media-x
Powerfully Simple

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SEO AUDIT

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TECHNICAL SEO OVERVIEW

Great job, the Technical On-Page SEO optimization is done well.

The website has unique titles, meta description and no missing alt attributes. It's using a good HTML headings structure and in-page linking structure. The keyword consistency is at a good level. The website has a redirect in place to redirect traffic from your non-preferred domain, IP canonicalization, XML sitemap and robots.txt file in place.

QUALITY ANALYSIS

High-level factors that influence how trustworthy a site is to search engines.

Quality Analyzer

Analyze high-level factors that influence how trustworthy a site is to search engines.

TOTAL SCORE

56

Out of 100

QUALITY ANALYSIS

Domain Creation Date
Influence: 5

CREATED
1996

Domain Expiration Date
Influence: 5

EXPIRES
2016

Alexa Rank
Influence: 5

SCORE
1,366,684

Load Time
Influence: 5

MILLISECONDS
538

QUALITY ANALYSIS

mozTrust
Influence: 5

SCORE
4.7

mozRank
Influence: 5

SCORE
4.3

Page Authority
Influence: 5

SCORE
45

Domain Authority
Influence: 5

SCORE
35

OFF-PAGE SEO

The website has a good amount of backlinks, however the links come from only 229 root domains.

SITE METRICS

EXTERNAL FOLLOWED LINKS - ROOT	TOTAL LINKS	EXTERNAL BACKLINKS - ROOT	REFERRING DOMAINS - ROOT
MOZ - SCOPE: ROOT DOMAIN	MOZ - SCOPE: ROOT DOMAIN	MAJESTIC - SCOPE: ROOT DOMAIN	MAJESTIC - SCOPE: ROOT DOMAIN
630	24,789	53,252	229

Therefore it's important to generate traffic to your website by acquiring backlinks which pass search engine ranking value, thus increasing the overall website authority.

OFF-PAGE SEO

AUTHORITY / RANKING

CITATION FLOW
MAJESTIC - SCOPE: ROOT DOMAIN
26

TRUST FLOW
MAJESTIC - SCOPE: ROOT DOMAIN
33

DOMAIN AUTHORITY
MOZ - SCOPE: ROOT DOMAIN
35

PAGE AUTHORITY
MOZ - SCOPE: URL
45

COMBINED MOZRANK
MOZ - SCOPE: ROOT DOMAIN
6.2

MOZRANK
MOZ - SCOPE: ROOT DOMAIN
4.3

MOZTRUST
MOZ - SCOPE: ROOT DOMAIN
4.69

CITATION FLOW
MAJESTIC - SCOPE: URL
28

TRUST FLOW
MAJESTIC - SCOPE: URL
38

MOZTRUST
MOZ - SCOPE: URL
6.04

MOZRANK
MOZ - SCOPE: URL
5.29

OFF-PAGE SEO

External Followed Links - Total number of external, SEO juice passing links to the root domain.

Total Links - Total number of links including internal and no follow links.

Citation Flow - a score between 0-100 which helps to measure the link equity or "power" the website or link carries.

Trust Flow - a score based on quality, on a scale between 0-100.

Domain Authority measures the predictive ranking strength of entire domains or subdomains, **Page Authority** measures the strength of individual page.

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CONTENT MARKETING

How eWalk Impacts My Evaluation   7/2/2015

http://www.media-x.com/2015/07/how-ewalk-impacts-my-evaluation/

✓ 1 retweets

✓ 0 Facebook shares

McREL and Media-X create suite of web-based   3/19/2015
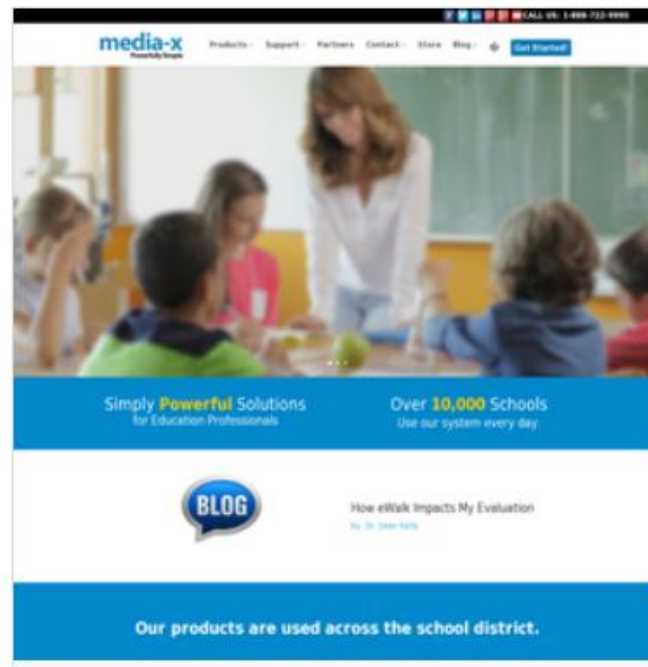instructional improvement tools for teachers and school
leaders

http://www.media-x.com/2015/03/mcrel-and-media-x-create-suite-...

✓ 11 retweets

✓ 0 Facebook shares

How Many Classroom Observations Are Too Many   3/10/2015
Classroom Observations?

http://www.media-x.com/2015/03/how-many-classroom-observati...

✓ 1 retweets

✓ 0 Facebook shares

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CONTENT MARKETING

The website has a blog, which is great. However you are not posting fresh content regularly.

In the today's competitive business environment and internet marketing world content marketing is a very important factor.

Consistent content marketing strategy is a great way to boost your SEO and SMM(Social Media Marketing) and attract qualified visitors. Google uses a freshness ranking factor in its search algorithm.

SOCIAL MEDIA

The website is not popular on social media and the brand is not active on the major social channels.

SOCIAL METRICS

+1S GOOGLE - SCOPE: ROOT DOMAIN	TWEETS TWITTER - SCOPE: ROOT DOMAIN	LIKES FACEBOOK - SCOPE: DOMAIN	SHARES FACEBOOK - SCOPE: DOMAIN
12	33	9	14

- No Twitter Automation
- Last post on Facebook on Mar 19, 2015
- Last post on Google+ on Jan 22, 2015

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SOCIAL MEDIA

Recent Twitter Activity @mediaxsystems

eWalk 2.0 now includes responsiveness of Rubrics and the ability to select multiple walkthroughs! Check it out! https://t.co/ftP0GxSv9i

21 hours ago

Media-X is #hiring! We're looking for an energetic web developer to join our team full-time in Ottawa: http://t.co/iGLWfXlVoJ @ioJobFinder

25 days ago

✔ Links to a landing page

RT @McREL: Effective #PD tools in your hands! The McREL Solutions Portal offers resources to support you! http://t.co/EDdnPEbsXl http://t.c...

a month ago

✔ Retweet of someone else

"...I have used eWalk to satisfy the majority of the requirements used to evaluate my job performance." http://t.co/n23UFkC7JW #edtech

2 months ago

✔ Links to a landing page

Finishing up on another successful ISTE conference. #ISTE2015 isn't over yet though, so head over to stand 1635! http://t.co/oZHSn3QJPl

2 months ago

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media-x **@mediaxsystems**

Followers
1,282

Following
1,463

Average time between tweets
7 days

Percent of replies for the last 10 tweets
0

Twitter mentions in the last 24 hours
0

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CONCLUSION

Main areas to explore:

- Develop Link Building Plan

- Content Marketing

- Social Media / Automation

THANK YOU