

# Review of [Floridaindependent.com](http://Floridaindependent.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.

## Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



## Title Tag



Plumbing & HVAC | Florida Independent ☐☐

**Length:** 39 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



Welcome to Floridaindependent.com. Explore our site to read various articles on Plumbing & HVAC with other necessary topics. Check them out now!

**Length:** 144 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.

[Plumbing & HVAC | Florida Independent](#)    
[floridaindependent.com/](#)  
Welcome to Floridaindependent.com. Explore our site to read various articles on Plumbing & HVAC with other necessary topics. Check them out now!

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>	<H2>	<H3>	<H4>	<H5>	<H6>
0	3	132	0	0	0

- <H2> Plumbing </H2>
- <H2> Air Conditioning </H2>
- <H2> Latest Posts </H2>
- <H3> Common Plumbing Issues & Their Solutions </H3>
- <H3> Sump Pump Repair: A Comprehensive Guide for Homeowners </H3>
- <H3> Softer Water, Healthier Home: A Guide to Water Softener Installation </H3>
- <H3> Essential Water Softener Maintenance for Your Home </H3>
- <H3> A Guide to Gas Line Installation for Your Home </H3>
- <H3> Gas Line Maintenance – Tips & Tricks </H3>
- <H3> Plumbing Issues: Gas Line Repair For Your Home </H3>
- <H3> Plumbing Issues: A Guide To Home Repiping Services </H3>
- <H3> Plumbing Issues: A Guide To Backflow Testing </H3>
- <H3> How Does A Plumber Find A Water Leak Underground? </H3>
- <H3> Plumbing Issues: Low Water Pressure In Kitchen Sink – Must Know Facts </H3>
- <H3> Plumbing Issues: How To Stop A Running Toilet? </H3>
- <H3> How To Winterize A Home Plumbing System? </H3>
- <H3> How Does Plumbing Work In A Mobile Home? </H3>
- <H3> Average Plumbing Cost For New Home </H3>
- <H3> Most Common Plumbing Problems In Old Homes </H3>
- <H3> Plumbing Issues: Why Does My Toilet Keep Clogging? </H3>
- <H3> Benefits Of Winterizing Home Plumbing </H3>
- <H3> How To Estimate Plumbing Cost For New Construction? </H3>
- <H3> How Much Does It Cost To Winterize Plumbing? </H3>
- <H3> How Much Does A Plumber Cost To Unclog A Toilet? </H3>
- <H3> Plumbing Inspection Cost – Top Things To Know </H3>
- <H3> How To Use A Snake For Plumbing? </H3>
- <H3> How Much Does A Plumbing Snake Cost? </H3>
- <H3> Common Plumbing Problems In Bathrooms And Their Solutions </H3>
- <H3> Apartment Building Plumbing Problems </H3>
- <H3> New Construction Plumbing – Things To Remember </H3>
- <H3> How To Use Flex Pipe For Plumbing? </H3>

<H3> Mobile Home Plumbing Problems – Common Issues </H3>  
<H3> Pool Plumbing Repair – Things To Know </H3>  
<H3> Mobile Home Plumbing Repair Facts </H3>  
<H3> How To Get Accurate Free Plumbing Estimates? </H3>  
<H3> Hydrojet Plumbing: Powerful Drain Cleaning </H3>  
<H3> Hydro Jet Plumbing Cost – Top Things to Know </H3>  
<H3> Washing Machine Plumbing – Top Factors To Know </H3>  
<H3> Shower Drain Plumbing – Things To Keep In Mind </H3>  
<H3> What Are Plumbing Fixtures? </H3>  
<H3> What Is A Cleanout In Plumbing? </H3>  
<H3> How To Clean Plumbing Vent? </H3>  
<H3> How To Soften Plumber’s Putty? </H3>  
<H3> How To Reinforce Floor Joists For Plumbing? </H3>  
<H3> How Much Does A Plumber Charge To Replace A Toilet? </H3>  
<H3> Which Plumbing Device Helps Prevent A Backflow? </H3>  
<H3> How To Plumb A Water Softener? </H3>  
<H3> Do You Need A Plumber To Replace Outdoor Spigot? </H3>  
<H3> What Is A P-Trap In Plumbing? </H3>  
<H3> How To Plumb A Sink? </H3>  
<H3> How To Plumb A Kitchen Sink Drain? </H3>  
<H3> How Long Does Copper Plumbing Last? </H3>  
<H3> Washing Machine Drain Plumbing Woes: Issues & Solutions </H3>  
<H3> How Much Does A Plumber Cost To Fix A Leak? </H3>  
<H3> Must-Know Facts Of Air Conditioning </H3>  
<H3> How Air Conditioning Works? </H3>  
<H3> Does Air Conditioning Dehumidify? </H3>  
<H3> High Velocity Air Conditioning Cost – What To Expect </H3>  
<H3> High Velocity Air Conditioning Pros And Cons </H3>  
<H3> Central Air Conditioning Vs Split System </H3>  
<H3> Types Of Central Air Conditioning System </H3>  
<H3> Central Air Vs Air Conditioning – Is There Any Difference? </H3>  
<H3> How Long Does A Central Air Conditioning Unit Last? </H3>  
<H3> Ideal Temperature For Central Air Conditioning </H3>  
<H3> How To Install Central Air Conditioning? </H3>  
<H3> What Is The Major Advantage Of Mini-Split Air-Conditioning Systems </H3>  
<H3> What Is Ductless Mini Split Air Conditioning? </H3>  
<H3> Average Cost Of Mini Split Air Conditioning System </H3>  
<H3> How To Clean The Air Conditioning Unit? </H3>  
<H3> What Is SEER In Air Conditioning? </H3>  
<H3> Should Air Conditioning Be On Auto Or Fan? </H3>  
<H3> Do Ceiling Fans Help Air Conditioning? </H3>  
<H3> How To Tell If The Air Conditioning Compressor Is Bad </H3>  
<H3> What Type Of Fuses Should Be Used With Air-Conditioning Systems? </H3>  
<H3> How To Choose Central Air Conditioning For Apartments </H3>  
<H3> The Role Of Oil In Air Conditioning Compressor Operations </H3>  
<H3> What Is A Ventless Air Conditioner? </H3>  
<H3> How Does A Ventless Air Conditioner Work? </H3>  
<H3> What Is A Ductless Air Conditioner? </H3>  
<H3> How Does A Ductless Air Conditioner Work? </H3>  
<H3> How Much Is A Ductless Air Conditioner? </H3>  
<H3> Ductless Air Conditioner Repair – Facts To Remember </H3>  
<H3> How To Clean Ductless Air Conditioner? </H3>  
<H3> Are Ductless Air Conditioners Worth It? </H3>  
<H3> Do Ductless Air Conditioners Need To Be Vented? </H3>  
<H3> Portable Ventless Air Conditioner- Are They Any Good? </H3>  
<H3> Air Conditioner For Garage- Things To Remember When Buying One </H3>  
<H3> What Does A Capacitor Do in an Air Conditioner? </H3>

<H3> Tower Air Conditioner – What’s There To Know? </H3>  
<H3> Why Does My Air Conditioner Smell Like Vinegar? </H3>  
<H3> Life Expectancy Of Air Conditioner Capacitor </H3>  
<H3> How To Quiet A Noisy Air Conditioner </H3>  
<H3> Battery Operated Air Conditioner – Are They Any Good? </H3>  
<H3> What Temperature To Set Air Conditioner In Summer? </H3>  
<H3> How To Clean Mold Out Of Air Conditioner? </H3>  
<H3> How Do Portable Air Conditioners Work? </H3>  
<H3> How To Reset Air Conditioner? </H3>  
<H3> Are Portable Air Conditioners Safe? </H3>  
<H3> How To Install A Portable Air Conditioner? </H3>  
<H3> How To Clean Portable Air Conditioner? </H3>  
<H3> Do Portable Air Conditioners Need To Be Vented? </H3>  
<H3> Why Is My Portable Air Conditioner Leaking Water? </H3>  
<H3> Do I Need To Drain My Portable Air Conditioner? </H3>  
<H3> Will Frozen AC Fix Itself? </H3>  
<H3> How To Clean AC Drain Line? </H3>  
<H3> Is Water Dripping From AC Dangerous? </H3>  
<H3> How To Find AC Leaks? </H3>  
<H3> New Local Business Helps People Connect In Booming Tampa Bay </H3>  
<H3> The Essential Guide To Choosing An Elder Abuse Law Firm To Protect Your Loved Ones </H3>  
<H3> Troubleshooting Air Conditioner Running But Not Cooling </H3>  
<H3> Florida’s Hottest Casting Calls: Where To Find Acting And Modeling Gigs </H3>  
<H3> How To Plumb A Basement Bathroom? </H3>  
<H3> Here’s How To Prevent Skin Damage This Summer </H3>  
<H3> Why Hire A Charlotte Personal Injury Attorney After An Accident </H3>  
<H3> Air Conditioner Drain Line Clogged – Issues & Solutions </H3>  
<H3> The Best Places To Eat On Your Trip To Philadelphia </H3>  
<H3> Clogged Plumbing Vent Symptoms </H3>  
<H3> AC Leaking Blue Liquid: Diagnosis Guide </H3>  
<H3> Landscaping Headaches Solved: Expert Advice For Overcoming Common Challenges </H3>  
<H3> Enterprise Document Management Tools: Essential For Modern Business Success </H3>  
<H3> How To Embrace The Outdoors Safely In West Palm Beach </H3>  
<H3> Consolidating Credit Card Debt </H3>  
<H3> Florida Wedding? Here’s Everything You Need to Know! </H3>  
<H3> Embracing Sustainability: A First-Time Homeowner’s Journey With Seek Bamboo Paper Towels </H3>  
<H3> What Should You Pack For Your Florida Vacation? Ask A Local! </H3>  
<H3> The Role Of Water Jet Cutting In The Oil And Gas Industry </H3>  
<H3> Is A Coffee Table Essential For The Living Room? </H3>  
<H3> How To Reduce Legal Risks In Debt Collection: Advice From Atradius Legal Collections Experts </H3>  
<H3> How Your Corporation Could Benefit From A Telematics Device </H3>  
<H3> Your Comprehensive Guide To Traveling From America To Europe: Tips, Considerations, And Must-Knows </H3>  
  
<H3> Riding In Style: Luxury Transportation Redefined </H3>  
<H3> Why Is My AC Leaking Water? </H3>  
<H3> The Future Of Home Fitness: How Smart Bikes Are Transforming Workouts In Florida </H3>  
<H3> What Kind Of Care Does An Elderly Person Need? </H3>  
<H3> Factors That Affect The Value Of Personal Injury Settlements In Florida </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.

## Keywords

plumbing 48   does 31   conditioning 29   zamora 28   tracie 28  
 conditioner 22   miriam 16   randy 16   arnold 16   ibarra 16  
 cost 15   december 15   adler 15   portable 15   ashley 15

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>
plumbing	48	✓	✓	✓
does	31	✗	✗	✓
conditioning	29	✗	✗	✓
zamora	28	✗	✗	✗
tracie	28	✗	✗	✗
conditioner	22	✗	✗	✓
miriam	16	✗	✗	✗
randy	16	✗	✗	✗
arnold	16	✗	✗	✗
ibarra	16	✗	✗	✗
cost	15	✗	✗	✓
december	15	✗	✗	✗
adler	15	✗	✗	✗
portable	15	✗	✗	✓
ashley	15	✗	✗	✗

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 0 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: **1.19%**

Text content size 10949 bytes  
Total HTML size 916414 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 895 KB to 66 KB (92.7 % 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 104.21.18.186 does not redirect to floridaindependent.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** Great, you are not 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://floridaindependent.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://floridaindependent.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** Perfect, 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: 17 Years, 94 Days

Created Date: 17th-Nov-2003

Updated Date: 17th-Nov-2020

Expiry Date: 17th-Nov-2021

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

6,420 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

267 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://floridaindependent.com  
**Length:** 18 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**  
⚙️⚙️⚙️

157 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**  
⚙️⚙️⚙️

0.49 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: 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
floridaindependent.net	Available
floridaindependent.org	Available
floridaindependent.biz	Already Registered
floridaindependent.us	Already Registered
floridaindependent.info	Available

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

**Typo Availability**  
\*\*\*

Domains (TLD)	Status
cloridaindependent.com	Available
dloridaindependent.com	Available
eloridaindependent.com	Available
rloridaindependent.com	Available
tloridaindependent.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



Awesome! This page is mobile-friendly!  
Your mobile friendly score is 80/100

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



## Mobile Compatibility



Perfect, no 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	Service Provider
172.67.183.31	United States	Digital Ocean

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:

- ✓ Perfect, your website has few 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

Perfect, We 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:  FloridaIndependent

 Twitter:  Flindependentbl

 Instagram: 

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** 164143rd most visited website in the World.  
⚙️⚙️⚙️

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:  
⚙️⚙️⚙️

Countries	Percent of Visitors
Pakistan	32.5%
India	26.7%
United States	19.7%

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** \$13,296 USD  
⚙️⚙️⚙️

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



## In-Page Links



We found a total of 0 links including both internal & external links of your site

Anchor	Type	Follow
--------	------	--------

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.