



Your website score is

44.6
out of 100

Website Review for **ikigaibooks.com**

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7Boats.com [Seven Boats Info-System Pvt. Ltd.] is your ROI focused end-to-end Digital Marketing Company offering Search Engine Marketing, SEO, Content Writing, Web Development, Web Consultancy, WordPress Services, Social Media Optimization, Website Audit, Link Building, Lead Generation & Customized Internet Marketing Solution.

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Iconography



pass



average



fail



Low impact



High impact





Easy to solve




Difficult to solve

Report Summary








Visitors

Traffic estimation	0 to 1,500 visitors/month
Alexa rank	 6,869,519
Compete rank	 <i>Not ranked</i>


Content

Indexed pages	 28
Popular pages	What is Ikigai? Making this world a better place one story Books - Making this world a better place one story Share Ikigai Plop-Plop... by Nadia Step Петька-Охломон Children's Fiction Contact Us - Ikigai Books











Home analysis

URL	http://ikigaibooks.com Length: 11 characters
Title	 <i>Missing</i>
Meta description	 <i>Missing</i>
Meta keywords	<i>Missing</i>
Headings	 H1(1), H2(0), H3(4), H4(12), H5(0), H6(1)
Images	 We found 4 images on this website. 2 alt attributes are empty or missing!
Text/HTML ratio	 9.98%
Frames	 <i>Yes</i>
Flash	 <i>No</i>


Inside analysis

Inside pages analysis	 Nice! You have different titles on each page! Text/HTML ratio - 16.19%
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Website compliance

www resolve	 Perfect! Your website with or without www redirects to the same page!
robots.txt	 http://www.ikigaibooks.com/robots.txt
XML Sitemaps	 http://www.ikigaibooks.com/sitemap.xml
Language	 Declared: en Detected: en
Doctype	<i>Missing</i>
Encoding	 UTF-8
Google Analytics	 Yes
W3C validity	 Invalid
Microformats	 rel-tag
Dublin Core	 <i>Missing</i>
Geo Meta Tags	 <i>Missing</i>






Popularity

Google last crawl date	November 10th, 2011 at 05:46:26 GMT
Backlinks	 16
.edu backlinks	 0
.gov backlinks	 0

Directories

DMOZ	 <i>No</i>
Yahoo! Directory	 <i>No</i>



Social Media

Delicious links	 0
Digg entries	 0
Twitter recent backlinks	 0
Twitter account check	Twitter username ikigaibooks is already taken! Is it yours?
Wikipedia backlinks	 0
Feeds	 http://ikigaibooks.com/homepage/feed/

Usability

Readability level	 Teenager
Favicon	 <input type="checkbox"/>

Server

Load time	 0.754 second(s) (0.049 s/Kb)
IP	92.53.98.146
Location	 -, -, RUSSIAN FEDERATION
gzip	 No

Other facts

Safe browsing	 Yes
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Report Details

Visitors

Traffic estimation

0 to 1,500 visitors/month

We use several different tools to estimate web traffic: [Google™ Ad Planner](#), [Google™ Trends](#), and [Alexa](#).

Nevertheless, your analytics will provide the accurate traffic data.

Alexa rank

 6,869,519

A low rank means that your website gets lots of visitors.

Your [Alexa Rank](#) is a good estimate of worldwide traffic to your website, although it is [not 100% accurate](#).

Reviewing the [most visited websites](#) by country can give you valuable insights.

[Quantcast](#) provides similar services.

Compete rank

 *Not ranked*

[Compete Rank](#) estimates traffic from visitors in the USA.

Content

Indexed pages

 28

This is the number of pages on your website that are [indexed by Google™](#).

The more pages that search engines index, the better.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing Search engines from crawling all pages on your website.

Resource: Check [here](#) to see if your content has been plagiarized. Then make test with specified keywords in the search engine to analyze your relative position for these keywords.

Popular pages

[What is Ikigai?](#)
[Making this world a better place one story](#)
[Books - Making this world a better place one story](#)
[Share Ikigai](#)
[Plop-Plop... by Nadia Step](#)
[Петька-Охломон](#)
[Children's Fiction](#)
[Contact Us - Ikigai Books](#)
This lists the popular pages on your website.

In-Site SEO Home analysis

URL

<http://ikigaibooks.com>
Length: 11 characters
Keep your URLs short. If possible, avoid long domain names.

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 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 [here](#). If no good names are available, consider a second hand domain from [Sedo](#).

To prevent brand theft, you might consider trademarking your domain name.

Title

    *Missing*
Your title should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your [most important keywords](#).

Be sure that each page has a unique title.

Resource: Use this [snippet-optimizer](#) to see how your titles and descriptions will look in Google™ search results.

Meta description

    Missing

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

Your meta description should contain between 70 and 160 characters (spaces included).

Ensure that your meta description is explicit and contains your most important keywords.

Also be sure that each page has a unique meta description.

Meta keywords

Missing

Meta keywords is used to indicate keywords that are supposedly relevant to your website's content. However, because search engine spammers have abused this tag, it provides little to no benefit to your search rankings.

Headings

H1	H2	H3	H4	H5	H6
1	0	4	12	0	1

[H1] The Three Fidgets ([more](#))

[H3] What is Ikigai?

[H3] Upcoming Book

[H2] Inside Soccer

Your website is structured using HTML headings/levels (<H1> to <H6>), which is great.

Use your keywords in the headings. Make sure the first level (<H1>) includes your most important keywords.

For greater SEO, only use one <H1> title per page.

Images



We found **4** images on this website.

2 alt attributes are empty or missing!

Alternative text ([the alt attribute](#)) is missing for several images. Add alternative text so that search engines can better understand the content of your images.

Remember that search engine crawlers cannot actually "see" images. The alternative text attribute allows you to assign a specific description to each image.

Alternative text describes your images so they can appear in [Google™ Images](#) search results.

Check the images on your website and make sure [effective ALT text](#) is specified for each image.

Click [here](#) to find out how to optimize images for search engines.

Restrict the number and size of images to optimize your website's page load times.

Resource: Use the [Wayback Machine](#) to review the design of any website in the past.

Text/HTML ratio



9.98%

Your website's ratio of text to HTML code is below 15%, which means that your website probably needs more text content.

Improve your SEO by adding more relevant text to your pages and increasing your [keyword density](#).

Frames



Yes

Frames have been detected on your homepage, which may decrease SEO.

Frames can cause problems for search engines because they don't correspond to the [conceptual model of the web](#). Avoid frames whenever possible.

Flash



No

No [Flash content](#) has been detected on your homepage, which is good.

Flash should only be used for specific enhancements. Avoid full Flash websites to maximize SEO.

Although Flash content often looks nicer, it cannot be indexed by search engines (however [this may change](#) in the near future).

This advice also applies to [AJAX](#) (however [this may also change](#) in the near future).

Inside pages analysis



Nice! You have different titles on each page!

Title	Meta description	Text/HTML ratio
What is Ikigai?	Japanese character Ikigai - 生き甲斐 - pronounced "ee-key-guy", does not have an exact literal translation. However, it expresses "something important one lives for" or "something, for which a person is ready to happily get up every morning, his entire life."	16.19%
		9.98%
Books	Beaver-San has a very special porch. It is his private getaway place. A place for relaxation, meditation, and reflection.	7.94%

[No duplicate content](#) has been detected on the pages of your website.

Use [Google™ Webmaster Tool](#) to improve the way search engines index your website.

Website compliance

www resolve



Perfect! Your website with or without www redirects to the same page!

Your website directs <http://ikigaibooks.com> and <http://www.ikigaibooks.com> to the same URL, which is great.

[Redirecting requests](#) from a non-preferred hostname is important because search engines consider URLs with and without "www" as two different websites.

robots.txt



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

Your website has a [robots.txt](#) file, which is great.

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

[Click here](#) to check your robots.txt file for syntax errors.

XML Sitemaps



<http://www.ikigaibooks.com/sitemap.xml>

Language

   **Declared:** en
Detected: en

You have specified the language of your website, which is great.

Make sure your declared language is the same as the [language detected by Google™](#).

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").
- Check out [these tips for building a multilingual website](#).

Doctype

Missing

Declaring a [doctype](#) helps web browsers to render content correctly.

Encoding

   UTF-8

Language/character encoding is specified, which is great.

Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

Google Analytics

   Yes

Your website is monitored by [Google™ Analytics](#).

Be sure to leverage [its full potential](#).

W3C validity

   Invalid

Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To fix the detected errors, run the [W3C validation service](#).

[W3C](#) is a consortium that sets the web standards.

Microformats

   rel-tag

Your website takes advantage of [Microformats](#), which is good.

[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 search results presentation.

Dublin Core



Missing

Your website does not take advantage of [Dublin Core](#).

[Dublin Core](#) is a set of standard metadata elements used to describe the contents of a website.

Geo Meta Tags



Missing

Your website is not [geotagged](#).

Although Google™ ignores Geo-Meta Tags, the search engine [Bing](#) [takes them into account](#).

Off-Site SEO Popularity

Google last crawl date

November 10th, 2011 at 05:46:26 GMT

Google™ periodically crawls websites looking for new and updated content. In general, you want Google™ to crawl your site as often as possible so your new content shows up in search results.

Click [here](#) to ensure your website's content and links have been indexed by Google™.

If [Google's™ cache](#) of your website lacks text or links, there's probably a programming problem.

Backlinks



16

Backlinks [links that point to your website](#) from other websites. It's like a popularity rating for your website.

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

.edu backlinks



0

Because they are strictly reserved for educational institutions, .edu domains are considered authority sites.

Links to your website from [.edu domains](#) have [stronger SEO impact](#).

.gov backlinks



0

Because they are strictly reserved for government institutions, .gov domains are considered authority sites.

Links to your website from [.gov domains](#) have [stronger SEO impact](#).

Directories

DMOZ



Your website is not listed in [DMOZ](#), a multilingual [open content directory](#) constructed and maintained by a community of volunteer editors.

[Submitting your website](#) is important because search engines take DMOZ into account.

Yahoo! Directory



The [Yahoo! Directory](#) is a web directory which rivals DMOZ.

It offers two options for suggesting websites for possible listing: "Standard" (which is free) and a [paid submission](#) process that offers expedited review.

Social Media

Delicious links



[Delicious](#) is a popular social bookmarking web service for storing, sharing, and discovering websites.

Monitoring Delicious is a great way to see [what's hot on your website](#).

Resource: Monitor your brand in social media using tools like [Addictomatic](#).

Digg entries



[Digg](#) is a social news website made for people to discover and share content.

Monitoring Digg is a great way to see [what's hot on your website](#).

Resource: Monitor your brand in social media using tools like [Addictomatic](#).

Twitter recent backlinks



Click [here](#) to browse the most recent tweets related to your website.

Monitoring recent tweets tells you what people are saying about your website in real-time.

Resource: Monitor your brand in Twitter using tools like [Topsy](#).

Twitter account check

Twitter username [ikigaibooks](#) is already taken! Is it yours?

Twitter is a fast-growing [social network](#).

If possible, register a Twitter account in your brand's name now to prevent [identity theft](#).

You should also check the availability of your brand name in [other social networks](#).

Wikipedia backlinks



Neither articles about nor references to your website were [found on Wikipedia](#).

Since Wikipedia is currently the world's largest wiki, you should consider [contributing a Wikipedia article](#) about your website.

Feeds



<http://ikigaibooks.com/homepage/feed/>

Your website provides a feed, which is good.

[Feeds](#) are especially important for blogs and [news websites](#). Subscribers are notified of content updates, which improves your website's visibility.

Resource: Did you know that [FeedBurner](#) provides custom RSS feeds and management tools to bloggers, podcasters and other web-based content publishers?

Usability

Readability level



Teenager

This measures the approximate level of education necessary to understand content on your website.

A website targeting a large audience should be [easy to read](#) for a teenager.

Resource: To further improve the readability of your website, consider these [10 principles for web typography](#).

Favicon



Your website has a [favicon](#), which is great. Make sure this favicon is [consistent with your brand](#).

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

Website information

Server

Load time

🟢 ⚠️ ⚠️ 🛠️ 0.754 second(s) (0.049 s/Kb)

Your website is fast. Well done.

Site speed is becoming an [important factor](#) for ranking high in Google™ search results

Resource: Check out [these other tips](#) to make your website run faster.

Resource: Monitor your server and receive SMS alerts when your website is down with [Web Monitoring Services](#).

IP

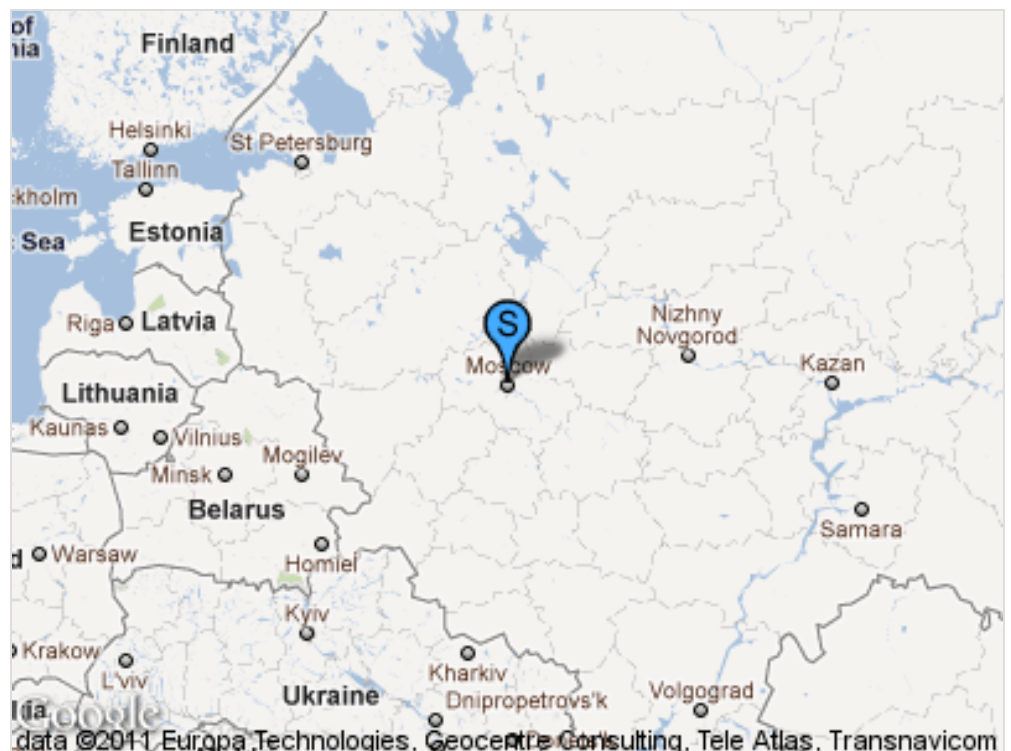
92.53.98.146

Your server's IP address [has no impact](#) on your SEO.

Use [Robtex](#) and [DNSstuff](#) for comprehensive reports on your domain name server.

Location

🇷🇺 -, -, RUSSIAN FEDERATION



To improve your website's responsiveness, locate your servers close to your main markets.

Click [here](#) to test your website speed. Everything is OK if the average time over 10 pings is less than 300ms.

gzip

🔴 ⚠️ 🛠️ No

Your website does not take advantage of [gzip](#).

gzip is [free](#) and can help to improve your website's speed.

Other facts

Safe browsing

     Yes

Your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.

Related websites

Related websites

Missing

This lists the websites related to your domain. Some may be competitors and others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use [SpyFu](#) and [SEMrush](#) to learn more about your competitors' web marketing strategies.

Domain

Whois

There was error connecting to the whois server

[whois.godaddy.com]

Old domains are ranked higher by search engines and yield better SEO results.

Google™ temporarily reduces the page rank of new domains, placing them into a "[sandbox](#)".

Using a domain that has been registered for many years can mitigate this effect.

Consider these [Whois tips](#) to further improve your SEO.