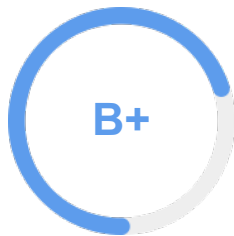


Website Report for glenrockwater.com

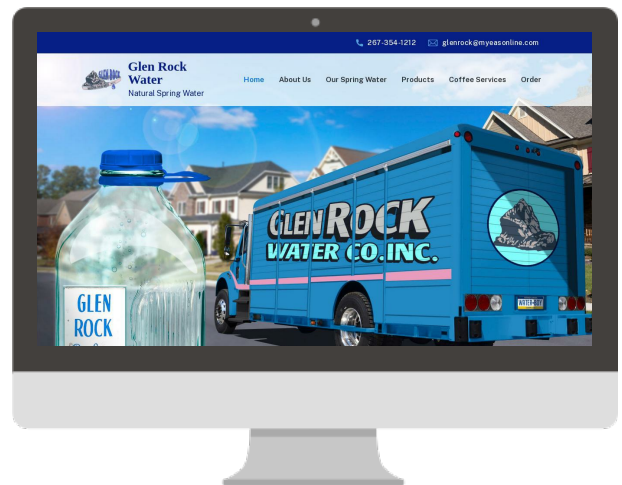
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade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

Audit Results for glenrockwater.com



Your page is good

Recommendations: 11



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

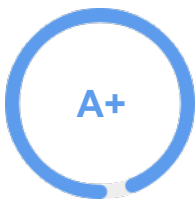
Increase page text content

On-Page SEO

Low Priority

Create and link your Twitter profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Improve the size of tap targets	Usability	Low Priority
Remove inline styles	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Spring Water Delivery - Glen Rock Water - Allentown, PA

Length : 55

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 320 characters).



Glen Rock Water Co., family-owned business. Spring Water delivery to Bucks County, PA and Montgomery County, PA and surrounding areas.

Length : 134

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://glenrockwater.com> :

Spring Water Delivery - Glen Rock Water - Allentown, PA

Glen Rock Water Co., family-owned business. Spring Water delivery to Bucks County, PA and Montgomery County, PA and surrounding areas.

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: en-US

H1 Header Tag Usage



Your page has a H1 Tag.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	1	
H3	7	
H4	1	
H5	0	
H6	0	

Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
water	✓	✓	✓	10	
rock	✓	✓	✓	5	
glen	✓	✓	✓	5	
products	✗	✗	✓	4	
order	✗	✗	✓	4	
office	✗	✗	✗	3	
spring	✓	✓	✗	3	
home	✗	✗	✓	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
glen rock	✓	✓	✓	5	
rock water	✓	✓	✓	4	
glen rock water	✓	✓	✓	4	
water co	✗	✓	✓	3	
rock water co	✗	✓	✓	3	
spring water	✓	✓	✗	2	
water products	✗	✗	✓	2	
pa we	✗	✗	✗	2	

Amount of Content

Your page has a low volume of text content which search engines can interpret as 'thin content'.



Word Count: 162

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes

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



Canonical Tag

Your page is using the Canonical Tag.



<https://glenrockwater.com/>

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://glenrockwater.com/robots.txt>

XML Sitemaps

Your website appears to have an XML sitemap.



https://glenrockwater.com/sitemap_index.xml

Analytics

Your page is using an analytics tool.



 Google Analytics

Schema.org Structured Data

Your page is using Schema.org structured data.



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	
glen rock water	EN	1	140	42	
glenrock water	EN	1	140	42	
spring water delivery	EN	70	3,600	7	
spring water delivery	ES	81	3,600	7	
rock water	ES	14	1,000	5	
rock water	EN	16	1,000	4	
glen rock water company	EN	1	10	3	
water allentown pa	EN	4	30	1	
glenrock company	EN	46	720	1	
spring rock water	EN	6	30	1	

Total Traffic From Search

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



122

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	3
Position 2-3	0
Position 4-10	5
Position 11-20	8
Position 21-30	1
Position 31-100	24

Links

Number of Backlinks



You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor

Backlink data provided by [MOZ](#)



68

External
Backlinks



24

Referring
Domains



7

Moz Domain
Authority

Top Backlinks



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

Domain Authority	URL
79	local.yahoo.com/info-12102212-glen-rock-water-co-incorporated-allentown
79	local.yahoo.com/info-12102212-glen-rock-water-co-inc-allentown
64	www.dandb.com/businessdirectory/glenrockwatercoinc-allentown-pa-2121203.html
57	www.yellowbook.com/s/water-bottled-bulk-etc-/emmaus-pa-18049-1032/
55	www.dexknows.com/allentown-pa/bp/glen-rock-water-co-inc-2665051
50	www.siteprice.org/similar-websites/belmarspringwater.com
45	statvoo.com/website/glenrockwater.com
45	www.place123.net/place/glen-rock-water-co-inc.-allentown-104617349630358
41	pr.business/glen-rock-water-co-inc-allentown-pennsylvania
35	www.bunity.com/glen-rock-water-co-inc

On-Page Link Structure



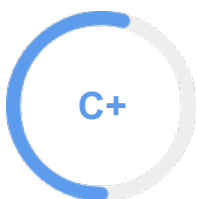
We found 29 total links. 21% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



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

Usability



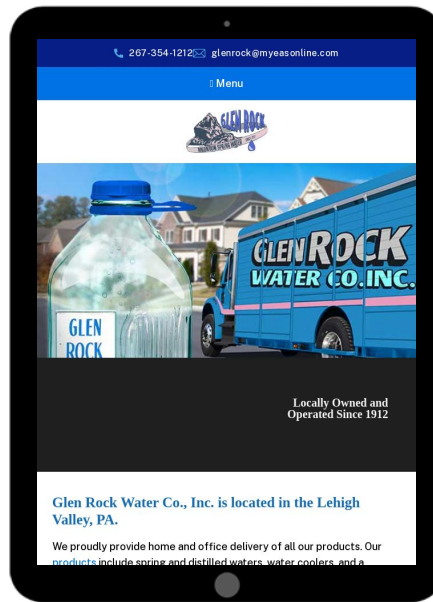
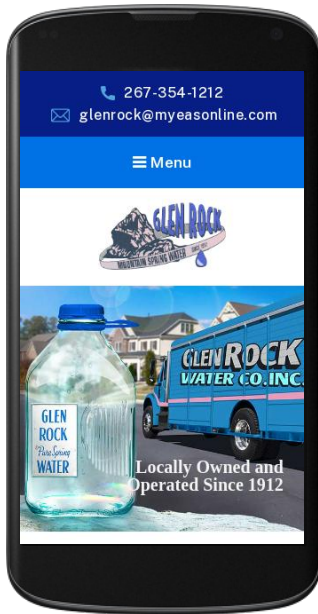
Your usability could be better

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

i

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

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports



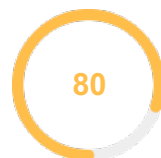
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

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	1.9 s		
Speed Index	2.1 s	Eliminate render-blocking resources	0.45 s
Largest Contentful Paint	3.2 s	Reduce unused JavaScript	0.18 s
Time to Interactive	3.8 s	Reduce unused CSS	0.15 s
Total Blocking Time	0.16 s		
Cumulative Layout Shift	0.283		

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	0.6 s		
Speed Index	0.8 s	Serve images in next-gen formats	0.28 s
Largest Contentful Paint	1.5 s		
Time to Interactive	0.9 s		
Total Blocking Time	0 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

Email addresses have been found in plain text.



We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Legible Font Sizes

The text on your page appears to be legible across devices.



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 very good!

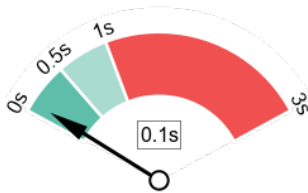
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

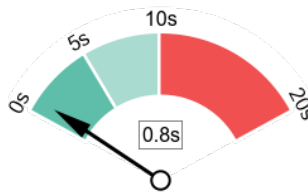


Your page's server response time is reasonably low which is good for load speed and user experience.

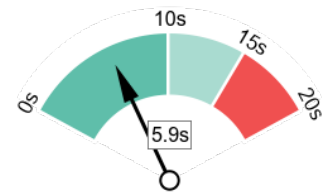
Server Response



All Page Content Loaded



All Page Scripts Complete

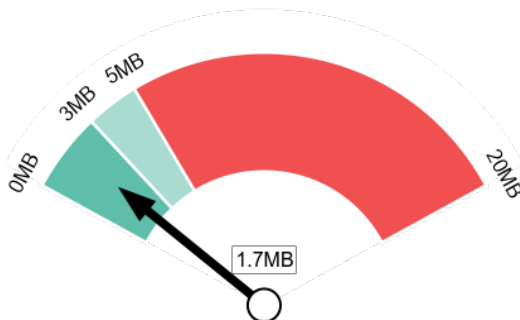


Page Size Info

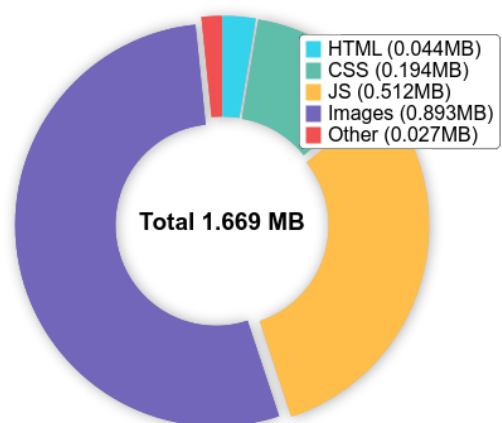


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Total Page Size









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. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.

 35	 2	 11	 6	 12	 4
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

JavaScript Errors



Your page is not reporting any JavaScript errors.

GZIP Compression



Your website is using GZIP compression.

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 needs improvement

You appear to have a weak 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 visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



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

No associated Twitter profile found as a link on your page.



Twitter Activity

No associated Twitter profile found as a link on your page.



Twitter Cards

Your page is using Twitter Cards.



Instagram Connected

No associated Instagram profile found linked on your page



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.











Technology Results

Technology List

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

i

Technology	Version
 Google Analytics	
 jQuery	3.6.0
 jQuery Migrate	
 MySQL	
 Nginx	
 PHP	
 WordPress	
 Yoast SEO	19.6

Server IP Address

35.223.134.175

i

DNS Servers

ns15.dnsmadeeasy.com
ns13.dnsmadeeasy.com
ns11.dnsmadeeasy.com
ns10.dnsmadeeasy.com
ns12.dnsmadeeasy.com
ns14.dnsmadeeasy.com

i

Web Server

nginx

i

Charset

text/html; charset=UTF-8

i