



Your Website Score

Review of [Newprint.ca](https://www.newprint.ca)

Generated on 2022-09-21

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



Custom Packaging, Printing Services, Brochures, Notepads, Folders, Labels, NCR Forms | NEWPRINT

Length: 96 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



Custom Boxes Book Printing Product Packaging Brochures NCR Forms Flyer Printing Postcards.

Length: 111 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



custom boxes, book printing, product packaging, labels, folders, cards, brochures, door hangers, carbonless forms,

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.

[Custom Packaging, Printing Services, Brochures, Notepads, Folders, Labels, NCR Forms | NEWPRINT](#)

[newprint.ca/](#)

Custom Boxes Book Printing Product Packaging Brochures NCR Forms Flyer Printing Postcards.

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>	<H2>	<H3>	<H4>	<H5>	<H6>
1	7	16	0	8	0

<H1> Newprint </H1>

<H2> Need superior book printing at a low price? </H2>

<H2> Popular Products </H2>

<H2> Our Popular Wholesale Products </H2>

<H2> Best Sellers Packaging Products </H2>

<H2> Best Sellers Books </H2>

<H2> Finally a printshop that lets you choose your paper brand! </H2>

<H2> The best printing company for all your business marketing and product packaging needs. </H2>

<H3> Hang Tags </H3>

<H3> Labels & Stickers </H3>

<H3> Brochures </H3>

<H3> NCR Forms </H3>

<H3> Pantone Envelopes </H3>

<H3> Postcards </H3>

<H3> Coffee Cup Sleeves </H3>

<H3> Notepads </H3>

<H3> You deserve a well packaged product </H3>

<H3> Turn your ideas into quality books, magazines, catalogues, documents... </H3>

<H3> Packaging for All Industries </H3>

<H3> Hundreds of choices and combinations to choose from. </H3>

<H3> Professional Help </H3>

<H3> Step by Step Wizard </H3>

<H3> Extensive Quality Control </H3>

<H3> Subscribe Newsletter </H3>

<H5> Boxes and Packaging </H5>

<H5> Book and Booklets </H5>

<H5> Customer Service </H5>

<H5> Free Proofs </H5>

<H5> Quick Turnarounds </H5>

<H5> Guaranteed Quality </H5>

<H5> Environmentally Friendly </H5>

<H5> Competitive Prices </H5>

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

trustpilot 28 cards 13 bound 12 books 10 business 9
 tuck 9 boxes 9 icon 8 labels 8 printing 8
 packaging 8 gift 7 best 7 hang 7 card 7

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>
trustpilot	28	✗	✗	✗
cards	13	✗	✓	✓
bound	12	✗	✗	✗
books	10	✗	✗	✓
business	9	✗	✗	✓
tuck	9	✗	✗	✗
boxes	9	✗	✓	✓
icon	8	✗	✗	✗
labels	8	✓	✗	✓
printing	8	✓	✓	✓
packaging	8	✓	✓	✓
gift	7	✗	✗	✗
best	7	✗	✗	✓
hang	7	✗	✗	✓
card	7	✗	✓	✓

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 60 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: **5.18%**

Text content size 10397 bytes

Total HTML size 200894 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 195 KB to 33 KB (83 % 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** Yes your domain IP 89.22.119.17 redirected to newprint.ca
⚙️⚙️⚙️

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**  Oh no, XML Sitemap file not found!
<http://newprint.ca/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://newprint.ca/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: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

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

39 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://newprint.ca
Length: 8 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**


197 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**


1.01 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
newprint.com	Already Registered
newprint.net	Already Registered
newprint.org	Already Registered
newprint.biz	Already Registered
newprint.us	Already Registered

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

● **Typo Availability**
⚙⚙⚙

Domains (TLD)	Status
bewprint.ca	Already Registered
gewprint.ca	Already Registered
hewprint.ca	Already Registered
jewprint.ca	Already Registered
mewprint.ca	Already Registered

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



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.

Custom Book Printing Online

[Learn More](#)



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
104.26.13.225	//www.cira.ca/ if(typeof ez_ad_units != 'undefined'){ez_ad_units.push([[300,250], 'ipaddress_com-medrectangle- is NEWPRINT.ca Server Location?The servers for example.com are loca 37.218.253.61. GermanyLocationGermanyLatitude51.2993 / 51°17 Time2022-09-21 10

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 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:  NewPrinting



 Twitter:  Newprintca

 Instagram:  Newprint

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** 917,960th 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:


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** \$2,340 USD


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

In-Page Links

We found a total of 151 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
1-877-639-1286	Internal Links	Dofollow
My Account	Internal Links	Dofollow
Buy Store Credit	Internal Links	Dofollow
Log In	Internal Links	Dofollow
Sign Up	Internal Links	Dofollow
Packaging New	Internal Links	Dofollow
BOXES	Internal Links	Dofollow
Cube Boxes	Internal Links	Dofollow
Golf Ball Boxes	Internal Links	Dofollow
Roll End Tuck Top Boxes	Internal Links	Dofollow
Face Mask Boxes	Internal Links	Dofollow
Pillow Boxes	Internal Links	Dofollow
Sales Presentation Boxes	Internal Links	Dofollow
Wine Boxes	Internal Links	Dofollow
Custom Packaging	Internal Links	Dofollow
Learn More	Internal Links	Dofollow
HANG TAGS & HEADERS	Internal Links	Dofollow
Bottle Neck Hang Tags	Internal Links	Dofollow
Hang Tags	Internal Links	Dofollow
Folded Hang Tags	Internal Links	Dofollow
Header Cards	Internal Links	Dofollow
Custom Luggage Tags	Internal Links	Dofollow
LABELS	Internal Links	Dofollow
Labels (Cut to Finish Size)	Internal Links	Dofollow
Roll Labels	Internal Links	Dofollow
Gift Card Holder	Internal Links	Dofollow
Gift Card Holder Sleeve	Internal Links	Dofollow
Gift Card Holder Side Cover	Internal Links	Dofollow
Sleeve Envelope (Custom Size)	Internal Links	Dofollow
Fold Sleeve Env. (Custom Size)	Internal Links	Dofollow
Towel Belly Bands	Internal Links	Dofollow
Wrapping Paper	Internal Links	Dofollow
FOOD PACKAGING	Internal Links	Dofollow
Coffee Cup Sleeves	Internal Links	Dofollow
Food Container Sleeves	Internal Links	Dofollow
Marketing	Internal Links	Dofollow
Bookmarks	Internal Links	Dofollow
Brochures	Internal Links	Dofollow
Waterproof Brochures	Internal Links	Dofollow
Catalogs	Internal Links	Dofollow
Flyers	Internal Links	Dofollow
Door Hangers	Internal Links	Dofollow
Greeting Cards	Internal Links	Dofollow
Magnets	Internal Links	Dofollow
CALENDARS	Internal Links	Dofollow
Wall Calendars	Internal Links	Dofollow

Economical Wall Calendars	Internal Links	Dofollow
Desk Calendars	Internal Links	Dofollow
3 Month Desk Calendars	Internal Links	Dofollow
Postcards	Internal Links	Dofollow
Waterproof Postcards	Internal Links	Dofollow
Posters	Internal Links	Dofollow
Presentation Folders	Internal Links	Dofollow
Rack Cards	Internal Links	Dofollow
Table Tent Cards	Internal Links	Dofollow
Tear Cards	Internal Links	Dofollow
Trading Cards	Internal Links	Dofollow
Trading Cards Boxes	Internal Links	Dofollow
Stationery	Internal Links	Dofollow
Business Cards	Internal Links	Dofollow
Fold-over Business Cards	Internal Links	Dofollow
Carbonless Forms	Internal Links	Dofollow
Envelopes	Internal Links	Dofollow
T4 Envelopes	Internal Links	Dofollow
Letterhead	Internal Links	Dofollow
Notepads	Internal Links	Dofollow
Pantone®	Internal Links	Dofollow
Brochures	Internal Links	Dofollow
Business Cards	Internal Links	Dofollow
Flyers	Internal Links	Dofollow
Letterheads	Internal Links	Dofollow
Notepads	Internal Links	Dofollow
Postcards	Internal Links	Dofollow
Signage	Internal Links	Dofollow
Posters Indoor Photopaper	Internal Links	Dofollow
Foamcore Rigid Sign	Internal Links	Dofollow
Sintra PVC Sign	Internal Links	Dofollow
Outdoor Banner	Internal Links	Dofollow
Outdoor Vinyl Label	Internal Links	Dofollow
Banner with Retractable Stand (Roll Up)	Internal Links	Dofollow
Smooth Indoor Banner	Internal Links	Dofollow
Window Cling (Indoor)	Internal Links	Dofollow
Window Perf (Outdoor)	Internal Links	Dofollow
Corrugated Plastic Yard Signs	Internal Links	Dofollow
Mailing	Internal Links	Dofollow
Postcards with Direct Mail - Canada Post	Internal Links	Dofollow
Direct Mail Letter with Window Envelope	Internal Links	Dofollow
Business Reply Card Printing with Mailing	Internal Links	Dofollow
Books New	Internal Links	Dofollow
Saddle Stitch Bound Books (Self Cover)	Internal Links	Dofollow
Saddle Stitch Bound Books (With Cover)	Internal Links	Dofollow
Spiral Coil Bound Books	Internal Links	Dofollow
Wire-O Coil Bound Books	Internal Links	Dofollow
Soft Cover Perfect Bound Books	Internal Links	Dofollow
Corner Stapled Bound Documents	Internal Links	Dofollow
BOOK PRINTING	Internal Links	Dofollow
Packaging	Internal Links	Dofollow
Marketing	Internal Links	Dofollow
BROCHURES	Internal Links	Dofollow

Flyers	Internal Links	Dofollow
Postcards	Internal Links	Dofollow
Stationery	Internal Links	Dofollow
Business Cards	Internal Links	Dofollow
Labels	Internal Links	Dofollow
Pantone®	Internal Links	Dofollow
Signage	Internal Links	Dofollow
Mailing	Internal Links	Dofollow
Books	Internal Links	Dofollow
Saddle Stitch Bound Books	Internal Links	Dofollow
Coil Bound Books	Internal Links	Dofollow
Message Us	Internal Links	Dofollow
Blog	Internal Links	Dofollow
Help	Internal Links	Dofollow
613-738-0531	Internal Links	Dofollow
Saddle Stitching with cover	Internal Links	Dofollow
Saddle Stitching self cover	Internal Links	Dofollow
Wire-O Binding	Internal Links	Dofollow
Perfect Binding	Internal Links	Dofollow
Retail Box	Internal Links	Dofollow
Hinged Lid Box	Internal Links	Dofollow
Two-Piece Box	Internal Links	Dofollow
Corporate Printing Store	Internal Links	Dofollow
Reseller Program	Internal Links	Dofollow
Green Paper	Internal Links	Dofollow
Offset vs Digital Printing	Internal Links	Dofollow
About us	Internal Links	Dofollow
Reviews	Internal Links	Dofollow
Careers	Internal Links	Dofollow
Government of Canada	Internal Links	Dofollow
Canadian Printing Company	Internal Links	Dofollow
Environmental Printing	Internal Links	Dofollow
Satisfaction Guarantee	Internal Links	Dofollow
Log In	Internal Links	Dofollow
Create Account	Internal Links	Dofollow
Forgot Password	Internal Links	Dofollow
Privacy & Security	Internal Links	Dofollow
Terms of Use	Internal Links	Dofollow
Cookies Policy	Internal Links	Dofollow
XML Sitemap	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Trustpilot	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



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.