

Review of [Ballmorselow.com](https://ballmorselow.com)

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

Mobile

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Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Full Service Law Firm | Attorneys + Counselors At Law

Length: 53 character(s)

Ideally, your title tag 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.



Meta Description



We're a full service Family Law, Estate Planning, Personal Injury, and Oil, Gas & Energy law firm with offices in Oklahoma City, Norman, and Denver. Call us today and let's get started on your matter!

Length: 200 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

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

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.



Meta Keywords



No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



Google Preview



[Full Service Law Firm | Attorneys + Counselors At Law](#)

[ballmorselow.com/](#)

We're a full service Family Law, Estate Planning, Personal Injury, and Oil, Gas & Energy law firm with offices in Oklahoma City, Norman, and Denver. Call us today and let's get started on your matter!

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings

<H1>
1

<H2>
12

<H3>
10

<H4>
7

<H5>
0

<H6>
0

<H1> THOUGHTFUL LEGAL COUNSEL IN OKLAHOMA, TEXAS, AND COLORADO </H1>

<H2> Oklahoma </H2>

<H2> Texas </H2>

<H2> Colorado </H2>

<H2> Norman, Oklahoma City, Edmond, + Stillwater </H2>

<H2> Houston + Frisco </H2>

<H2> Denver </H2>

<H2> Please Choose A Location Near You </H2>

<H2> Why Call Ball Morse Lowe? </H2>

<H2> Attorneys With Experience & Resources That Work For You </H2>

<H2> Our Team of Highly Skilled Attorneys Can Help </H2>

<H2> Our Team </H2>

<H2> What Our Clients Say </H2>

<H3> How can we help you today? </H3>

<H3> Staff </H3>

<H3> Jason J. </H3>

<H3> Christian D. </H3>

<H3> Jason F. </H3>

<H3> Heather W. </H3>

<H3> Courtney G. </H3>

<H3> BE </H3>

<H3> Kevin H. </H3>

<H4> ★★★★★ </H4>

<H4> ★★★★★ </H4>

<H4> ★★★★★ </H4>

<H4> ★★★★★ </H4>

<H4> ★★★★★ </H4>

<H4> ★★★★★ </H4>

<H4> ★★★★★ </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords

morse 30 ball 23 lowe 23 legal 9 assistant 8
 natural 8 office 7 firm 7 planning 7 counsel 7
 resources 7 family 6 team 6 oklahoma 6 energy 5

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
morse	30	×	×	✓
ball	23	×	×	✓
lowe	23	×	×	✓
legal	9	×	×	✓
assistant	8	×	×	×
natural	8	×	×	×
office	7	×	✓	×
firm	7	✓	✓	×
planning	7	×	✓	×
counsel	7	✓	×	✓
resources	7	×	×	✓
family	6	×	✓	×
team	6	×	×	✓
oklahoma	6	×	✓	✓
energy	5	×	✓	×

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.



Alt Attribute



We found 19 images on this web page

✓ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



Text/HTML Ratio



HTML to Text Ratio is: **6.28%**

Text content size 8893 bytes

Total HTML size 141588 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



GZIP compression




Wow! It's GZIP Enabled.




✓ Your webpage is compressed from 138 KB to 25 KB (81.9 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.





It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 199.60.103.138 does not redirect to ballmorselow.com
  

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly
  

Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Oh no, you are using underscores (these_are_underscores) in your URLs
  

Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.

✓ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.



Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://ballmorselow.com/sitemap.xml>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://ballmorselow.com/robots.txt>

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.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe

Oh no, iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration

Exactly how many years and months



Domain Age: 8 Years, 56 Days

Created Date: 13th-Mar-2017

Updated Date: 14th-Mar-2025

Expiry Date: 13th-Mar-2027

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

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



URL

http://ballmorselow.com
Length: 13 characters

Keep your URLs short and avoid long domain names when possible.

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).



Favicon



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

138 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time

0.23 second(s)



Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Good, you have declared your language

Declared Language: English



Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
ballmorselowe.net	Available
ballmorselowe.org	Already Registered
ballmorselowe.biz	Already Registered
ballmorselowe.us	Available
ballmorselowe.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
ballmorselowe.com	Available
vallmorselowe.com	Available
fallmorselowe.com	Available
gallmorselowe.com	Available
hallmorselowe.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Mobile Compatibility



Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.



Mobile View



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP

Server IP	Server Location
199.60.103.138	United States Hide IP AddressShow Full IP Address Information Lookup AddressLookup Frequently Asked Questions (FAQ)What is IPV4?IPv4 connect to the internet by using a unique address. This address is usually 203.0.113.181). It has been around for a while but there is a new system IPV6?IPv6 stands for Internet Protocol version 6. It is the latest internet addresses, eight groups of four hexadecimal numbers separated by color

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

Tips for authoring fast-loading HTML pages:

- Too bad, your website has too many CSS files.
- Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings. By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs. Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  Ballmorselow

 Twitter:  BallMorseLowe

 Instagram:  Ballmorselow

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.



Traffic Rank



No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.



Visitors Localization



Your website is popular on following countries:

No data available

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.



Estimated Worth



\$60 USD

Just a estimated worth of your website based on Alexa Rank.



In-Page Links



We found a total of 81 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
ATTORNEYS	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
CONSULTATION	Internal Links	Dofollow
877.508.4265	Internal Links	Dofollow
Norman, Oklahoma City, Edmond + Stillwater	Internal Links	Dofollow
Family Law	Internal Links	Dofollow
Estate Planning	Internal Links	Dofollow
Litigation	Internal Links	Dofollow
Energy and Natural Resources	Internal Links	Dofollow
Business Law	Internal Links	Dofollow
Criminal Law	Internal Links	Dofollow
Houston + Frisco	Internal Links	Dofollow
Denver	Internal Links	Dofollow
Probate	Internal Links	Dofollow
RESEARCH	Internal Links	Dofollow
BLOG	Internal Links	Dofollow
GUIDES	Internal Links	Dofollow
TRUST VS WILL QUIZ	Internal Links	Dofollow
ABOUT	Internal Links	Dofollow
CONTACT	Internal Links	Dofollow
CONSULTATION	Internal Links	Dofollow
(877) 508-4265	Internal Links	Dofollow
Abbi Slaton Attorney	Internal Links	Dofollow
Barry Roberts Retired	Internal Links	Dofollow
Bria Winston Partner	Internal Links	Dofollow
Brian M. Taylor Attorney	Internal Links	Dofollow
Cameron Williams Attorney	Internal Links	Dofollow
Chris Michael Partner	Internal Links	Dofollow
Christian Folks Attorney	Internal Links	Dofollow
Corey Stone Senior Attorney	Internal Links	Dofollow
David Morse Partner Emeritus	Internal Links	Dofollow
Doug Johnson Senior Attorney	Internal Links	Dofollow
E. Parker Lowe Partner	Internal Links	Dofollow
Glenn Brown Partner	Internal Links	Dofollow
Grant P. Scowden Attorney	Internal Links	Dofollow
J. Brad Torgerson Senior Attorney	Internal Links	Dofollow
Jordan LePage Partner	Internal Links	Dofollow
Julie Gragg-Landes Attorney	Internal Links	Dofollow
Karen Pearson Of Counsel	Internal Links	Dofollow
Kristin Knetzer Attorney	Internal Links	Dofollow
Matthew A. Fornof Attorney	Internal Links	Dofollow

Melissa Gardner Attorney	Internal Links	Dofollow
Melissa P. Martin Attorney	Internal Links	Dofollow
Patrick Lane Partner	Internal Links	Dofollow
Shayla B. Powers Attorney	Internal Links	Dofollow
Stephanie Moser Partner	Internal Links	Dofollow
Steve Scott Attorney	Internal Links	Dofollow
Taylor Brown Attorney	Internal Links	Dofollow
Thomas Marrs Of Counsel	Internal Links	Dofollow
Trevor Payne Of Counsel	Internal Links	Dofollow
Tyler Cunningham Of Counsel	Internal Links	Dofollow
Tyler D. Crowe Attorney	Internal Links	Dofollow
Will James Attorney	Internal Links	Dofollow
Zachary T. Ball Partner	Internal Links	Dofollow
877.508.4265	Internal Links	Dofollow
Probate	Internal Links	Dofollow
Litigation	Internal Links	Dofollow
Phone: 405.701.5355	Internal Links	Dofollow
405.937.0842	Internal Links	Dofollow
405.705.2900	Internal Links	Dofollow
972.954.3818	Internal Links	Dofollow
346.296.5631	Internal Links	Dofollow
720.907.7897	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
3201 S Berry Rd	External Links	Dofollow
531 Couch Dr	External Links	Dofollow
324 S Husband St	External Links	Dofollow
1008 S Bryant Ave,	External Links	Dofollow
No Anchor Text	External Links	Dofollow
1301 McKinney St	External Links	Dofollow
1801 California St	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links. Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.