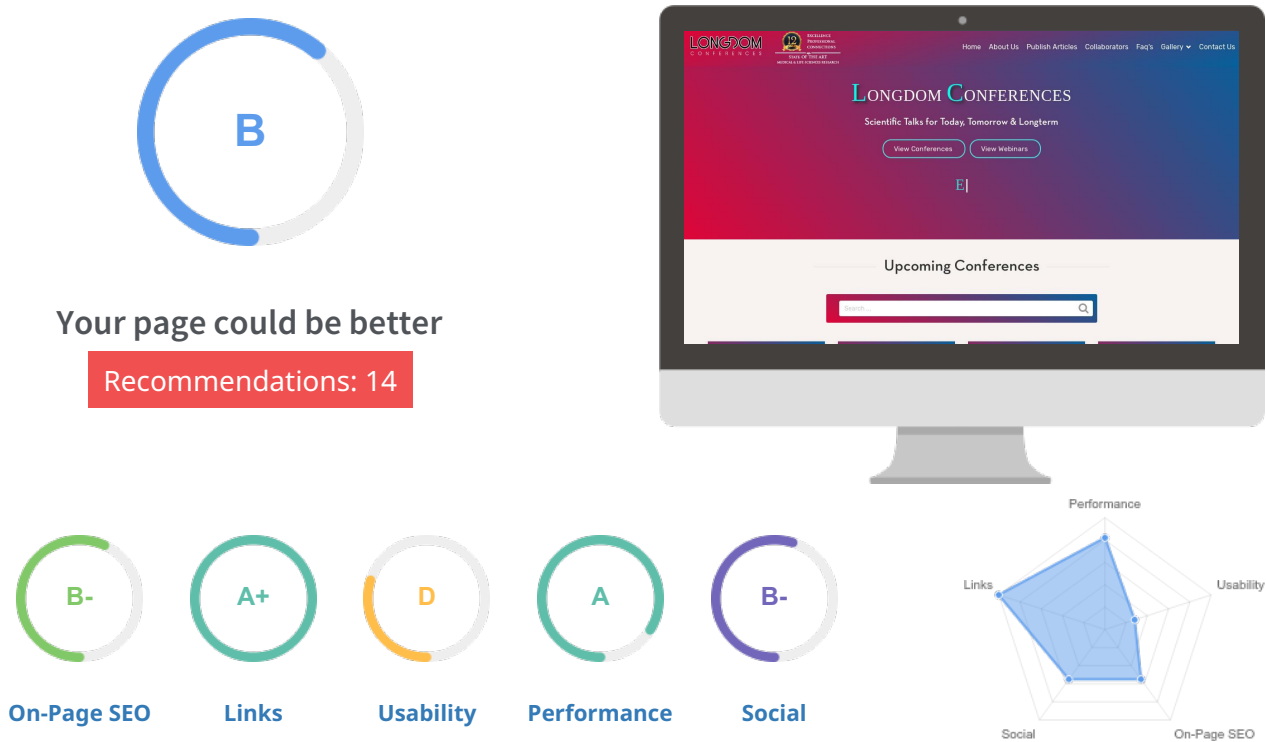


# Website Report for www.longdom.com

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

## Audit Results for www.longdom.com

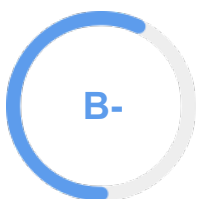


## Recommendations

Include a meta description tag	On-Page SEO	High Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority

Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Improve the size of tap targets	Usability	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	Social	Low Priority

## On-Page SEO Results



### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

#### Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).



Longdom Conferences, Medical, Physics, Chemistry, Engineering, Business

Length : 71

Title tags are very important for search engines to correctly understand and categorize your content.

## Meta Description Tag



Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

## SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.longdom.com> :  
[Longdom Conferences, Medical, Physics, Chemistry, ...](#)

## Hreflang Usage



Your page is not making use of Hreflang attributes.

## Language



Your page is using the lang attribute.

Declared: English

## H1 Header Tag Usage



Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

## H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	3	
H3	173	<div></div>
H4	6	
H5	3	
H6	0	

## Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

## Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
conference	✓	✗	✓	26	<div></div>
france	✗	✗	✗	22	<div></div>
paris	✗	✗	✗	21	<div></div>
sep	✗	✗	✗	15	<div></div>
dec	✗	✗	✗	15	<div></div>
nov	✗	✗	✓	15	<div></div>
uae	✗	✗	✗	14	<div></div>
dubai	✗	✗	✗	13	<div></div>

## Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
paris france	✗	✗	✗	21	<div></div>
nov 2023	✗	✗	✗	15	<div></div>
dec 2023	✗	✗	✗	15	<div></div>
sep 2023	✗	✗	✗	15	<div></div>
dubai uae	✗	✗	✗	13	<div></div>
london uk	✗	✗	✗	13	<div></div>
oct 2023	✗	✗	✗	12	<div></div>
dec 2023 dubai	✗	✗	✗	11	<div></div>

### Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 925

### Image Alt Attributes

You do not have any images missing Alt attributes on your page.



### Canonical Tag

Your page is not using the Canonical Tag.



The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

### Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



### Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



### SSL Enabled

Your website has SSL enabled.



### HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



### Robots.txt

Your website appears to have a robots.txt file.



<http://www.longdom.com/robots.txt>

### Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.



### XML Sitemaps

Your website appears to have an XML sitemap.



<https://www.longdom.com/sitemap-1.xml>

<https://www.longdom.com/sitemap-2.xml>

### Analytics

Your page is using an analytics tool.



 Google Analytics

### Schema.org Structured Data




You are using JSON-LD Schema on your page.



# Rankings

## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
euro sports	 EN	8	18,100	356	<div></div>
cardiology	 EN	87	90,500	190	<div></div>
euro sports	 FR	49	90,500	190	<div></div>
euro sports	 NL	36	90,500	190	<div></div>
traffic humanoid	 EN	52	60,500	127	<div></div>
conferences in usa	 EN	17	27,100	116	<div></div>
euro sports	 FR	30	27,100	56	<div></div>
euro sports	 EN	29	27,100	56	<div></div>
diabetes poster competition	 HI	4	720	47	<div></div>
artificial intelligence seminars	 EN	4	390	25	<div></div>

## Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



**2,541**  
Monthly  
Traffic  
Volume

### Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	2
Position 2-3	2
Position 4-10	45
Position 11-20	223
Position 21-30	245
Position 31-100	1,240

### Links

#### Number of Backlinks



You have a strong level of backlink activity to this page.

Backlink data provided by [MOZ](#)



**450.5k**  
External  
Backlinks



**1.2k**  
Referring  
Domains



**31**  
Moz Domain  
Authority

## Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Authority	URL
91	<a href="http://libguides.caltech.edu/c.php?g=512665&amp;p=3503029">libguides.caltech.edu/c.php?g=512665&amp;p=3503029</a>
91	<a href="http://library.caltech.edu/c.php?g=512665&amp;p=3503029">library.caltech.edu/c.php?g=512665&amp;p=3503029</a>
91	<a href="http://search.bt.com/result?p=www.long-d.cn">search.bt.com/result?p=www.long-d.cn</a>
76	<a href="http://www.zoominfo.com/people/Alice/Healy">www.zoominfo.com/people/Alice/Healy</a>
76	<a href="http://staff.onmilwaukee.com/myOMC/events/94557">staff.onmilwaukee.com/myOMC/events/94557</a>
75	<a href="http://mix.com/search/longdom.com/domain">mix.com/search/longdom.com/domain</a>
71	<a href="http://physicalfitness11096.blogzag.com/59347402/keep-your-teeth-in-perfect-health-with-herbal-medicine">physicalfitness11096.blogzag.com/59347402/keep-your-teeth-in-perfect-health-with-herbal-medicine</a>
69	<a href="http://www.longdom.org/conferences.html">www.longdom.org/conferences.html</a>
69	<a href="http://physical-fitness63962.look4blog.com/54043203/the-unknown-problem-with-vaginal-candida-otc-medicines">physical-fitness63962.look4blog.com/54043203/the-unknown-problem-with-vaginal-candida-otc-medicines</a>
69	<a href="http://www.longdom.org/open-access/young-research-awards-at-applied-microbiology-2021-for-the-best-research-works-in-immunology-and-virology-77988.html">www.longdom.org/open-access/young-research-awards-at-applied-microbiology-2021-for-the-best-research-works-in-immunology-and-virology-77988.html</a>

## On-Page Link Structure



We found 473 total links. 2% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

## Friendly Links



Your link URLs appear friendly (easily human or search engine readable).

## Usability



### Your usability could be better

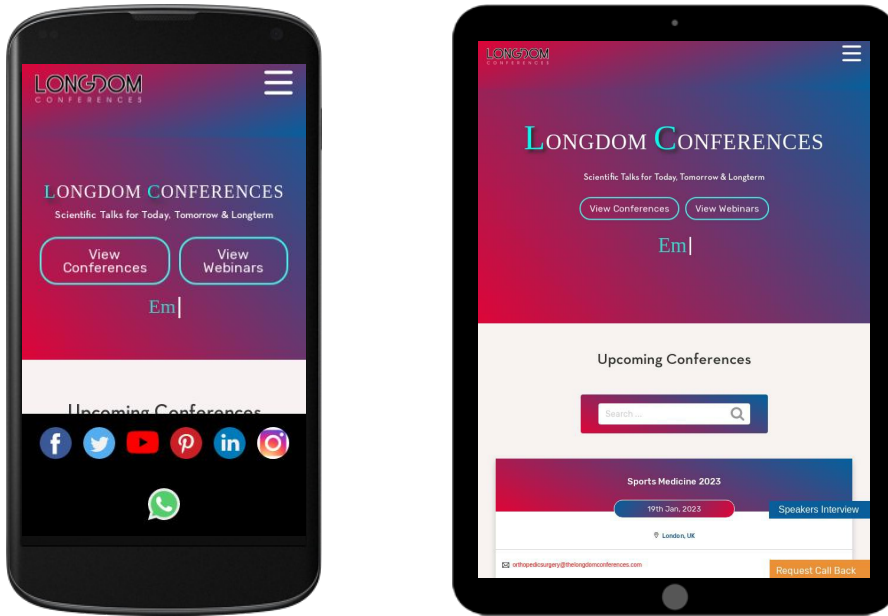
Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).



## Device Rendering



This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



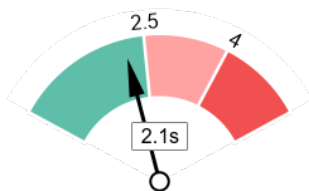
## Google's Core Web Vitals



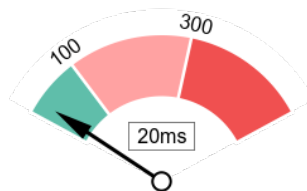
Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

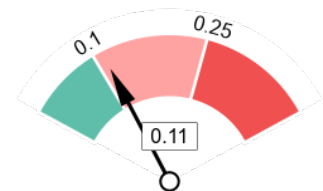
### Largest Contentful Paint (LCP)



### First Input Delay (FID)



### Cumulative Layout Shift (CLS)



## Use of Mobile Viewports



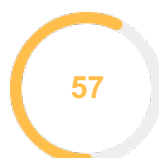
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

## Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.7 s		
Speed Index	7.7 s	Reduce initial server response time	2.21 s
Largest Contentful Paint	3.8 s	Eliminate render-blocking resources	1.77 s
Time to Interactive	5.9 s		
Total Blocking Time	0.54 s	Reduce unused CSS	0.45 s
Cumulative Layout Shift	0.003	Reduce unused JavaScript	0.45 s
		Serve images in next-gen formats	0.15 s

### Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.9 s		
Speed Index	2.8 s	Reduce initial server response time	2.54 s
Largest Contentful Paint	0.9 s	Eliminate render-blocking resources	0.3 s
Time to Interactive	1.4 s		
Total Blocking Time	0.04 s		
Cumulative Layout Shift	0.003		

### Flash Used?

No Flash content has been identified on your page.



### iFrames Used?

There are no iFrames detected on your page.



### Favicon

Your page has specified a favicon.



### Email Privacy

No email addresses have been found in plain text on your page.



## Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.



We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

## Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.



Consider making these tap targets larger to provide a better user experience.

## Performance Results



### Your performance is good

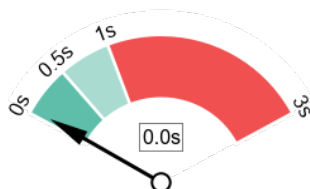
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

## Page Speed Info

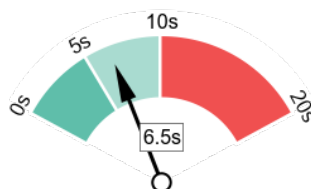
Your page loads in a reasonable amount of time.



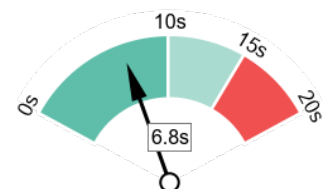
### Server Response



### All Page Content Loaded



### All Page Scripts Complete

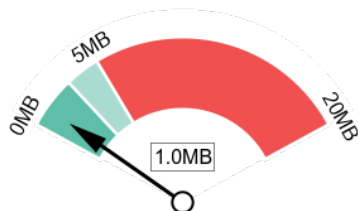


## Download Page Size

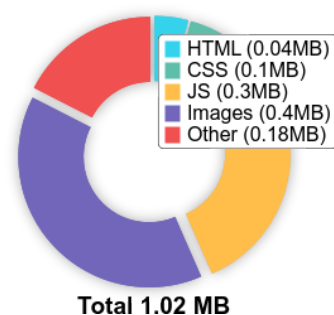
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



### Download Page Size



### Download Page Size Breakdown

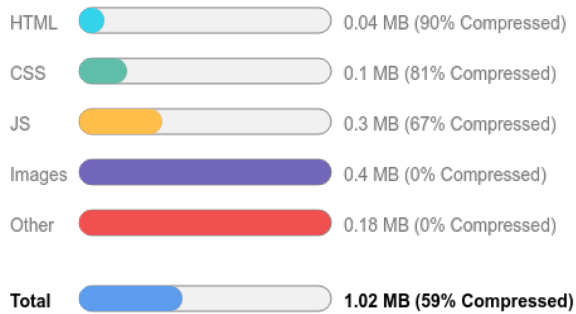


## Website Compression (Gzip, Deflate, Brotli)

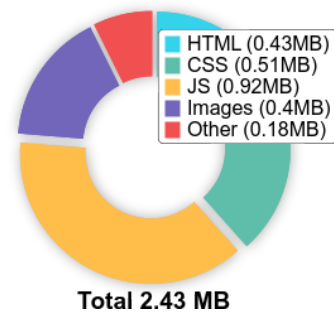
Your website appears to be using a reasonable level of compression.



## Compression Rates

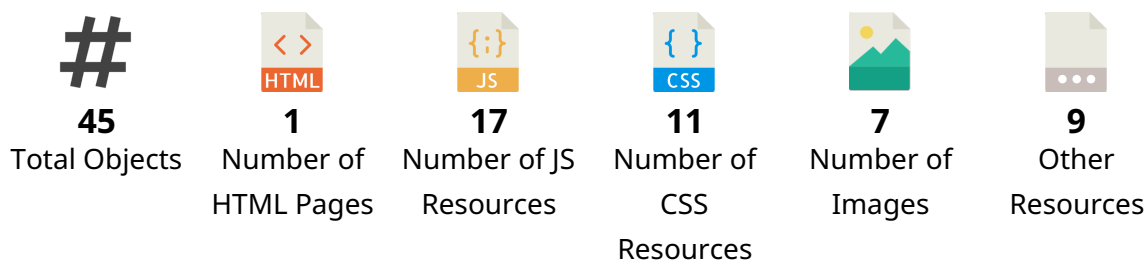


## Raw Page Size Breakdown



## Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



## Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

## JavaScript Errors

Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

## HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.

## Optimize Images

All of the images on your page appear to be optimized.

## Minification

All your JavaScript and CSS files appear to be minified.

## Deprecated HTML

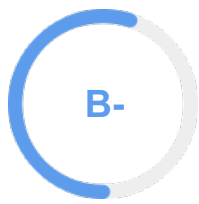
No deprecated HTML tags have been found within your page.

## Inline Styles

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

# Social Results



## Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

### Facebook Connected

Your page has a link to a Facebook Page.



### Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

### Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

### Twitter Connected

Your page has a link to a Twitter profile.



### Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

### Instagram Connected

Your page has a link to an Instagram profile.



### YouTube Connected

Your page has a link to a YouTube channel.



### YouTube Activity

No associated YouTube channel found linked on your page.



### LinkedIn Connected









Your page has a link to a LinkedIn profile.



# Technology Results

## Technology List

These software or coding libraries have been identified on your page.

Technology	Version
animate.css	
 Bootstrap	
Cloudflare	
 CodeIgniter	
 Font Awesome	
Google Analytics	
 jQuery	
 jQuery UI	
 jsDelivr	
particles.js	
 PHP	
 Select2	
Slick	

## Server IP Address

104.26.9.163

## DNS Servers

dale.ns.cloudflare.com  
molly.ns.cloudflare.com

## Web Server

cloudflare

## Charset

text/html; charset=UTF-8