



## Review of Gloriumtech.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.

	Tab	le	of	Content	S
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Search Engine Optimization Usability

Mobile Technologies

Visitors Social

Link Analysis

#### **Iconography**

Good Good Hard to solve

Errors Easy to solve

Not Important No action necessary

## **Search Engine Optimization**



Software Product Development Company - Glorium Technologies

**Length:** 59 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.



We are a software product development & engineering company that provides a full range of software development and growth services for startups and enterprises.

**Length:** 160 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

### <u>Software Product Development Company - Glorium Technologies</u> **gloriumtech.com**/

We are a software product development & engineering company that provides a full range of software development and growth services for startups and enterprises.

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.



<h1></h1>	<h2></h2>	<h3></h3>	<h4></h4>	<h5></h5>	<h6></h6>
1	9	9	0	0	0

<H1> Software Product Development Company </H1>

<H2> Our core clients are VC-backed startups </H2>

<H2> Cooperation with us helps to </H2>

<H2> Who we are </H2>

<H2> Awards & Recognitions </H2>

<H2> Certifications </H2>

<H2> Recent clients </H2>

<H2> Reviews </H2>

<H2> Recent case studies </H2>

<H2> Blog </H2>

<H3> What is product software development? </H3>

<H3> What is a product software development company? </H3>

<H3> What product software development services does Glorium Technologies offer? </H3>

<H3> What product software development industries does Glorium Technologies specialize in? </H3>

<H3> Does Glorium Technologies work with startups? </H3>

<H3> What product software development technologies does Glorium Technologies use? </H3>

<H3> Can Glorium Technologies provide dedicated development teams for product software development? </H3>

<H3> How does Glorium Technologies ensure the security of its clients' data? </H3>

<H3> How can I get started with Glorium Technologies's product software development services? </H3>

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.





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

<b>Keywords</b> software	Freq 28	Title	Desc	<h></h>
technologies	23		*	
development	21	,	ÿ	1
product	20			1
glorium	15	-	×	-
team	10	×	×	-
real	8	×	×	×
tech	7	<b>~</b>	×	-
they	7	×	×	×
business	6	×	×	×
provide	6	×	<b>✓</b>	-
summaryglorium	6	×	×	×
technology	5	×	×	×
best	5	×	×	×
estate	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.





We found 280 images on this web page \* 16 ALT attributes are empty or missing.

/wp-content/uploads/2019/05/glorium.svg  /wp-content/uploads/2023/06/clutch24.svg data: image/gif; base 64, R0IGODIhAQABAAAAACH5BAEKAAEALAAAAAABAAEAAAICTAEAOw ==/wp-content/uploads/2019/05/gartner.svg  /wp-content/uploads/2023/06/goodfirms27.svg  /wp-content/uploads/2019/05/hippa.svg  /wp-content/uploads/2019/05/hitrust.svg  /wp-content/uploads/2019/05/gdpr.svg  /wp-content/uploads/2022/09/Glorium-Site-Pages.svg

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.



HTML to Text Ratio is: 5.12%

Text content size 14494 bytes Total HTML size 283061 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.





Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 276 KB to 39 KB (85.8 % 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.



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

One of the 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.





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.



Good, you have XML Sitemap file! http://gloriumtech.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.



Good, you have Robots.txt file! http://gloriumtech.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.



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** 

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Exactly how many years and months

Domain Age: 13 Years, 71 Days

Created Date: 2nd-Apr-2010

Updated Date: 3rd-Apr-2023

Expiry Date: 2nd-Apr-2024

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 in search engines

644 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 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.

## **Usability**



http://gloriumtech.com
Length: 11 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).



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.

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.

**Coad Time** 

0.55 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 to make your website run faster.

**Language** 

Good, you have declared your language Declared Language: EN-US

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
gloriumtech.net	Available
gloriumtech.org	Already Registered
gloriumtech.biz	Already Registered
gloriumtech.us	Already Registered
gloriumtech.info	Already Registered

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

Typo Availability

Domains (TLD)	Status	
rloriumtech.com	Available	
floriumtech.com	Available	
vloriumtech.com	Available	
tloriumtech.com	Available	
bloriumtech.com	Available	

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



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**



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.

## **Technologies**



Server IP	Server Location	Service Provider
82.180.138.26	Not Available	Not Available

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.



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.



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.



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

W3Cis 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**



Your social media status







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.

### **Visitors**

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:

000

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

000

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



We found a total of 156 links including both internal & external links of your site

Anchor	Туре	Follow
No Anchor Text	Internal Links	Dofollow
Services	Internal Links	Dofollow
Custom Software DevelopmentCreate a solution for your business needs	Internal Links	Dofollow
Web DevelopmentBuild a website to reach your objectives	Internal Links	Dofollow
Mobile App DevelopmentMake a smart solution for smartphones	Internal Links	Dofollow
Product DesignCrafting the best design for your end-users	Internal Links	Dofollow
Quality AssuranceTesting to ensure bug-free software production	Internal Links	Dofollow
Software Compliance & CertificationSoftware compliance with all regulations	Internal Links	Dofollow
Growth as a ServiceBuild your digital brand with our help	Internal Links	Dofollow
SOLUTIONS	Internal Links	Dofollow
For StartupsDelivering software for Startups and SMEs	Internal Links	Dofollow
For EnterprisesComplex systems for big companies	Internal Links	Dofollow
HEALTHCARE SOFTWARE DEVELOPMENT	Internal Links	Dofollow
DicomMedical imaging standard compliance	Internal Links	Dofollow
HL7 & FHIRFollowing the healthcare standards	Internal Links	Dofollow
Hospital ManagementSoftware to run your medical facility efficiently	Internal Links	Dofollow
Telehealth and TelemedicineTools for long-distance diagnostics	Internal Links	Dofollow
Pharmacy ManagementSoftware to keep track of medication supply	Internal Links	Dofollow
HIEHealth Information Exchange simplified	Internal Links	Dofollow
Electronic Health RecordTools to keep track of patient-related data	Internal Links	Dofollow
Medical BillingSimplify the process of charging the patent	Internal Links	Dofollow
Medical ImagingSoftware to store and transfer medical images	Internal Links	Dofollow
Patient PortalsUX-friendly software for medical practice	Internal Links	Dofollow
REAL ESTATE SOFTWARE DEVELOPMENT	Internal Links	Dofollow
IDX systemMLS property search software	Internal Links	Dofollow
Property ManagementSoftware to get full control over your real estate	Internal Links	Dofollow
ERP systemEnterprise-sized projects at real estate sector	Internal Links	Dofollow
Developers	Internal Links	Dofollow
Backend developersServer-side experts at your service	Internal Links	Dofollow
Frontend developersWeb apps building professionals	Internal Links	Dofollow
Mobile developersBuild an app of the future	Internal Links	Dofollow
Desktop apps developersHire skilled desktop app professionals	Internal Links	Dofollow
DevOps specialistsVetted DevOps professionals for you	Internal Links	Dofollow
Cloud developersCovering cloud computing for you	Internal Links	Dofollow
Database developersData professionals with extensive expertise	Internal Links	Dofollow
TEAM EXTENSION	Internal Links	Dofollow
Staff AugmentationThe best tech experts on the market	Internal Links	Dofollow
Dedicated Development TeamA group of tech pros focused on your project	Internal Links	Dofollow
Tech OutstaffingClose your tech needs with our help	Internal Links	Dofollow
EBOOKS	Internal Links	Dofollow
7 Digital Technologies for Real EstateHow modern solutions a change the landscape	Internal Links	Dofollow
16 Tech Trends for Business GrowthDive deep into tech with your data	Internal Links	Dofollow
Five Reasons Why Outsourcing FailsCommon mistake startup owners commit	Internal Links	Dofollow
The Startup Growth PlaybookExploring statups' growth	Internal Links	Dofollow



VIRTUAL SUMMITS	Internal Links	Dofollow
Startup CTO Summit 2023From Code to Culture: The CTO's Journey	Internal Links	Dofollow
Digital Transformation in Real EstateHow technology is changing the industry	Internal Links	Dofollow
Boosting SaaS Products with TechBig Data. Data Science. Artificial Intelligence.	Internal Links	Dofollow
Shaping Software OutsourcingTips on outsourcing the software development	Internal Links	Dofollow
BlogExperts sharing their insights	Internal Links	Dofollow
NewsGlorium's news, awards & achievements	Internal Links	Dofollow
Our podcastHear industry experts' insights and updates	Internal Links	Dofollow
CTO TalksInsights from C-level tech executives	Internal Links	Dofollow
About usWho are Glorium Technologies	Internal Links	Dofollow
Leadership teamPeople who help your ideas grow	Internal Links	Dofollow
CareerGrow with us!	Internal Links	Dofollow
Case studiesOur professional experience	Internal Links	Dofollow
PricingThe cost of your project	Internal Links	Dofollow
TestimonialsWhat clients say about us	Internal Links	Dofollow
AwardsOur achievement	Internal Links	Dofollow
Press InquiriesContact information for the media	Internal Links	Dofollow
Social ResponsibilityHow we care about the world around us	Internal Links	Dofollow
Get in touch	Internal Links	Dofollow
Let's discuss your project	Internal Links	Dofollow
All awards	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
Learn more	Internal Links	Dofollow
digital marketing services	Internal Links	Dofollow
healthcare	Internal Links	Dofollow
real estate	Internal Links	Dofollow
telecom	Internal Links	Dofollow
Java	Internal Links	Dofollow
Python	Internal Links	Dofollow
Ruby on Rails	Internal Links	Dofollow
React	Internal Links	Dofollow
Vue.JS	Internal Links	Dofollow
MySQL	Internal Links	Dofollow
Postgres	Internal Links	Dofollow
MS SQL	Internal Links	Dofollow
Oracle	Internal Links	Dofollow
MongoDB	Internal Links	Dofollow
Kotlin	Internal Links	Dofollow
Swift	Internal Links	Dofollow
Objective-C	Internal Links	Dofollow
Xamarin	Internal Links	Dofollow
React Native	Internal Links	Dofollow
QT	Internal Links	Dofollow
WPF	Internal Links	Dofollow
Unity	Internal Links	Dofollow
.Net	Internal Links	Dofollow
NodeJS	Internal Links	Dofollow



PHP	Internal Links	Dofollow
Angular	Internal Links	Dofollow
Bootstrap	Internal Links	Dofollow
TypeScript	Internal Links	Dofollow
Progressive Web Apps	Internal Links	Dofollow
AWS	Internal Links	Dofollow
Azure	Internal Links	Dofollow
Google Cloud	Internal Links	Dofollow
medical device production	Internal Links	Dofollow
HIPAA	Internal Links	Dofollow
Startup CTO Summit: Leading and Managing Technology Teams	Internal Links	Dofollow
Embracing Zen in Startup Management: Finding Calm in the Chaos	Internal Links	Dofollow
Startup CTO Summit: Zen and the Art of Startup Management	Internal Links	Dofollow
The Role of a CTO in Driving Technological Advancements	Internal Links	Dofollow
Startup CTO Summit: Maximizing Performance and Scalability with	Internal Links	Dofollow
Architectural Patterns	memai Emks	Dolollow
Startup CTO Summit: The Product Gap	Internal Links	Dofollow
Healthcare Software Product Development: The Ultimate Guide	Internal Links	Dofollow
How to Build Custom ERP: a Full Guide	Internal Links	Dofollow
Startup CTO Summit: How To Be an Effective CTO	Internal Links	Dofollow
Terms & Conditions	Internal Links	Dofollow
Software engineering	Internal Links	Dofollow
Product design	Internal Links	Dofollow
Quality assurance	Internal Links	Dofollow
Project management	Internal Links	Dofollow
Software compliance & certification	Internal Links	Dofollow
Growth as a service	Internal Links	Dofollow
For startups	Internal Links	Dofollow
For enterprises	Internal Links	Dofollow
Blog	Internal Links	Dofollow
CTO talks	Internal Links	Dofollow
About us	Internal Links	Dofollow
Social responsibility	Internal Links	Dofollow
Case studies	Internal Links	Dofollow
Leadership team	Internal Links	Dofollow
Pricing Pricing	Internal Links	Dofollow
Testimonials	Internal Links	Dofollow
Press inquiries	Internal Links	Dofollow
Hire backend developers	Internal Links	Dofollow
Hire frontend developers	Internal Links	Dofollow
Hire mobile developers	Internal Links	Dofollow
Hire desktop developers	Internal Links	Dofollow
Hire devops developers	Internal Links	Dofollow
Hire cloud developers	Internal Links	Dofollow
-	Internal Links	Dofollow
Hire databases developers	Internal Links	
Staff augmentation  Dedicated development team	Internal Links Internal Links	Dofollow Dofollow
Dedicated development team		
Tech outstaffing	Internal Links	Dofollow
Privacy Policy	Internal Links	Nofollow
Startup Marketing Achieve your Unicorn ambitions	External Links	Dofollow
Inc.5000	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow



No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	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 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.

