

Website Report for jennypuranenphotography.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 jennypuranenphotography.com



Your page could be better

Recommendations: 13



On-Page SEO



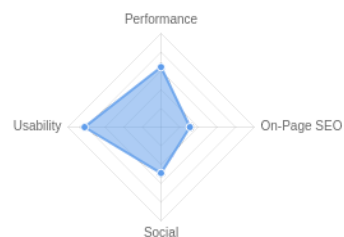
Usability



Performance



Social



Recommendations

Reduce your total page file size

Performance

Medium Priority

Lengthen meta description (to between 120 and 160 characters)

On-Page SEO

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Make greater use of header tags	On-Page SEO	Medium Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your X profile	Social	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Remove iFrames	Usability	Low Priority
Add business address and phone number	Other	Low Priority
Add Business Details to Google Business Profile	Other	Low Priority
Improve Google Business Profile Rating & Review Count	Other	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 of optimal length (between 50 and 60 characters).



Los Angeles Lifestyle Photographer | Jenny Puranen

Length : 50

Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 120 and 160 characters (including spaces).

Specializing in lifestyle Photography. Serving Los Angeles, Malibu, Torrance, Redondo Beach and the South Bay.

Length : 110

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.jennypuranenphotography.com> :
Los Angeles Lifestyle Photographer | Jenny Puranen
Specializing in lifestyle Photography. Serving Los Angeles, Malibu, Torrance, Redondo Beach and the South Bay.

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 not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H2	0
H3	2
H4	0
H5	0
H6	0

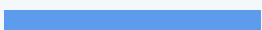

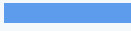

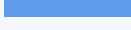

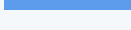
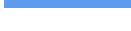
Keyword Consistency



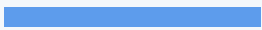
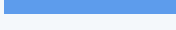
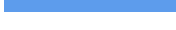
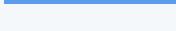

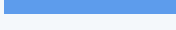
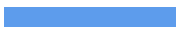
Your page's main keywords are not distributed well across the important HTML tags.

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	
family	×	×	✓	6	
jenny	✓	×	×	5	
galleries	×	×	✓	3	
testimonials	×	×	×	3	
angeles	✓	✓	✓	3	
photography	×	✓	✓	3	
really	×	×	×	3	
photos	×	×	×	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
i am	×	×	×	3	
galleries testimonials	×	×	×	2	
testimonials blog	×	×	×	2	
jenny puranen	✓	×	×	2	
puranen photography	×	×	×	2	
privacy policy	×	×	×	2	
galleries testimonials blog	×	×	×	2	
jenny puranen photography	×	×	×	2	

Amount of Content



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

Word Count: 392

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

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 17 images on your page and 15 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

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



Analytics

Your page is using an analytics tool.


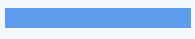






 Google Analytics

Rankings

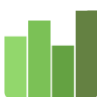
Top Keyword Rankings

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
jenny's photo		46	720	2 
la lifestyle photographers		97	50	0
los angeles lifestyle photographer		91	50	0
jenny b photography		24	50	0
my jenny		87	40	0

Total Traffic From Search

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



1

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

Usability

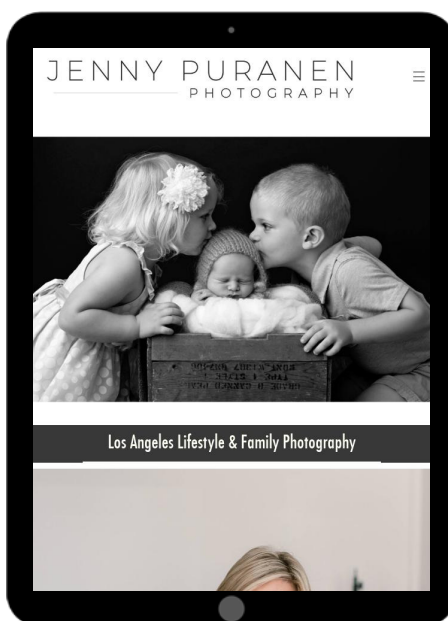
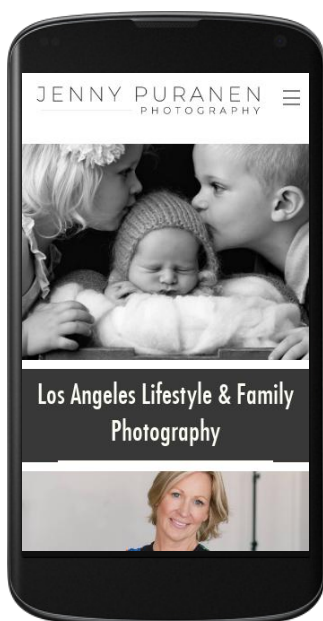


Your usability is good

Your page is mostly 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

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 crawlable by Google.

Use of Mobile Viewports

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



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

Your page appears to be using iFrames.



iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

Favicon

Your page has specified a favicon.



Email Privacy

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



Legible Font Sizes

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

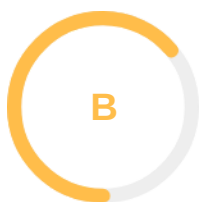


Tap Target Sizing

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.



Performance Results



Your performance could be better

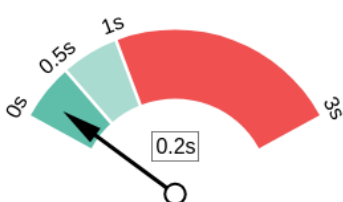
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

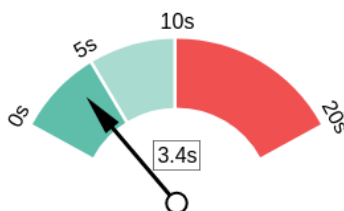
Your page loads in a reasonable amount of time.



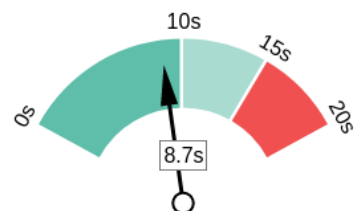
Server Response



All Page Content Loaded



All Page Scripts Complete



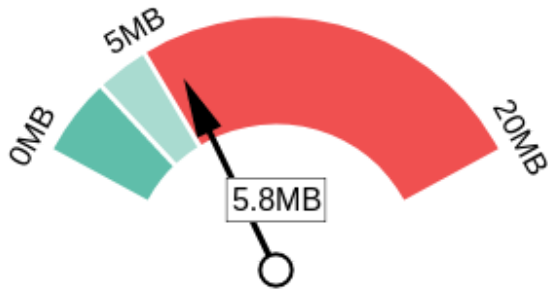
Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

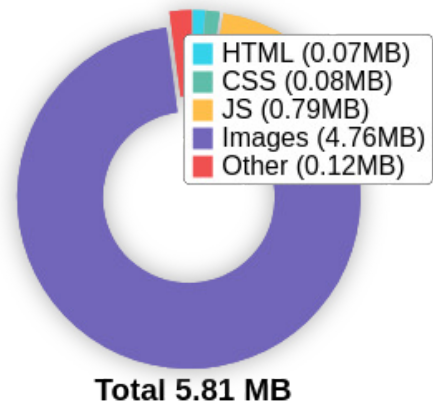


A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown

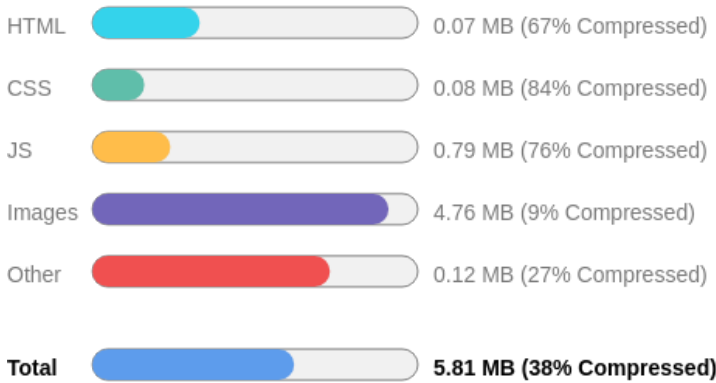


Website Compression (Gzip, Deflate, Brotli)

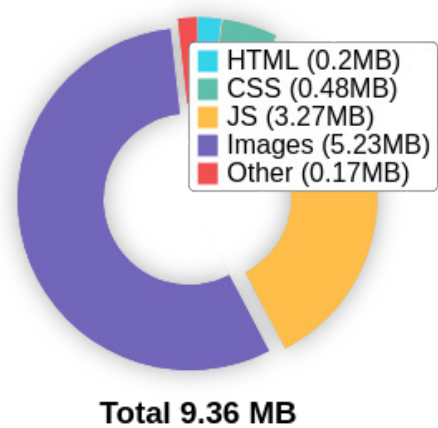
Your website appears to be using a reasonable level of compression.



Compression Rates

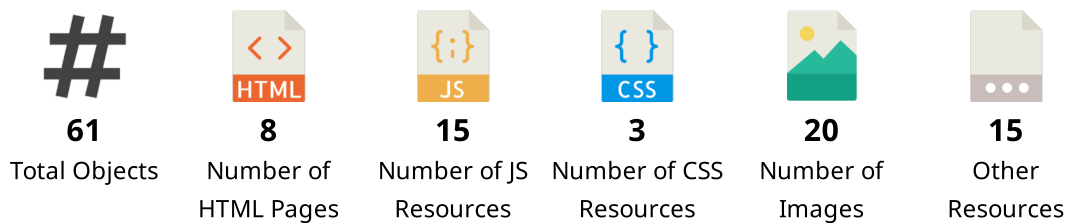


Raw Page Size Breakdown



Number of Resources

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



JavaScript Errors

Your page is not reporting any JavaScript errors.



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.



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 Page Linked

Your page has a link to a Facebook Page.



 <https://facebook.com/JennyPuranenPhotography>

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



X (formerly Twitter) Account Linked

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



X Cards

Your page is using X Cards.



Instagram Linked

Your page has a link to an Instagram profile.



 https://instagram.com/j.puranen_photographyla

LinkedIn Page Linked

Your page has a link to a LinkedIn profile.



 <https://linkedin.com/in/jenny-puranen-418172169>

YouTube Channel Linked

No associated YouTube channel found linked on your page.



YouTube Channel Activity

No associated YouTube channel found linked on your page.



Local SEO

Address & Phone Shown on Website


We can't identify one or both of these components on the page. Missing: Address

Phone	4075757118
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Google Business Profile Identified

A Google Business Profile was identified that links to this website.

 Jenny Puranen Photography



Google Business Profile Completeness

Important business details are missing from the Google Business Profile. Missing: Address

Phone	+1 407 575 7118
Site	http://www.jennypuranenphotography.com/



Google Reviews

Your Google Business Profile has a low rating or low number of reviews.

5.0  4 reviews



Rating

