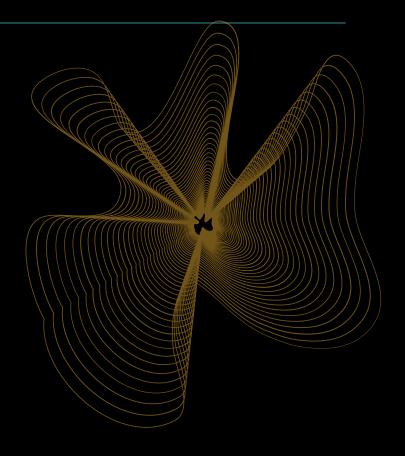# WEBSITE

AUDIT

REPORT

For ZenScape Gardens
zenscapegradens.com

March 3, 2024

Welcome Message

Dear Jamie,

Welcome to your personalized Website Audit Report.

Embarking on this journey with you is a privilege. Within these pages lies a tailored roadmap crafted to enhance your B2C website's performance. Each recommendation is thoughtfully curated with your business goals at the forefront, ensuring actionable and impactful guidance.

As you peruse this report, remember that it represents the beginning of an exciting trajectory towards realizing your website's full potential. I'm here to support and guide you through each step of this transformative journey.

Thank you for choosing Audit by Chérie. Together, let's elevate your online presence to new heights.

Warm regards,

Chérie Oduwole

TABLE OF CONTENTS

SERVICE INFORMATION

Business Name	ZenScape Gardens
Website	zenscapegardens.com
Product/Service	Zen-inspired Urban Landscaping
Target Market	**Age Range:** 30-55 years **Location:** Urban areas, primarily within Portland and its surrounding suburbs **Occupation:** Professionals, small business owners, and corporations looking for office space enhancements **Interests:** Sustainability, mindfulness, Japanese culture, outdoor living **Income Level:** Mid to high-income earners who value quality and are willing to invest in premium landscaping services
Reason for Analysis	Unsatisfactory conversion rates.
Website Goal	Contact form submissions to facilitate inquiries and bookings.
Main Keyword	Zen Garden Design Portland
Competitors	Green Harmony Design, Urban Zen Spaces
Analytics Tools	Website dashboard.
Final Analysis Date	March 3, 2024
Notes	-

Current Metrics (Dec 1, 2023 - Feb 15, 2024)

Here are the current metrics taken from the website dashboard.

Total Unique Visitors: 4,827

Total Contact Form Submissions: 131

Website Conversion Rate (Contact Form): 2.71%. Calculated as (Total Contact Form Submissions / Total Unique Visitors) * 100

Referral Sources

Source	Unique Visitors	Percentage of Total Visitors
Direct Traffic	1,463	30.3%
Search Engines	2,087	43.2%
Social Media	781	16.2%
Other Websites	496	10.3%

Device Usage

Device Type	Unique Visitors	Percentage of Total Visitors
Desktop	2,945	61%
Mobile	1,726	35.7%
Tablet	156	3.3%

Main Pages

Page	Total Visits	Actions Taken	Conversion Metric	Conversion Rate	Bounce Rate	Avg. Time on Page
Home Page	2,057	123	'Read More' Button Clicks	6%	39%	2m 03s
Services Page	1,489	298	'Read More' Button Clicks	20%	34%	2m 48s
About Page	1,235	-	Social Media Link Clicks	-	45%	1m 50s
Contact Page	875	131	Form Submissions	15%	28%	2m 15s

Service Pages (Conversion Metric: 'Get Started' Button Clicks)

Service Page	Total Visits	Actions Taken	Conversion Rate	Bounce Rate	Avg. Time on Page
Zen Garden Design	642	102	15.9%	37%	3m 12s
Urban Oasis Creation	589	94	16%	33%	3m 05s
Meditation Space Installation	673	108	16.05%	30%	3m 20s
Sustainable Garden Solutions	621	99	15.94%	35%	2m 55s

Case Study Pages (Conversion Metric: 'Get Started' Button Clicks)

Case Study Page	Total Visits	Actions Taken	Conversion Rate	Bounce Rate	Avg. Time on Page
Tranquility in the City	753	151	20.05%	31%	2m 40s
Year-Round Garden Care	812	162	19.95%	29%	2m 45s

- **Total Visits**: The actual number of visits to the page.
- **Actions Taken**: Number of specific desired actions taken by visitors (e.g., signing up for newsletters, clicking 'Read More', submitting forms, clicking 'Get Started').
- **Conversion Metric**: Defines what action is measured as a conversion for each page.
- **Conversion Rate**: The percentage of visitors who take the desired action. Calculated with more precise figures to reflect realistic variability.
- **Bounce Rate**: Shows the percentage of visitors who leave after viewing only one page.
- **Avg. Time on Page**: The average duration visitors spend on a page.
- **Direct Traffic**: Visitors who arrive at the site by typing the URL directly into their browser or through bookmarks. This indicates brand awareness or return visits.
- **Search Engines**: Visitors coming from search engines like Google, Bing, or Yahoo. High numbers here suggest effective SEO or paid search strategies.
- **Social Media**: Visitors arriving from social media platforms (Facebook, Instagram, LinkedIn, etc.). Reflects the impact of social media marketing.
- **Other Websites**: Visitors redirected from other websites, including blogs, news sites, or partner sites. This can be due to backlinks, guest articles, or partnerships.
- **Device Usage**: Refers to the variety of devices users employ to visit the website, encompassing desktop computers, mobile phones, and tablets.

Data Analysis

Total Unique Visitors and Conversion
The data shows that the website received 4,827 unique visitors with 131 contact form submissions, equating to a conversion rate of 2.71%. This indicates that while the website is successful in attracting visitors, only a small fraction is taking the desired action of submitting the contact form. It's possible that visitors are finding the information they need and may not be sufficiently compelled to engage further at this point, or they've made a decision and aren't interested in the services.

Referral Sources
The majority of traffic comes from search engines (43.2%), followed by direct traffic (30.3%), social media (16.2%), and other websites (10.3%). This suggests a strong presence in search engine results, which is crucial for attracting organic traffic. The high amount of direct traffic could imply that the brand has a loyal base of returning visitors or is well-known enough for people to type the URL directly. The contribution from social media and other websites, while smaller, highlights the importance of a multi-channel approach to driving traffic.

Device Usage
With 61% of visits coming from desktop devices, followed by 35.7% from mobile devices and a minimal 3.3% from tablets, these figures could suggest a user base that possibly engages during work hours or prefers the comprehensive browsing experience a larger screen offers. This might be due to the nature of the content, which could be better viewed on a desktop, or it could indicate that the website's user experience is optimized for desktop use. The relatively high mobile usage underscores the importance of a responsive design but suggests that the desktop view should remain a focus for optimization efforts.

Page-Specific Data

- The Home page's 39% bounce rate with an average visit duration of over two minutes suggests that while many users find the landing page engaging enough to stay for a while, a significant portion leaves without interacting further. This might imply that the home page successfully captures initial interest but may not effectively encourage deeper exploration of the site.

- The Services page, with a lower bounce rate and higher engagement, indicates that visitors find this content relevant and compelling. The high engagement on specific service and case study pages, with conversion rates ranging from 15.94% to over 19.95%, suggests these pages effectively showcase ZenScape Gardens' offerings and the tangible benefits of their work, resonating well with the target audience.

- Conversely, the About page shows a higher bounce rate, which could mean that visitors do not find the information as engaging or relevant as on other pages. This might suggest a disconnect between visitor expectations and the content provided on this page.

- The Contact page's 15% conversion rate is notably high, indicating that visitors who reach this page have a strong intent to engage with ZenScape Gardens. This could mean the page effectively conveys the value of reaching out to the business, or it could indicate that only those with a high intent to engage make it to this point.

Overall Insights

The analysis suggests that ZenScape Gardens' website successfully attracts a varied audience through multiple channels, with a particular strength in organic search traffic. The significant desktop usage could imply content or user experience that favours larger screens, while the effective engagement and conversion on service and case study pages highlight these as strengths in the

website's ability to showcase its offerings and impact. The varied bounce rates and engagement levels across different types of pages suggest differences in how well each page meets visitor needs or interests.

Next Steps

I'll use this data and its analysis to perform a comprehensive audit of the site, providing more specific strategies and actionable recommendations.

Home Page

Goals: Introduce ZenScape Gardens, highlight services and achievements, and offer quick contact options.

****

- Landing on the Home page (desktop view), I noticed only a portion of the image in the Hero section (the first section of a website). As seen in the image below, on average, this is what visitors see immediately when they land on the website with a desktop view. The bottom of this image is the 'Average Fold', which means visitors see up until this point (before scrolling).

The Hero section is very important when designing a website because it can influence the visitor's first impression, engagement, and ultimately,

conversion. So it's important to structure it in a way that quickly gives them answers to the questions they have. Here's what they're consciously or subconsciously thinking when they first land on a website: "What is this?", "Does it benefit me?", "Does it look trustworthy?", "What does it ask of me?". After answering these questions, they take further action which could be scrolling or clicking if positive, or leaving the page if any of their answers are negative.

The Issue: The Hero section isn't currently structured in a way that will easily answer those questions. The button directing them to learn more (Call-to-Action or CTA) isn't in view because of the size of the image and copy, so they'd have to begin scrolling before seeing it. With this design, the copy and image need to be compelling enough to drive them to scroll. If not, we could risk them leaving.

Recommendation: For the desktop view, instead of stacking the copy and image horizontally, we can do so vertically by splitting the Hero section into 2 (left and right). The left part can include the copy (heading and description) and the CTA button, while the right part includes the image. Ensure the image is contained within the right half to maintain visibility of both the image and copy without requiring scrolling. This way, we'd be ensuring the Hero section stays above the fold and they get quick answers to their preliminary questions.

- The 'Let's Talk' button in the navigation header leads visitors to the top of whatever page they're currently on.

The Issue: This is counterintuitive. Visitors would expect to be shown a way to contact ZenScape Gardens, so being taken to the beginning of the page may leave them confused.

Recommendation: I advise having the button redirect to the Contact page.

● The 'Learn More' button in the Hero section doesn't function.

The Issue: This could be a turnoff for visitors and create a negative first impression. Visitors may decide to leave the website completely due to lowered trust and confidence, or it may reduce their willingness to purchase your services. This in turn leads to reduced conversions.

Recommendation: I recommend editing the button to lead to the Services page right away to prevent potential loss of trust and engagement from the outset.

● The Services section is well structured, giving each service its own container which makes it easy to read.

Recommendation: A 'Learn/Read More' button can be utilized in this section to create a flow from the Home page to the Services page.

● The Case Studies section is currently defined by using a different background colour from the Services section above.

The Issue: The change in background colour may be too subtle for a visitor to understand it's a different section.

Recommendation: Adding a heading to the section will make it clearer to visitors. Consider using a clear, engaging heading like '*See Our Impact*' to immediately grab attention. This way, simply looking at the heading and background colour tells it's a different section without having to read the content to figure it out.

- **Section Recommendation:** I recommend adding an About section to lead visitors to the About page. Doing so not only enriches the narrative but also leverages storytelling to increase engagement and trust. We can then utilize the About page to create a new conversion point (where visitors can submit the form). We'll speak more about this when we're auditing the [About page](#).

  Section Position on Page: It can be placed after the Case Studies section. After demonstrating what you do and the results you've achieved through the Services and Case Studies section, the About section can help build a deeper connection with visitors by sharing your story, mission, and values.

- The 'Our Clients' section is currently the last section on the page.

  Section Position on Page: May not be the best.

  Recommendation: I recommend moving this position right after the About section. This can reinforce trust and credibility, serving as social proof and further validating the quality of your services.

- **Section Recommendation:** I advise creating another conversion point on the Home page by including a contact section. This contact section should contain the contact form so visitors who are ready to reach out can do so quickly, without being redirected to the Contact page. Make sure to keep

the form simple and easy to fill out, with fields for essential information such as name, email, and message (more information on this in the [Content section of this document](#)).

Section Position on Page: Consider placing it right after the Our Clients section, before the Newsletter Sign-up section. Placing the contact section near the end of the homepage ensures that visitors have all the information they need before deciding to make contact.

Including a contact form directly on the homepage can streamline the user experience and encourage more inquiries or engagements.

- Positioning the sections as recommended above will leave the Newsletter section as the last section before the footer. This placement provides a low-commitment option for visitors to stay engaged with your brand, acting as a lead nurturing tool for those not yet ready to inquire.

- I noticed the footer doesn't have any information except social links.

  Recommendation: I recommend adding your legal pages (Policies, Terms, etc), as well as a Copyright statement, to enhance trust and ensure compliance. This also allows visitors to learn more about ZenScape Gardens' policies and terms, and it informs them that your site is Copyright-protected.
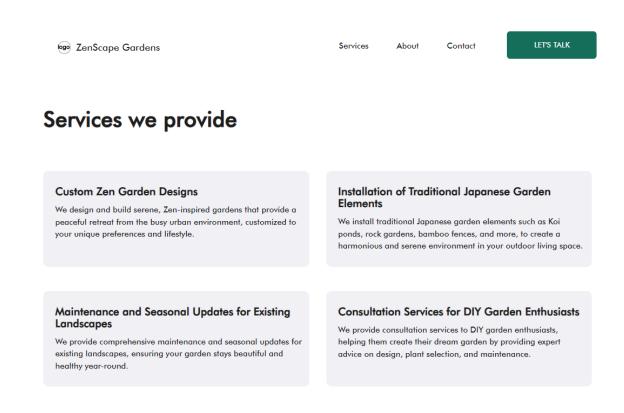
- None of the social link buttons in the footer work.

  Recommendation: Ensure the social buttons direct visitors to the appropriate platform.

Services Page

Goals: Detail services offered and their benefits, and facilitate easy inquiry or booking.

****

- The Services page begins with re-stating the 4 services provided, in the exact container format and copy that was used on the Home page.

The Issue: Since the Home page already has this exact information and the next section goes into detail about each of the services, this section repetition may seem redundant, confusing and overwhelming to visitors.

Recommendations:

➔ I advise taking out the section with the 4 containers completely.

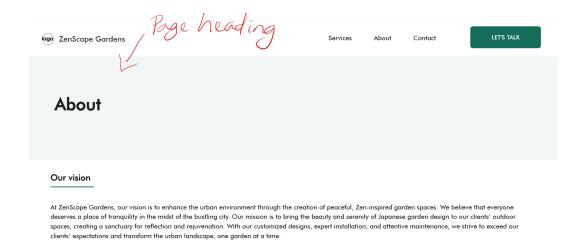➔ Re-add the 'Services we provide' heading to the page using the same structure found on the About page to ensure design consistency. Below is an image showing the main heading for the About page;

- Based on the website analytics data, it was observed that out of 1,489 visits to the Services page, only 298 of those visits resulted in clicks on the 'Read More' buttons for specific services. This could mean the information provided on the Services page was ample enough for most visitors to make a decision, so they didn't need to read more about it. It could also mean the information wasn't solid enough to get them to convert.

Recommendations:

➔ I recommend adding a contact section with the contact form to the page. This will shorten the user journey and provide a gateway for visitors who have made a decision and are ready to take the next step, which in turn leads to a higher conversion rate.

➔ Here are a few questions we have based on the website analytics

data for this page: Are users visiting the Services page and then contacting you through other means? Are there patterns in the bounce rate or exit rate from the Services page that provide clues about user satisfaction or intent? To provide answers to these questions, I recommend using a more in-depth analytics tool, like Google Analytics, to view the exact user paths the visitors take after landing on this page.

Individual Service Pages

([Custom Zen Garden Designs](#), [Installation of Traditional Japanese Garden Elements](#), [Maintenance and Seasonal Updates for Existing Landscapes](#), [Consultation Services for DIY Garden Enthusiasts](#))

Goals: Provide in-depth information on each service, showcasing value and prompting inquiries.

****

The Individual Service pages are well planned out. They include the heading, photo section, description, CTA button, testimonial and key points (more on this [here](#)).

Issues:

- After reviewing the Individual Service pages, I realized the 'Get Started' buttons lead to the Services page instead of the Contact page. This will leave visitors confused and wondering if the Services page contains the next step. Since they won't find the 'next steps' information on the Services page, it will either lead to them leaving the website completely or trying to find another contact method. This is probably one of the reasons or a major reason for the low website conversion rate.

Recommendations:
- The 'Get Started' should send visitors to the Contact page since this is where they can reach out to ZenScape Gardens to start the process.
- Please visit the '[Individual Service Pages](#)' section under the 'CONTENT (COPY & IMAGES)' section of this document for important things to consider.

Case Study Pages

Goals: Showcase success stories, demonstrate service impact, and encourage inquiries.

****

The Case Study pages are structured exactly like the [Individual Service pages](#), so the same design recommendations apply.

The Issue: Just like the Individual Service pages, the 'Get Started' buttons lead to the Services page instead of the Contact page.

Recommendations:
- The 'Get Started' buttons should be edited to redirect visitors to the Contact page as soon as possible.
- Creating a 'More Case Studies' section at the bottom of the page can ensure that visitors are aware of additional case studies available for exploration. Currently, the only way they would know is if they land on the Home page and completely review the case studies section.
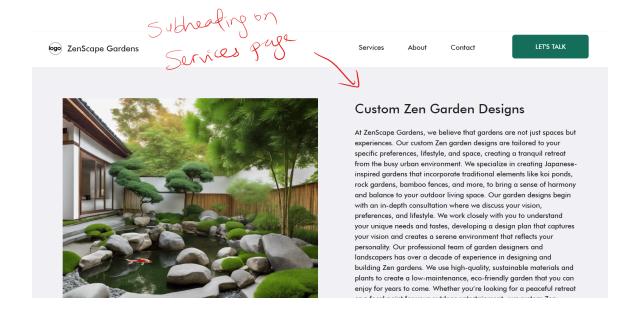
About Page

Goals: Share the ZenScape Gardens story and values, and emphasize credibility.

****

- The design of the About page doesn't match the rest of the website. The About page has a section for the header alone, whereas no other pages do. The subheadings are a different size (20px) and have a different line space (22px) compared to those on the Services and Individual Service pages which are 28px in size and have 39.2px line spacing. They're also underlined, whereas none of the subheadings on other pages are.

Custom Zen Garden Designs

At ZenScape Gardens, we believe that gardens are not just spaces but experiences. Our custom Zen garden designs are tailored to your specific preferences, lifestyle, and space, creating a tranquil retreat from the busy urban environment. We specialize in creating Japanese-inspired gardens that incorporate traditional elements like koi ponds, rock gardens, bamboo fences, and more, to bring a sense of harmony and balance to your outdoor living space. Our garden designs begin with an in-depth consultation where we discuss your vision, preferences, and lifestyle. We work closely with you to un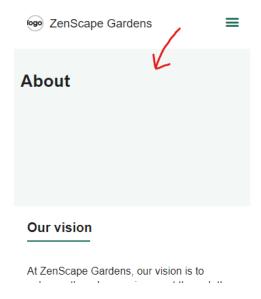derstand your unique needs and tastes, developing a design plan that captures your vision and creates a serene environment that reflects your personality. Our professional team of garden designers and landscapers has over a decade of experience in designing and building Zen gardens. We use high-quality, sustainable materials and plants to create a low-maintenance, eco-friendly garden that you can enjoy for years to come. Whether you're looking for a peaceful retreat

The Issue: Consistency in design keeps the content coherent. Seeing different pages with different styles may confuse visitors. It can also affect their impressions of ZenScape Gardens consciously/subconsciously.

Recommendation: I recommend using the same font, size, line spacing and design on every page. In this case, editing the subheadings to fit the design of those on other pages will be best.

- The heading section on the mobile view has a lot of unused space.

The Issue: This takes up space on the page that could be allotted to other material, and the space may look flimsy to visitors.

Recommendation: I recommend reducing the height of the section, and aligning the heading horizontally.

- There are social media links in the 'Our Vision' section of the page.

The Issue: While it's important to have social media links on the website, placing them here right after leading visitors to contact you may be distracting. The goal for this page is to have them directly contact you through the inquiry form, and having the social media links here decreases the chances of that happening.

Recommendation: It's better to remove the social media links from this section completely.

- The About page works towards its goal by having an 'Our Vision', 'Team Story' and 'Awards' section.

Section Positions on Page: The current ordering of the About page sections—Vision > Team > Awards—effectively guides visitors through a cohesive narrative that builds a strong connection with ZenScape Gardens. Starting with 'Our Vision' sets a purposeful foundation, engaging visitors with the company's core values and goals. Following with 'Team Story' personalizes the mission, showcasing the passionate individuals behind the vision. The 'Awards' section then validates the company's achievements and excellence, reinforcing credibility. This logical progression strengthens the narrative, confirming the strategic choice to order the sections this way enhances trust and engagement.

Recommendation: To further lead the page visitors to convert, I recommend adding a contact section as the last section on the page. This way, they can quickly take action without having to search for a contact method.

Contact Page
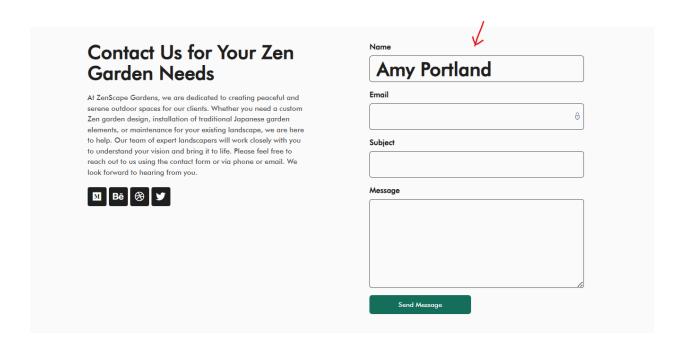
Goals: Provide a simple and clear way for visitors to get in touch.

****

The Contact page is well designed with the form and description above and the interactive map below.

Issues:
- The interactive map highlights San Francisco as the area of service. Since no other part of the website currently states the actual area (Portland), the map will lead visitors to believe ZenScape Gardens services San Francisco.
- None of the social link buttons work.
- The text input size in the form is too big. It's currently the same size as the page heading.

Recommendation:
- Change the location on the map to Portland so visitors are not misinformed.
- Ensure the social media buttons direct visitors to the appropriate platform.
- Reduce the size of the input text in the form to match the rest of the website.

Home Page

Goals: Introduce ZenScape Gardens, highlight services and achievements, and offer quick contact options.

****

Hero Section

- **Heading**

  The heading '*Transforming Urban Spaces into Zen Gardens*' communicates what is offered.

  The Issue: It doesn't relate to visitors, how they benefit from the Zen Gardens. As a visitor, my first thought is "Oh, a Zen Garden. That could be nice." This is the first copy that catches their attention, so it has to invoke a connection and need for your services.

  Recommendation: What is your main selling point? How do you want visitors to feel or what outcomes do you want to come from getting your Zen gardens? Consider incorporating this into the heading. An example is '*Transforming Simple Urban Spaces into Tranquil Zen Retreats*'. This gives readers a solid outcome—they get a **tranquil zen retreat**. Now, as a visitor, I think "A tranquil zen retreat? Yeah, I definitely need that after the stress I go through every day".

- **Description**

  The description does a good job of detailing the service and its unique selling points, such as 'bespoke design', the 'blend of traditional and modern aesthetics', and 'low maintenance'. It speaks directly to the desires of the target audience who might be looking for a peaceful escape.

  The Issue: As a visitor reading 'At ZenScape Gardens, we are dedicated to bringing the beauty and tranquility of Japanese garden designs to the heart of the city.', my first thought is "What city? 🤔". The copy doesn't specify what area ZenScape Gardens services. The copy also sounds a bit fluffed up, like it's trying to convince me of how nice it'll be to get the garden, rather than simply stating a fact.

Recommendation: I recommend mentioning the area of service (Portland), and making the copy sound more confident and less 'fluffy'. Here is an example of a spin on it - *We bring the beauty and tranquility of low-maintenance Japanese garden designs to Portland. Get your sanctuary with a seamless blend of traditional and modern aesthetics, tailored to your unique space.*

- **Image**

  The Issue: The image looks to be AI-generated. While this isn't a problem in general, visitors look to this image to have a clear idea of your creations.

  Recommendation: Ensure the image selected for this section vividly illustrates the concept of a Zen garden in an urban setting. It should be high-quality and evoke feelings of peace and tranquility. For greater impact, the image can show a before-and-after transformation.

- **Call-to-Action (CTA) Button**

  The Issue: Right now, the call to action says 'Learn More', which is quite general.

  Recommendation: To increase the CTA's effectiveness, consider making it more action-oriented or creating a sense of urgency. For example, "See What We Offer might be more engaging.

Services Section

- **Heading**

  The Issue: The heading '*Services we provide*' is clear and informative, but may feel a bit formal and distant. Also, the current heading is in sentence case, whereas all other headings are in title case.

  Recommendations:
  - ➔ Ensure all headings are in title case. If sticking with 'Services we provide', it'll become 'Services We Provide'.

➔ Consider making the title more personal and firm yet inviting, such as 'Our Services'. Additionally, 'Our Services' carries a subtle, yet powerful, sense of ownership and pride in what you offer. It feels more inviting as if you're personally welcoming visitors to explore the unique services your company has crafted.

- **Service Listings**

  The Issue: While each service listing clearly describes what ZenScape Gardens offers, as well as the benefits to the consumer, the tone and structure make them more about ZenScape Gardens than the readers themselves. An example is the use of 'we' starting each description, and the last listing '*Consultation Services for DIY Garden Enthusiasts*' says 'We provide consultation services to DIY garden enthusiasts, helping them create their dream garden by providing expert advice on design, plant selection, and maintenance.'. This sentence speaks of the garden enthusiasts in the third person, as opposed to speaking as if they're the ones reading the listings.

  Recommendation: Ensure all copy is customer-centric and not company-centric. By speaking directly to the visitor about how they can benefit from it rather than speaking about ZenScape Gardens, you'd be advocating for a more engaging and relatable approach. This can significantly increase the resonance of the message with potential clients.

  Using the 'Consultation Services for DIY Garden Enthusiasts' service, here is a short and direct example:

DIY Garden Consultation

Embark on your gardening project with confidence through our expert advice on design, plant selection, and upkeep.

Case Studies Section

Tranquility in the City: A ZenScape Garden Transformation

Discover how ZenScape transformed a small, cramped backyard into a tranquil, Japanese-inspired garden retreat, offering a sanctuary from the hustle and bustle of city life.

- Small backyard transformation
- Japanese-inspired garden design

READ MORE

Year-Round Garden Care: ZenScape Maintenance Packages

Discover how ZenScape Gardens' year-round garden maintenance packages help clients maintain the beauty and tranquility of their garden spaces, providing peace of mind and hassle-free garden upkeep.

- Year-round garden maintenance
- Customized maintenance packages

READ MORE

Issues:
- This section doesn't have a heading. Without reading the subheadings and descriptions, and maybe even clicking the 'READ MORE' buttons to read more, it may not be clear enough to visitors that this section is for case studies.
- I realized a difference in the way both subheadings are structured and perceived. The first, '*Tranquility in the City: A ZenScape Garden Transformation*', clearly relates this portion is about how ZenScape Gardens created a sense of tranquility through one of their remodels. As a visitor, it lets me know I'm about to read a case study. The second subheading '*Year-Round Garden Care: ZenScape Maintenance Packages*' doesn't do the same though. Reading this sentence alone makes me think I'm going to read more about the maintenance packages as a service.
- The copy in this section has multiple variations of the business name (ZenScape Gardens). In the first case study, the subheading says '*Tranquility in the City: A ZenScape Garden Transformation*' and not '*Tranquility in the City: A ZenScape Gardens Transformation*' (note the missing 's' in Gardens). The description then begins with '*Discover how ZenScape transformed a small...*'. Here, it says ZenScape and not ZenScape Gardens. As a visitor, this leaves me confused. I'm wondering if these are supposed to be the business' name, or if they're some sort of metonymy.
- The phrases with the orange bullet points seem to be 'keywords' or 'tags'. While this is good for SEO, it doesn't make sense in the general context and may confuse readers.

- The images used in this section are AI-generated and don't show the actual outcome of the events told in the case studies.
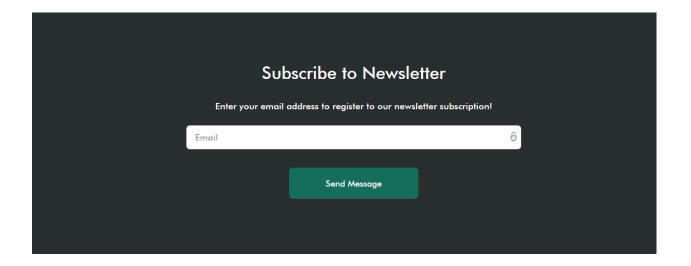
Recommendations:
- Include a heading for the section to ensure visitors can easily tell what the section is about.
- Make the second subheading clearer, so that anyone reading it can immediately tell it's a case study. It should also have the same structure as the first for consistency. An example is '*Seasonal Elegance: A ZenScape Journey in Garden Maintenance*'.
- Always write the business name in full when referring to ZenScape Gardens as a business. If it's a metonymy, stick to using one word, such as ZenScape.
- I recommend taking the phrases with the bullet points out completely. Keywords can better be incorporated in other ways, and we'll discuss them in the SEO section of this report.

- Use the actual images of gardens the case studies speak about. This will increase the credibility of the case studies, as well as create a visual idea of your services to visitors.

Newsletter Section

Issues:
- The heading '*Subscribe to Newsletter*' is very generic and impersonal.
- The newsletter copy is quite bland, doesn't mention what the newsletters entail, and lacks incentive or a compelling reason to subscribe. As a visitor, I ask myself "What do I get out of subscribing? What am I even subscribing to?".
- The CTA button says 'Send Message' which is very confusing. Now, I'm thinking "I thought this was for a newsletter. Why does it say 'Send Message'?"

Recommendations:
- Use more engaging language in the heading that reflects the value of the newsletter. For example: "Join Our Zen Garden Journey" or "Get Exclusive Gardening Insights".
- Under the heading, briefly describe what subscribers will receive, such as "exclusive offers, gardening tips, and the latest ZenScape projects". This will make the subscription more appealing.
- Change the CTA button copy to match the objective of the section e.g. Join Now, Start My Subscription, Get My Insights, etc.
- To create even more trust, you can include a privacy note below the button that reassures visitors that their email wouldn't be shared with anyone, and that they can unsubscribe at any time. If adding, this note should be designed subtly so as not to take attention away from the main goal.

Services Page

Goals: Detail services offered and their benefits, and facilitate easy inquiry or booking.

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The page copy is comprehensive and thoroughly explains the range of services offered by ZenScape Gardens. It successfully outlines the benefits and processes involved in each service, establishing expertise and reliability.
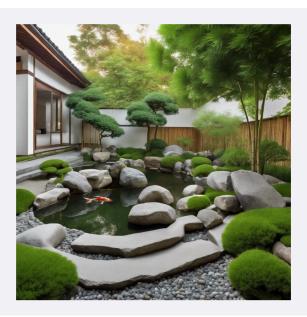
Issues:
- The descriptions of each service are quite lengthy and dense, which could be overwhelming. As a visitor, I may decide to just scan through the page to find key points but it's a bit difficult to do so without reading through it all.
- Just as I previously mentioned in the [Services section](#) on the Home page, the descriptions seem to focus more on ZenScape Gardens instead of the reader. Simply scanning the copy on the Services page, I see a lot of 'we's and 'our's.
- The CTA buttons all say 'READ MORE', which is generic. They don't really give insight into what I'd be looking at if I clicked on them.

Recommendations:
- Consider dividing each description into shorter, themed paragraphs or bullet points. Each description should quickly highlight key benefits and unique selling points. Not only does this help readers quickly pick out the important points, but it also makes the CTA buttons more compelling to click on for those who want more information.
- Shift the perspective to address the reader (customer-centric) without making it all about the company and what it can do.

- Make the CTAs more action-oriented, and they should hint at what the users will see if they click on them. For example, 'READ MORE' for the Custom Zen Garden Designs section can become 'SEE THE GALLERY' if the Individual Service page behind it goes deeper by showing images of the gardens ZenScape Gardens has transformed.

Here's an example of the 'Custom Zen Garden Designs' description with the implemented recommendations:

Custom Zen Garden Designs

Transform your outdoor space into a personal sanctuary with our Custom Zen Garden Designs. At ZenScape Gardens, we see gardens as personal retreats, designed to reflect your individuality and bring peace to your everyday life. Our expertise lies in crafting Japanese-inspired gardens, complete with elements like koi ponds and bamboo fences, to create a space of harmony and balance just for you.

- ***Personalized Consultation:*** *Your journey begins with a detailed discussion about your vision and preferences, ensuring your garden is a true extension of yourself.*
- ***Sustainable and Low-Maintenance:*** *With a focus on eco-friendly materials, our designs promise beauty without the burden, allowing you to enjoy your garden with minimal upkeep.*
- ***Expert Craftsmanship:*** *Leverage our decade of experience in bringing Zen gardens to life, ensuring your space is not just beautiful but meaningful and enduring.*

[SEE THE GALLERY]

Individual Service Pages

([Custom Zen Garden Designs](#), [Installation of Traditional Japanese Garden Elements](#), [Maintenance and Seasonal Updates for Existing Landscapes](#), [Consultation Services for DIY Garden Enthusiasts](#))

Goals: Provide in-depth information on each service, showcasing value and prompting inquiries.

****

After reading through all the copy on the Individual Service pages, I noticed all the descriptions are a copy of what is already on the Services page. For this reason, I was led to believe there is nothing new to share with the visitors. Since you confirmed this, I recommend scraping the individual pages completely.

Leaving the pages as they are may feel repetitive, especially for visitors coming from a detailed Services page. If we're going to leave them, it's crucial to add new, value-adding information to keep the content fresh and engaging.

Here are some things to consider:

If we take away the Individual Service Pages:
- The user flow will be changed. Instead of the CTA buttons on the Services page leading visitors to individual service pages, they'd lead them to the contact form at the bottom of the page (as advised in the [User Experience & Design section of this document](#)).
- As we concluded [here](#) based on the analytics data, most people visiting the Individual Service pages are being referred from other website pages or an external source. For this reason, we'll have to set up a redirect to lead those visitors to the Services page instead.

- I was going to advise changing the image sections on the Individual Service Pages to scrollable galleries where appropriate if we were keeping the pages. If we'd be taking them away, I'd recommend creating a Gallery page instead. This page will be accessed by clicking the '*SEE THE GALLERY*' button in the 'Custom Zen Garden Designs' section on the Services page. The page will include photos of before and after images, or at least photos of the gardens you've created, and a testimonial and contact section to create another conversion point.

  A Gallery page can visually engage visitors more effectively than text-heavy pages, especially for a service centered around visual transformations like garden design.

- Depending on how many testimonials and reviews ZenScape Gardens has received, we will spread them across different sections on the website to increase trustworthiness at multiple touchpoints in the user journey.
- Without individual service pages, we'll have to ensure our SEO strategy is adapted to maintain visibility. All pages will need to be fully optimized for relevant keywords.
- To notify search engines of the change and new structure, we'll have to edit the site XML. This is the file that lists all your website pages, their relations to other pages, and when last they were edited.
- We'll need to edit the schema markup (structured data) to help search engines understand the content of your gallery images and testimonials, enhancing the chance of rich results.
- It'll be very important to keep an eye on the analytics tool to see the impact of the change on conversions.

If we don't take away the Individual Service Pages:
- I'd advise changing the images section on each of the pages to a gallery, where appropriate.

- The description will have to be rewritten to avoid repetition. It will have to contain new value-adding information and lead visitors to contact ZenScape Gardens.
- The testimonials will have to be updated to prevent repetition. Leaving them as they are may dilute their impact and miss opportunities to showcase a wider range of client feedback and service-specific benefits.
- Just like I advised here, the key points will have to be taken out completely since they aren't useful and won't make much sense to the visitors in the general context. Instead, they should be discreetly infused into other areas on the page in a way that flows. An example will be using one of the keywords in the description.

Ultimately, there isn't new information to add to the Service pages, consider removing the pages and implementing the recommendations above.

Case Study Pages

Goals: Showcase success stories, demonstrate service impact, and encourage inquiries.

****

The Case Study pages do a good job explaining the services and giving examples of the implementations. However, they can be significantly enhanced to improve clarity, engagement and conversion.

Issues:
- The 'Year-Round Garden Care: ZenScape Maintenance Packages' page is missing its heading.
- The images don't relate to the cases mentioned on the pages. Visitors want to be able to see the transformation the descriptions speak of, but they are AI-generated, as mentioned in the [Home Page section](#) of this document.
- The case studies don't mention who the clients were, or at least give an idea about their industries or background.
- These are case study pages, but only one sentence on each page mentions the challenges the clients were facing. On the 'Tranquility in the City: A ZenScape Garden Transformation' page, '*The backyard was small and cramped, with no space to relax or unwind.*' is the sentence that illustrates the challenges. For the 'Year-Round Garden Care: ZenScape Maintenance Packages' page, it's '*One such example of our maintenance package in action was with a client who had a sprawling garden space but was struggling to maintain it.*'. These sentences are somewhat generic, and missing opportunities to detail more specific issues that were overcome.
- While it's great to have a testimonial on the pages to build greater trust, they aren't directly related to the case studies.
- The descriptions don't call the reader to action, or encourage them to take any specific step.

- Just like I advised [here](#), the key points might not make much sense to the visitors in the general context.

Recommendations:
- Include the heading for the 'Year-Round Garden Care: ZenScape Maintenance Packages' page. Remember to use the new heading as described [here](#).
- Use the actual photos of the gardens taken after the new designs were implemented. For a greater impact, show how the gardens looked before and after.
- Consider adding the names of the clients if possible. For maximum effects, include their names, business names, and location.
- Consider going deeper into the challenges the clients were facing, and how ZenScape Gardens resolved them. Here are some questions to aid in rewriting these descriptions.
  - What specific issues did the clients have?
  - How did those issues make them feel?
  - What was the tipping point that made them reach out to ZenScape Gardens?
  - What were the states of the areas before they were transformed into Zen gardens?
  - How long did the transformation take?
  - Were there any challenges ZenScape Gardens faced during this process?
  - If so, how were they overcome?
  - How did the clients feel post-transformation?
  - What couldn't they do before that they can do now that they have Zen gardens?

- I recommend using testimonials or reviews from the clients mentioned in the case studies.
- The end of the description should encourage readers to reach out by clicking the 'Get Started' button.
- The keywords should be discreetly infused into other areas on the page in a way that flows. An example will be using one of the keywords in the description.

About Page

Goals: Share the ZenScape Gardens story and values, and emphasize credibility.

****

The About page copy provides a solid foundation for introducing ZenScape Gardens' vision, and team. However, there are opportunities to make it even more engaging and connect more deeply with potential clients. Here are some structured suggestions:

Vision Section

The Issue: Placing the contact information directly after the vision statement might seem abrupt. Also, the email hasn't been changed to the actual company email. This may leave visitors wondering if the site is complete, or it may leave them questioning the legitimacy of the business.

Recommendations:
- Since I recommended adding a contact section to the page here, the '*Let's talk*' and email can be removed completely. Instead, it can be replaced with a button that leads readers to the Services page to learn more about what ZenScape Gardens offers. Remember to make this button action-oriented, such as '*SEE HOW WE DO IT*'.
- To bring the vision to life, you can also add a brief example or anecdote that showcases the tangible impact of your work on a client or community. An example can be mentioning how many gardens you've transformed, and the effects it had on the clients or community.

Team Story Section

Issues:
- The team story section begins with '*As the founder of ZenScape Gardens, I am passionate about...*'. My first thought as a visitor is "Who are you?". You're speaking about yourself but the reader has no idea who you are.
- The copy seems to be a repetition of everything that has been said on the website so far. It mentions ZenScape Gardens' goals, abilities and commitment, but we can find that information anywhere else on the website.
- The image in this section is AI-generated. Visitors would be expecting to see who the 'I' in the copy is, and who the team members are.

Recommendations:
- I advise starting with who you are, and possibly a founding story. Share what inspired you to start ZenScape Gardens, and how the team came to be.
- I recommend using an actual image of your team, be it working on a garden, or just together having fun! This will create a deeper connection with the readers and could make ZenScape Gardens more approachable.
- Linking the Team Story section to a Case Study page can be very helpful. You can do this by including a button that leads them to a strong case study.

Contact Page

Goals: Provide a simple and clear way for visitors to get in touch.

****

The copy is clear and informative, providing visitors with a concise overview of the services offered and encouraging them to reach out for assistance. However, there are some recommendations below to enhance the conversion rate on this page.

The Issue: The copy gives phone and email as options for visitors to contact ZenScape Gardens, but those details aren't provided.
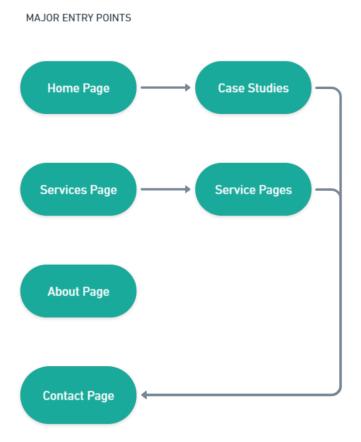
Recommendations:
- Include the phone number and email below the description so they're quickly noticed by the readers.
- Consider using a more attention-grabbing heading that highlights the value proposition or benefits of contacting ZenScape Gardens. For example, '*Transform Your Outdoor Space with ZenScape Gardens*' or '*Create Your Dream Garden: Contact Us Today*'.
- Letting visitors know what to expect after reaching out may be a great way to encourage them. This would depend on what comes next in your sales process. An example could be telling them you'd reach back out to set up a free consultation meeting, where you'd go over their needs and the scope of the project.
- Instead of '*Please feel free to reach out to us*', consider a more assertive call-to-action like '*Contact us now to get a free consultation*'.
- I suggest taking out the social link buttons from the Contact section. They could distract users and potentially steer them away from submitting the form if they end up clicking on the buttons.

- While the 'Subject' input in the form does no harm, I recommend taking this out. As a visitor, I wonder "What other subjects are there? I thought this was just regarding Zen gardens." Alternatively, if you have multiple reasons people may contact you, consider changing the Subject input from a text to a dropdown. This will allow visitors to easily pick the appropriate subject without having to wonder what to write.
- If there is recurring data in the messages that are submitted through the form, such as the date they'd like the gardens implemented, or asking for a quote, consider incorporating these into the form questions to reduce the time spent writing out the messages.
- I recommend changing the CTA button text from '*Send Message*' to sound more specific and valuable. An example is 'Send My Request'.
- To reassure visitors, consider including testimonials and maybe photos in a section below the form.

Current Flow

Here is what the current flow of visitors on zenscapegardens.com looks like.

MAJOR ENTRY POINTS
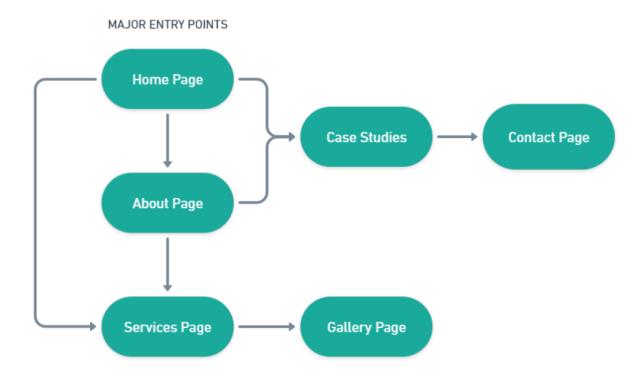
From this diagram, we see the Home page guides users to the case study pages, and then the contact page. People who land on the Services page are guided to the Service pages, and then to the Contact page. Those who fall on the About page aren't led to any other pages. Note this diagram doesn't include flows from the menu, and only shows structured guidance from pages.

The conversion point is only on the Contact page.

Flow Recommendations

Based on all the recommendations in this document, here is how the flow will look:

Without Individual Service Pages

This diagram shows a navigation flow with more pathways.
- The Home page leads to the Services, About and Case Study pages.
- The About Page leads to the Services and a Case Study page.
- The Services page leads to the Gallery page.
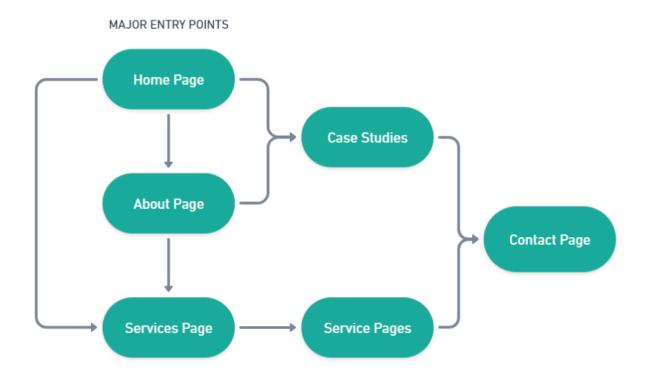
- The Case Study pages lead to the Contact page.

Unlike the current flow with 1 conversion point, this recommended flow has 5 points—the Home page (1), the About page (1), the Services page (1), the Gallery Page (1), and the Contact page (1).

With Individual Service Pages

If you decide to keep the Individual Service Pages, the flow will be:

MAJOR ENTRY POINTS

- All recommendations and insights provided in this report are based on a thorough analysis of the data gathered from the information provided by ZenScape Gardens, coupled with insights from website analytics, industry best practices, and user experience guidelines.

- It's essential to emphasize that while the recommendations aim to optimize the website for conversions, the true measure of success lies in ongoing testing and refinement based on real user behaviour. Even with meticulous design and implementation, human behaviour can be unpredictable, necessitating continuous testing to ensure the best possible user experience.

- Consider implementing a more detailed analytics tool such as Google Analytics to gain deeper insights into user behaviour, including the exact flow users take through the website. Additionally, tools offering session recordings and heatmaps can provide invaluable insights into users' exact actions and interactions with the website.

- Consistency is key to maintaining a cohesive and professional website design. Ensure that all fonts, headings, and subheadings have a consistent design across all pages to reinforce brand identity and improve visual coherence.

- Don't forget to regularly update the site navigation to reflect any changes in website structure or offerings. Additionally, ensure that the XML sitemap is updated and submitted to search engines for improved SEO performance.

- Implement a robust backup system to ensure that copies of the website and its data are regularly saved and securely stored. This precautionary measure can mitigate the risk of data loss due to unforeseen circumstances such as server failures, cyber-attacks, or accidental deletions.

- Stay updated on emerging trends and advancements in web design, user experience, and digital marketing practices. Continuously refining and adapting strategies based on industry trends and innovations can help keep the website competitive and effective in driving conversions.

- Last but not least, regularly monitor website performance metrics, including page load times, bounce rates, and conversion rates, to identify any issues or areas for improvement. Addressing performance issues promptly can help maintain a positive user experience and prevent potential loss of conversions.
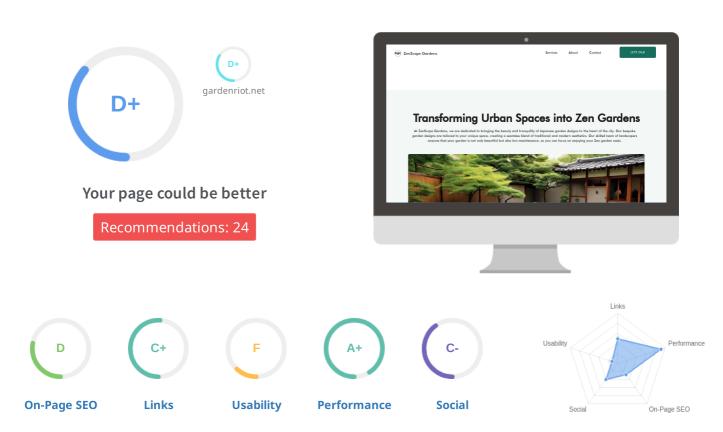
The next section analyzes the performance and SEO for ZenScape Gardens.
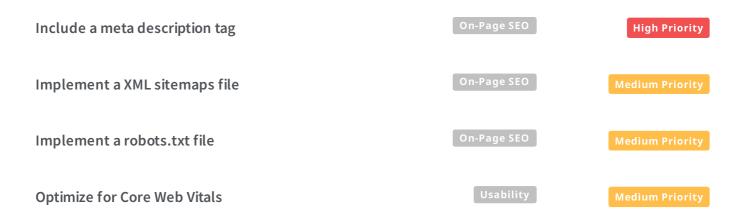
SEO Report for 10web-site.ai/17/liked-ostrich/

• This report grades your website, as well as your competitor's, based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more.
• The overall Grade is on an A+ to F- scale. Improving your grade will generally make your website perform better for users and rank better in search engines.

Audit Results for 10web-site.ai/17/liked-ostrich/

D+

D+
gardenriot.net

Transforming Urban Spaces into Zen Gardens

At ZenScape Gardens, we are dedicated to bringing the beauty and tranquility of Japanese garden designs to the heart of the city. Our bespoke garden designs are tailored to your unique space, creating a seamless blend of traditional and modern aesthetics. Our skilled team of landscapers ensures that your garden is not only beautiful but also low-maintenance, so you can focus on enjoying your Zen garden oasis.

Your page could be better

Recommendations: 24

D	C+	F	A+	C-
On-Page SEO	Links	Usability	Performance	Social

Links
Usability / Performance
Social / On-Page SEO

Recommendations

Include a meta description tag	On-Page SEO	High Priority
Implement a XML sitemaps file	On-Page SEO	Medium Priority
Implement a robots.txt file	On-Page SEO	Medium Priority
Optimize for Core Web Vitals	Usability	Medium Priority

Increase length of title tag	On-Page SEO	Medium Priority
Add Target Keyword to Title Tag	On-Page SEO	Medium Priority
Add Target Keyword to Meta Description	On-Page SEO	Medium Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Add Target Keyword to your URL	On-Page SEO	Low Priority
Add Target Keyword to your Alt text	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Add a favicon	Usability	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Remove iFrames	Usability	Low Priority

Add business address and phone number	Other	Low Priority

Add Local Business Schema	Other	Low Priority

Create Google Business Profile	Other	Low Priority
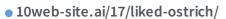
On-Page SEO Results

D

Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag ✖

● **10web-site.ai/17/liked-ostrich/**

You have a title tag, but ideally it should be between 10 and 70 characters in length (including spaces).

Home

Length : 4

Title tags are very important for search engines to correctly understand and categorize your content.

> The Title Tag is an important HTML element that tells users and Search Engines what the topic of the webpage is and the type of keywords the page should rank for. The Title will appear in the Header Bar of a user's browser. It is also one of the most important (and easiest to improve) On-Page SEO factors.
>
> We recommend setting a keyword rich Title between 10–70 characters. This is often simple to enter into your CMS system or may need to be manually set in the header section of the HTML code.

● **gardenriot.net** ✔

You have a title tag of optimal length (between 10 and 70 characters).

Garden Riot Designs

Length : 19

Target Keyword in Title ✖

● **10web-site.ai/17/liked-ostrich/**

We have not identified the Target Keyword in your Title Tag.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● **gardenriot.net**   ✖

We have not identified the Target Keyword in your Title Tag.

Meta Description Tag   ✖

● **10web-site.ai/17/liked-ostrich/**

Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

> Meta Description is another important HTML element that explains more descriptively to Search Engines what your page is about. Meta Descriptions are often used as the text snippets used in Search Engine results (though Search Engines are inceasingly generating these themselves) and can help further signal to Search Engines what keywords your page should rank for.
>
> Make sure your page has a Meta Description included, and is at an optimum length (between 70 and 160 characters). Make your Meta Description text interesting and easy to comprehend. Use phrases and keywords relevant to the page and user that you would like to rank for. Meta Description is normally available to be updated in your CMS.

● **gardenriot.net**   ✖

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Transform your outdoor space with our specialized landscape garden design service in Portland, Oregon. As a passionate landscape designer, we specialize in crafting naturalistic environments that celebrate the local environment. Our designs boast exuberant colorful plantings that embrace sustainability with our drought tolerant gardens and pollinator friendly plants.

Length : 374

Target Keyword in Meta Description Tag   ✖

● **10web-site.ai/17/liked-ostrich/**

We have not identified the Target Keyword in your Meta Description tag.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● **gardenriot.net**   ✖

We have not identified the Target Keyword in your Meta Description tag.

SERP Snippet Preview   *i*

● **10web-site.ai/17/liked-ostrich/**

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

> https://10web-site.ai › 17 › liked-ostrich   ⋮
>
> Home
> AI created this website in minutes! Try it yourself now.

The SERP Snippet illustrates how your page may be shown in Search Results for a particular query. Typically the page's Title, URL and Meta Description have been the main components utilized here, and hence could be carefully dictated, though Search Engines are more frequently building these snippets themselves to better represent the page content to their searchers.

It's important that the SERP Snippet is enticing for your searchers to click on, and accurately represents your content to avoid bounces or heavy re-writing by the Search Engine. You should keep these factors in mind when populating the page Title, Meta Description and URL.

● **gardenriot.net**   *i*

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://gardenriot.net ⋮

Garden Riot Designs

Transform your outdoor space with our specialized landscape garden design service in Portland, Oregon. As a passionate landscape designer, we ...

Hreflang Usage   *i*

● **10web-site.ai/17/liked-ostrich/**

Your page is not making use of Hreflang attributes.

Hreflang is an HTML attribute used to specify the language and geographical targeting of a page. It is commonly used together with the 'alternate' attribute in the code of a page to signal to Search Engines a list of alternative language or geographic versions of the current page.

If you have multiple versions of the same page in different languages, it is important to add Hreflang tags to tell Search Engines about these variations. This code may need to be manually added into the HTML code of your page, but is also often controlled by your CMS or plugin system if multi-lingual features are enabled.

● **gardenriot.net**   *i*

Your page is not making use of Hreflang attributes.

Language   ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is using the lang attribute.

Declared: en-US

The lang attribute is used to describe the intended language of the current page to user's browsers and Search Engines. Search Engines may use the lang attribute to return language specific search results to a searcher, and in the browser, lang attribute can signal the need to switch to a different language if it is different to the user's own preferred language.

We recommend adding the lang attribute to the HTML tag of every page to avoid any chance of misinterpretation of language. This may need to be manually added to the site's HTML code, or may be controlled by your CMS.

● **gardenriot.net**   ✓

Your page is using the lang attribute.

Declared: en-US

H1 Header Tag Usage ✓

● **10web-site.ai/17/liked-ostrich/**

Your page has a H1 Tag.

Tag	Value
H1	Transforming Urban Spaces into Zen Gardens

The H1 Header Tag is one of the most important ways of signaling to Search Engines the topic of a page and subsequently the keywords it should rank for. The H1 Tag normally appears as visible text in the largest font size on the page.

We recommend adding a H1 Header Tag near the top of your page content and include important keywords you would like to rank for. You should have one, and only one H1 tag on each page. If you are using a CMS, this would normally be entered into the core content section of the page.

● **gardenriot.net** ✗

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

Tag	Value
H1	GARDEN
H1	RIOT
H1	Gardens

Target Keyword in H1 ✓

● **10web-site.ai/17/liked-ostrich/**

Your H1 Header Tag includes the Target Keyword.

Tag	Value
H1	Transforming Urban Spaces into <u>Zen Garden</u>s

● **gardenriot.net** ✗

We have not identified the Target Keyword in your H1 Header text.

H2-H6 Header Tag Usage ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	4	
H3	2	
H4	4	
H5	0	
H6	1	

Tag	Value
H2	ZenScape Gardens
H2	ZenScape Gardens
H2	Services we provide
H2	Subscribe to Newsletter
H3	Tranquility in the City: A ZenScape Garden Transformation
H3	Year-Round Garden Care: ZenScape Maintenance Packages
H4	Custom Zen Garden Designs
H4	Installation of Traditional Japanese Garden Elements
H4	Maintenance and Seasonal Updates for Existing Landscapes
H4	Consultation Services for DIY Garden Enthusiasts
H6	Our Clients

The H2-H6 Header Tags are an important way of organizing the content of your page and signaling to Search Engines the longer tail topics your page should rank for.

We recommend including at least 2 other Header Tag levels on your page (such as H2 and H3) in addition to the H1. It is useful to also include important keywords in these Header Tags. These would be added to the core content section of your page.

● **gardenriot.net** ✖

Your page is not making use of multiple levels of Header Tags.

Header Tag	Frequency	
H2	8	▰▰▰▰▰
H3	0	
H4	0	
H5	0	
H6	0	

Tag	Value
H2	zoe@gardenriot.net
H2	Garden Designer
H2	Consultation
H2	Design
H2	Garden Installation
H2	Hello,

H2	Client Reviews
H2	zoe@gardenriot.net

Keyword Consistency

❌

● **10web-site.ai/17/liked-ostrich/**

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
garden	❌	❌	✓	19	▬▬▬▬▬▬▬
maintenance	❌	❌	✓	7	▬▬
zenscape	❌	❌	✓	6	▬▬
gardens	❌	❌	✓	6	▬▬
services	❌	❌	✓	4	▬
provide	❌	❌	✓	4	▬
year-round	❌	❌	✓	4	▬
packages	❌	❌	✓	3	▬

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
zenscape gardens	❌	❌	✓	3	▬▬▬▬▬
year-round garden	❌	❌	✓	3	▬▬▬▬▬
garden designs	❌	❌	✓	3	▬▬▬▬▬
we provide	❌	❌	✓	3	▬▬▬▬▬
maintenance packages	❌	❌	✓	3	▬▬▬▬▬
japanese garden	❌	❌	✓	3	▬▬▬▬▬
discover how zenscape	❌	❌	❌	2	▬▬▬
diy garden enthusiasts	❌	❌	✓	2	▬▬▬

Generally a page should be targeted to rank for particular set of keywords or phrases. These keywords should be used with some consistency in page content (naturally and without stuffing) to maximize ranking potential for those keywords. This means these keywords should be present across the most important HTML tags of the page, and used with some frequency in the general page text content. The keyword consistency check illustrates the keywords we have identified appearing most frequently in these areas.

If the keywords and phrases identified don't match your intended ranking keywords, and do not show a level of consistency, you should consider amending your core page content to better include these.

● gardenriot.net ✔

Your page's main keywords are distributed well across the important HTML tags.
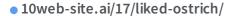
Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
garden	✔	✔	✔	11	
design	✔	✔	✔	8	
gardens	✘	✔	✔	4	
project	✘	✘	✘	3	
riot	✔	✘	✔	3	
all	✘	✘	✔	3	
create	✘	✘	✘	3	
zoë	✘	✘	✘	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
garden riot	✔	✘	✔	3	
design process	✘	✘	✘	2	
get dirty	✘	✘	✘	2	
zoË van	✘	✘	✘	2	
van baaren	✘	✘	✘	2	
all aspects	✘	✘	✘	2	
garden design	✘	✔	✔	2	
sign up	✘	✘	✘	2	

Amount of Content ❌

● 10web-site.ai/17/liked-ostrich/

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 317

It has been well researched that higher text content volumes are related to better ranking ability in general.

> Numerous studies have shown that there is a relationship between the amount of content on a page (typically measured in word count) and it's ranking potential - generally longer content will rank higher. Obviously content also needs to be topically relevant, keyword rich and highly readable for the visitor. Note, in our assessment, we look at all selectable text on the page at load time, not hidden content.
>
> As a general guideline, it is recommended to have atleast 500 words of content on a page to give it some ranking potential. However this should be considered on a case by case basis. It may not be relevant for particular pages like 'contact us' pages for example.

● gardenriot.net ❌

Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 303

Image Alt Attributes ❌

● 10web-site.ai/17/liked-ostrich/

You have images on your page that are missing Alt attributes.

We found 20 images on your page and 17 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

#	Image link
1	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/twitter.svg
2	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/facebook.svg
3	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/linkedin.svg
4	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/link.svg
5	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/12/logo-com-hr-logo-5636A4D2D5-seeklogo.com__gcZ5tpgU.webp
6	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/12/logo-com-hr-logo-5636A4D2D5-seeklogo.com__gcZ5tpgU.webp

7	https://10web-site.ai/17/wp-content/uploads/sites/19/2024/02/barthelemy-de-mazenod-1Y5WpVfaAPQ-unsplash_UmNDh9hX.webp
8	https://10web-site.ai/17/wp-content/uploads/sites/19/2024/02/danny-g-htYDlrrKfuM-unsplash_UmNDh9hX.webp
9	https://10web-site.ai/17/wp-content/uploads/sites/19/2024/02/sabri-tuzcu-wunVFNvqhfE-unsplash_UmNDh9hX.webp
10	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-8-removebg-preview_8IGLD0Am.webp
11	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-7-removebg-preview_8IGLD0Am.webp
12	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-6-removebg-preview_8IGLD0Am.webp
13	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-5-removebg-preview_8IGLD0Am.webp
14	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-4-removebg-preview_8IGLD0Am.webp
15	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-3__1_-removebg-preview_8IGLD0Am.webp
16	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-2-removebg-preview_8IGLD0Am.webp
17	https://10web-site.ai/17/wp-content/uploads/sites/19/2023/04/client-logo-1-removebg-preview_8IGLD0Am.webp

Alternate Image Text or Alt Text is descriptive text that is displayed in place of an image if it can't be loaded, as well as a label on an image when it is moused over in the browser, to give more information to the visitor. Additionally, Search Engines use provided Alt Text to better understand the content of an image. Image SEO is not widely known, but having your image rank for image searches is an overlooked way of gaining traffic and backlinks to your site.

We recommend adding useful and keyword rich Alt Text for pages's main images, in particular those that could have ranking potential. This should be considered on a case-by-case basis. Often there may be imagery such as UI components or tracking pixels where it may not be useful to add Alt Text, though we have tried to filter a number of these out in our analysis.
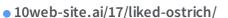
● gardenriot.net   ✖

You have images on your page that are missing Alt attributes.

We found 9 images on your page and 8 of them are missing the attribute.

#	Image link
1	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/2a7e4f41-08f4-4d89-980d-49eea2ffde35/Garden_Riot_full_sun_perennial_borders-1-2.jpg
2	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/c3ee0b28-fb82-49c0-80e4-c0710c803faf/Garden_Riot_Gardens_white_flowerrs_shade+garden-1.jpg
3	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/fa410dd3-f100-4d02-bb5c-a38c64fb7c82/Iron+Test.jpg
4	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/a21b60cf-eeb7-41f2-b946-9b7322123fbd/OdvB+8%3A23+drone+rose+garden.jpg
5	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/33c9a6fc-d1e7-46e1-9b9a-685b4d95c334/Garden_Riot_garden_wild_meadow_nigella-1.jpg
6	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/33dc4fcb-ffca-4bba-afb1-8e6178efcd55/CA+meadow+and+pavers.jpg
7	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/c3dcdab2-54d2-408a-820a-937448301a80/_MG_8817.jpg
8	https://images.squarespace-cdn.com/content/v1/6599e540ba930a0e87d73a07/23735b40-4d84-4bae-9c49-89e0b8c3c5cc/Zoe+Portrait.jpg

Target Keyword in Image Alt Attributes ❌

● 10web-site.ai/17/liked-ostrich/

We have not identified your Target Keyword in any image Alt attributes.

It is good practice to use the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● gardenriot.net ✖

We have not identified your Target Keyword in any image Alt attributes.

Canonical Tag ✔

● 10web-site.ai/17/liked-ostrich/

Your page is using the Canonical Tag.

https://10web-site.ai/17/liked-ostrich/

The Canonical Tag is a HTML Tag that tells Search Engines the primary URL of a page. URLs can have multiple versions due to things like parameters being passed or www and non-www versions, resulting in potential duplicate content. Google recommends all pages specify a Canonical for this reason.

You may need to determine what the primary preferred version of the page is. Often the CMS may manage this, or provide the ability to specify it.

● gardenriot.net ✔

Your page is using the Canonical Tag.

https://gardenriot.net

Noindex Tag Test ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is not using the Noindex Tag which prevents indexing.

> A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Tag, when used on pages, tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.
>
> If you want the page to rank and it's using a Noindex Tag, you will need to remove the tag from your page's HTML entirely. This may require access to the frontend HTML code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

● **gardenriot.net** ✓

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is not using the Noindex Header which prevents indexing.

> A critical part of a page's ranking potential is ensuring that it can actually be accessed by Search Engines. The Noindex Header is another Noindexing method that tells Search Engines to ignore a page, and can destroy out it's ranking ability. Sometimes these tags are added intentionally for low value pages, but sometimes they are left over unintentionally from a theme or template that has been used on the site, or forgotten to be removed by a developer when a website moves from design and testing to live usage.
>
> If you want the page to rank and it's using a Noindex Header, you will need to remove the Noindex Header from your page. This may require access to the backend code, and may need to be done by a developer. If you are using a CMS, you may have an option enabled to prevent indexing of the page, which should be turned off.

● **gardenriot.net** ✓

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled ✓

● **10web-site.ai/17/liked-ostrich/**

Your website has SSL enabled.

> SSL or Secure Socket Layer, is a security technology that encrypts data between your website and a visitor. It ensures that the transfer of sensitive data like passwords and credit cards are done securely. Using SSL on all pages is a modern standard, and Search Engines have made it a ranking signal in recent years.
>
> SSL can often be switched on quite simply in systems like Wordpress, Wix etc. Often in more custom websites though, it may require the help of a technical resource to install and configure this on your website. After installation, test that your website loads successfully at a HTTPS:// location.

● **gardenriot.net** ✓

Your website has SSL enabled.

HTTPS Redirect ✓

● **10web-site.ai/17/liked-ostrich/**

Your page successfully redirects to a HTTPS (SSL secure) version.

SSL is a security technology which ensures sensitive data like passwords and credit cards are sent securely between your website and visitors. If you have SSL enabled, it is also very important to ensure that your page is actually forcing usage of HTTPS by redirecting from a non-secure HTTP version to secure HTTPS version. Not doing this means users and Search Engines may continue to access insecure versions, which can also reduce your ranking ability.

Often systems like Wix or Shopify will make it easy to enable, and redirect to SSL versions. If you have Wordpress, or a custom built site, you may require a developer's involvement to ensure that pages are being redirected to their new HTTPS versions. This can be done within a site's configuration or htaccess rules.

● **gardenriot.net** ✓

Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt ✗

● **10web-site.ai/17/liked-ostrich/**

We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

Robots.txt is a text file that provides instructions to Search Engine crawlers on how to crawl your site, including types of pages to access or not access. It is often the gatekeeper of your site, and normally the first thing a Search Engine bot will access.

We recommend always having a robots file in place for your site. These can be automatically created using a free online utility, Wordpress plugin, or your CMS's robots.txt creation process.

● **gardenriot.net** ✓

Your website appears to have a robots.txt file.

http://gardenriot.net/robots.txt

Blocked by Robots.txt ✓

● **10web-site.ai/17/liked-ostrich/**

Your page does not appear to be blocked by robots.txt.

The robots.txt file includes important instructions to Search Engines on how to crawl a site, including instructions to ignore particular pages (effectively 'blocking' them). Sometimes these instructions are added intentionally for low value pages, but sometimes they are left over by mistake when a website goes live, or can be written incorrectly excluding more pages than desired.

If you want the page to rank and it's blocked by a rule in robots.txt, you may need to review your robots rules to understand why it's being blocked, and remove the rule. Because robots.txt instructions are a type of code, this may require the help of a developer to correct.

● **gardenriot.net** ✓

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ❌

● **10web-site.ai/17/liked-ostrich/**

We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

A Sitemap is an XML data file on your site that lists all of your site's pages that are available for crawling together with other useful information like last update times and crawling priority. Sitemap files help Search Engines find all your pages to give them the highest chance of being indexed and ranked.

We recommend always having a Sitemaps file in place for your site. Sitemaps can be created manually using a utility, Wordpress plugin, or your CMS's Sitemap creation process. Additionally, the Sitemap should be referenced in your robots.txt file.

● **gardenriot.net** ✓

Your website appears to have an XML sitemap.

https://gardenriot.net/sitemap.xml

Analytics ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is using an analytics tool.

📊 Google Analytics

Web Analytics Tools like Google Analytics allow you to analyze your website's performance and understand your visitors better.

We recommend using an analytics tool on your site. Analytics tracking code can be installed manually into page code with the help of a developer or enabled as a feature of your CMS.

● **gardenriot.net** ❌

We could not detect an analytics tool installed on your page.

Schema.org Structured Data ❌

● **10web-site.ai/17/liked-ostrich/**

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Schema.org Structured Data Markup is a collection of data tags that can be added to your site to allow Search Engines to more easily interpret the content and use it to enhance Search Results. For example there are tags for providing information about your Local Business such as address and phone number, or adding product information on e-commerce pages so that these products can be displayed in shopping aggregators like Google Shopping.

It is a good idea to start incorporating some relevant Schema.org tags into your site to improve interpretation and display by Search Engines.

● **gardenriot.net** ✓

You are using JSON-LD Schema on your page.

Rankings

Top Keyword Rankings

● **10web-site.ai/17/liked-ostrich/**

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
10web login	🇺🇸 EN	7	170	4	▬▬▬▬
c liquid	🇩🇪 DE	27	1,600	3	▬▬▬
c-liquid	🇩🇪 DE	60	1,600	3	▬▬▬
c-liquids	🇩🇪 DE	26	1,600	3	▬▬▬
helphone smartphone	🇪🇸 ES	10	210	2	▬▬
c liquid konzentrat	🇩🇪 DE	17	210	0	
c-liquid konzentrat	🇩🇪 DE	17	210	0	
c liquid konzentrat bestellen	🇩🇪 DE	11	70	0	
c-liquid konzentrat bestellen	🇩🇪 DE	11	70	0	
10web booster	🇮🇳 HI	36	260	0	

The goal of Search Engine Optimization is to improve the ranking of your website for particular keywords to drive more clicks and traffic to your site. The Top Keyword Rankings check shows you the keywords that your site is currently ranking for, ordered by those that are likely driving the most traffic to your site due to a combination of high Search Volume and high ranking. Note, this data is a snapshot and may be several weeks old in some cases.

● **gardenriot.net**

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
pelargoniums	🇺🇸 EN	70	9,900	20	▬▬▬▬▬▬
rose is a shrub or herb	🇮🇳 EN	94	1,900	3	▪
geraniums cuttings	🇬🇧 EN	85	1,600	3	▪
geraniums from cuttings	🇬🇧 EN	99	1,600	3	▪
how do you propagate geraniums	🇺🇸 EN	73	1,600	3	▪
how to propagate a geranium	🇺🇸 EN	83	1,600	3	▪
how to propagate geranium	🇺🇸 EN	67	1,600	3	▪
how to propagate geraniums	🇺🇸 EN	75	1,600	3	▪
how to propagate geraniums	🇺🇸 ES	74	1,600	3	▪
propagate geranium	🇺🇸 EN	63	1,600	3	▪

Total Traffic From Search

● **10web-site.ai/17/liked-ostrich/**

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

22
Monthly Traffic
Volume

> This is an estimate of the Monthly Visitors your site receives as a result of it's Search Engine Rankings. This can be calculated by understanding the full set of keywords your site ranks for multiplied by their monthly search volumes multiplied by the click-through-rate for each of your ranking positions against those keywords.

● **gardenriot.net**

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

124
Monthly
Traffic
Volume

Keyword Positions

● 10web-site.ai/17/liked-ostrich/

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	0	
Position 2-3	0	
Position 4-10	2	▮▮
Position 11-20	4	▮▮▮▮
Position 21-30	4	▮▮▮▮
Position 31-100	7	▮▮▮▮▮▮

> Keyword Positions shows the breakdown of number of ranking keywords by their position. Generally the higher a ranking position for a Search Term, the more traffic the site will receive. It has been researched that top 3 positions account for as many as 60% of clicks, so moving up to higher positions is very valuable goal of SEO Optimization.

● gardenriot.net

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	0	
Position 2-3	0	
Position 4-10	0	
Position 11-20	6	▮
Position 21-30	12	▮
Position 31-100	153	▮▮▮▮▮▮
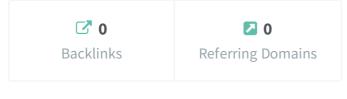
Links

Backlink Summary ✔

● **10web-site.ai/17/liked-ostrich/**

You have a moderate level of backlink activity to this page.

48	7
Domain Strength	**Page Strength**

☑ **0**	↗ **0**
Backlinks	Referring Domains

☀ **0**	🔗 **0**	🎓 **0**	🏛 **0**	☰ **0**	🖥 **0**
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs
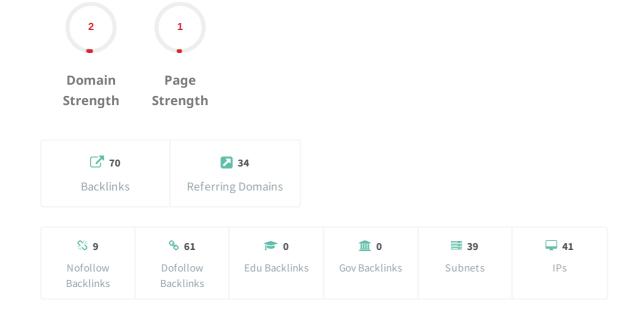
> Backlinks are links to your site from another site. Search Engines can see these interconnections and use them as a strong signal of the importance and authority of your page or content. Backlinks are one of the most important ranking factors, and in general, more links from authoritative websites will improve the ranking ability of your site. Building Backlinks can be a difficult and time consuming activity, though the rewards are large when done successfully.
>
> We recommend having a strategy in place for Building Backlinks to your site. Some common methods including adding your site to relevant online directories, asking other sites to link to you, performing outreach and guest blogging on other websites or creating 'lead magnet' content that encourages linking.

● **gardenriot.net** ✖

You have a reasonably weak level of backlink activity to this page.

2	1
Domain Strength	**Page Strength**

☑ **70**	↗ **34**
Backlinks	Referring Domains

☀ **9**	🔗 **61**	🎓 **0**	🏛 **0**	☰ **39**	🖥 **41**
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks

i

🔵 **10web-site.ai/17/liked-ostrich/**

We haven't found any backlinks to report for this site.

> Backlinks from higher authority websites generally deliver the best ranking potential to your site. This report provides a sample of some of the highest value backlinks we can see linking to your site.

🟢 **gardenriot.net**

i

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
82	https://app.robly.com/archive?id=d5703a8ffa082bd6ec95863d53077386
71	http://www.honeykennedy.com/2017/06/pdx-event-sundaze-collective-9/
66	https://slowflowers.com/listing/portland,portland/p:2
66	https://wayranks.com/learning-from-your-competitors-using-market-knowledge-for-business-success/
59	https://kingranks.com/internet-and-business-online-how-are-you-amplifying-your-business/
54	https://worldwidetopsite.com/website-list-2461/
53	https://bilalarticles.com/website-list-2461/
50	https://seohelperdirectory.com/website-list-no-1533/
49	https://classifieddirectoy.com/website-list-no-1533/
49	https://clicktoselldirectoy.com/website-list-no-1533/

Top Pages by Backlinks

i

🔵 **10web-site.ai/17/liked-ostrich/**

We haven't found any Top Pages data for this site.

> Your Top Pages with the most Backlinks are likely to drive the most ranking value to your site as well as having a higher potential for themselves ranking.
>
> Top Pages are useful to consider when making any change to your site (to make sure they don't get removed or are atleast redirected appropriately). They are also useful to consider from a future link building perspective; is there a particular reason these pages are gathering the most links? and do they present any new content ideas for driving further links?

● gardenriot.net

i

These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks	
https://gardenriot.net/	34	
https://www.gardenriot.net/	24	
http://www.gardenriot.net/	8	
https://www.gardenriot.net/get-dirty/2021/3/20/h76j4it73nw9xm3orwwoq15...	2	
https://www.gardenriot.net/garden-news	1	
https://www.gardenriot.net/planter-garden-gallery	1	

Top Anchors by Backlinks

i

● 10web-site.ai/17/liked-ostrich/

We haven't found any Anchor Text data for this site.

> Anchor Text is the text that is placed inside an A Href HTML tag that links to your site. Anchor Text is a very strong ranking signal that helps Search Engines understand the content of your page and the keywords it should rank for.
>
> It is important for Anchor Text to be natural and diverse. Having a lot of unnatural Anchor Text can be a strong spam signal for Search Engines. Seeing your Anchor Text can also give you an understanding of how others are talking about your website or service.

● gardenriot.net

i

These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks	
gardenriot.net	34	
GARDEN RIOT FLOWERS	20	
Garden Riot	4	
花园里的花	4	
Visit Website	2	
https://www.gardenriot.net/get-dirty/2021/3/20/h76j4it73nw9xm3orwwoq1523tlimi	2	
www.gardenriot.net	2	
Check out her website here	1	
花园骚乱花	1	

Top Referring Domain Geographies

● **10web-site.ai/17/liked-ostrich/**

We haven't found any Geographic Data for this site.

● **10web-site.ai/17/liked-ostrich/**

We haven't found any Geographic Data for this site.

Top TLDs

Top Countries

Top Geographies are locations found to be linking most frequently to your site in terms of Top Level Domain types (TLDs) and actual physical website server locations.

Top Geographies are useful for understanding if you are building links in the right places for your business. Many links from an unexpected location could also point to incorrectly targeted or spammy links that could be disavowed.

● **gardenriot.net**   *i*
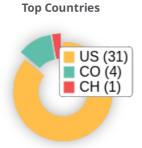
These are the Top Geographies we have found linking to your site.

Top TLDs	Top Countries

com (31)
net (1)
fr (1)
info (1)

US (31)
CO (4)
CH (1)

On-Page Link Structure   *i*

● **10web-site.ai/17/liked-ostrich/**

We found 20 total links. 20% of your links are external links and are sending authority to other sites.
0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://twitter.com/intent/tweet?text=It took me less than a minute to build this website with @10Web's %23AI Website Builder.%0AHow awesome is that%3F⊠	External	Follow
https://www.facebook.com/sharer.php?u=	External	Follow
https://www.linkedin.com/shareArticle?mini=true&url=	External	Follow
https://10web.io/ai-website-builder/	External	Follow
https://10web-site.ai/17/liked-ostrich/	Internal	Follow
https://10web-site.ai/17/liked-ostrich/services/	Internal	Follow
https://10web-site.ai/17/liked-ostrich/about/	Internal	Follow
https://10web-site.ai/17/liked-ostrich/contact/	Internal	Follow
https://10web-site.ai/17/liked-ostrich/tranquility-in-the-city-a-zenscape-garden-transformation/	Internal	Follow
https://10web-site.ai/17/liked-ostrich/year-round-garden-care-zenscape-maintenance-packages/	Internal	Follow

On-Page Link Structuring is a complex SEO topic with a variety of opinions covering how frequently you should link to external vs internal pages, and in which cases to use nofollow links. We provide an informational breakdown on on the page's links for your review.

Some general principles in regards to link structuring include having a strong proportion of your links being to internal pages, as well as explicitly using 'Nofollow' links for any external links that may be to lower quality sites where you don't intend to pass value.

● gardenriot.net

i

We found 25 total links. 16% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://gardenriot.net/cart	Internal	Follow
https://gardenriot.net	Internal	Follow
https://gardenriot.net/design-process	Internal	Follow
https://gardenriot.net/gardens	Internal	Follow
https://gardenriot.net/contact	Internal	Follow
https://gardenriot.net/get-dirty	Internal	Follow
https://www.instagram.com/gardenriotportland/	External	Follow
https://gardenriot.net/garden-works	Internal	Follow
https://gardenriot.net/garden-riot-garden	Internal	Follow
https://gardenriot.net/into-the-wild	Internal	Follow
https://gardenriot.net/urban-chic	Internal	Follow
https://gardenriot.net/meadow-metropolis	Internal	Follow
https://www.instagram.com/squarespace/	External	Follow

Friendly Links ✔

● 10web-site.ai/17/liked-ostrich/

Your link URLs appear friendly (easily human or search engine readable).

> In general, website URLs should be simple and human readable or 'friendly'. This aids in human recognition of the page in the address bar, makes manually typing a page easier, as well as providing more context around the page to Search Engines.
>
> You should aim to use short human readable URLs, with words separated by hyphens, and remove file names, special characters, code strings and multiple levels of sub-folders. Most modern CMS systems will provide options to create friendly URLs. In some systems where a website is older or a collection of files this may be more challenging to reconfigure, but can still be achieved.

● gardenriot.net ✔

Your link URLs appear friendly (easily human or search engine readable).

Target Keyword in URL ✘

● 10web-site.ai/17/liked-ostrich/

We have not identified the Target Keyword in your URL.

It is good practice to use the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● gardenriot.net ✘

We have not identified the Target Keyword in your URL.

Usability

Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

● **10web-site.ai/17/liked-ostrich/**

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

A website can be viewed in a wide variety of resolutions and formats, some dictated by the size of a desktop display, and others by the specific dimensions of a phone or tablet model. Device rendering provides a preview of how the site looks on some popular device resolutions to help identify obvious issues. Note, our method will load a website and resize it's portlet to several dimensions, as opposed to loading the site multiple times directly in different devices.
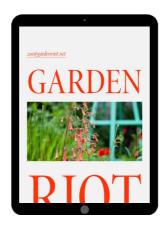
In general a website should be designed and tested to be responsive across a large variety of desktop and mobile device resolutions, as well as being able to transition smoothly (for example when resizing a browser or flipping a tablet from vertical to horizontal).

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.

Google's Core Web Vitals   ✖
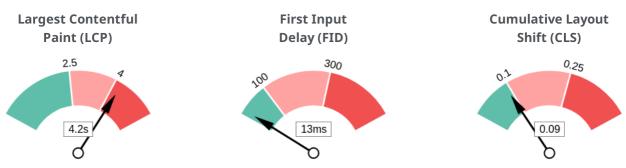
● **10web-site.ai/17/liked-ostrich/**

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.

Largest Contentful Paint (LCP)	First Input Delay (FID)	Cumulative Layout Shift (CLS)
2.5 4 4.2s	100 300 13ms	0.1 0.25 0.09

Core Web Vitals are UI Metrics designed by Google that measure the overall quality of user experience on your site. They assess things such as the appearance of content, interactivity of the page and visual stability from the moment of page load. Core Web Vitals are gathered from real world usage data of a website (hence some smaller websites that haven't been well sampled may not return an appropriate result). Google has made Core Web Vitals a ranking factor for pages with increasing importance.

To improve your Core Web Vitals scores, you may need to read Google's documentation on the topic and follow the recommendations provided in the Google's PageSpeed Insights assessment.

● **gardenriot.net**   *i*

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports ✓

● **10web-site.ai/17/liked-ostrich/**

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

> The Viewport is a Meta Tag within the page's HTML which gives the browser instructions for how to control the page's dimensions and scaling. Setting the Viewport is particularly important for mobile and tablet device responsiveness, as without it, the page can appear incorrectly sized and require zooming or scrolling to view content.
>
> Make sure you include one Meta Viewport tag in the Head section of page HTML.

● **gardenriot.net** ✓

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile ✗

● **10web-site.ai/17/liked-ostrich/**

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

24

Lab Data	Value
First Contentful Paint	3.5 s
Speed Index	5.6 s
Largest Contentful Paint	6 s
Time to Interactive	14.3 s
Total Blocking Time	2.04 s
Cumulative Layout Shift	0.201

Opportunities	Estimated Savings
Reduce unused JavaScript	2.13 s
Eliminate render-blocking resources	1.63 s
Properly size images	1.47 s
Reduce unused CSS	0.82 s
Avoid multiple page redirects	0.63 s

> PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a more important ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.
>
> We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

● **gardenriot.net**　　　　　　　　　　　　　　　　　　　　　　✖

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

22

Lab Data	Value
First Contentful Paint	4.1 s
Speed Index	8.7 s
Largest Contentful Paint	17.7 s
Time to Interactive	18.3 s
Total Blocking Time	1.82 s
Cumulative Layout Shift	0

Opportunities	Estimated Savings
Reduce unused JavaScript	7.8 s
Properly size images	2.25 s
Serve images in next-gen formats	1.2 s
Eliminate render-blocking resources	0.82 s
Reduce unused CSS	0.75 s
Avoid multiple page redirects	0.63 s
Efficiently encode images	0.15 s

Google's PageSpeed Insights - Desktop　　　　　　　　✖

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

71

Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1 s	Reduce unused JavaScript	1.47 s
Speed Index	2.1 s	Properly size images	0.58 s
Largest Contentful Paint	1.9 s	Reduce unused CSS	0.35 s
Time to Interactive	4.3 s	Avoid multiple page redirects	0.19 s
Total Blocking Time	0.15 s	Minify CSS	0.16 s
Cumulative Layout Shift	0.22		

PageSpeed Insights is a tool from Google that evaluates a website's performance in both mobile and desktop, providing suggestions for how to improve it. Google has indicated that performance is becoming a larger ranking factor, so understanding Google's own analysis of your site is valuable. Also irrespective of SEO rankings, it has been well researched that pages that load faster perform better in user bounce rate and conversions.

We recommend reviewing and implementing some of Google's listed opportunities to improve your site.

● gardenriot.net ✖

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

55

Lab Data	Value
First Contentful Paint	1.2 s
Speed Index	2.1 s
Largest Contentful Paint	4 s
Time to Interactive	4.2 s
Total Blocking Time	0.3 s
Cumulative Layout Shift	0

Opportunities	Estimated Savings
Reduce unused JavaScript	1.48 s
Properly size images	1.23 s
Serve images in next-gen formats	0.55 s
Avoid multiple page redirects	0.19 s

Flash Used? ✔

● 10web-site.ai/17/liked-ostrich/

No Flash content has been identified on your page.

Flash is an old embedded website technology that was frequently used in heavily animated features such as games and videos. However, Flash is not supported by all mobile devices and is not easily read by search engines. Improvements to HTML and CSS and the increased speed of modern web browsers have made it possible to implement many similar features with standard web technologies.

If Flash is detected on your site, you should carefully consider whether it is necessary due to the several drawbacks.

● gardenriot.net ✔

No Flash content has been identified on your page.

iFrames Used? ✖

● **10web-site.ai/17/liked-ostrich/**

Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

> iFrames are a HTML tag that allow you to embed other webpages inside your page in a small frame. They generally represent an older coding practice and are discouraged as they can complicate navigation, particularly in mobile, and are harder for search engines to index.
>
> We recommend removing any iFrames if they don't serve a critical purpose, or could be replaced with more natural navigation. However, some coding libraries like Google Tag Manager may still rely on iFrames as part of their internal functionality to load external pages and code files, so you may need to evaluate your usage of them on a case by case basis.

● **gardenriot.net** ✔

There are no iFrames detected on your page.

Favicon ✖

● **10web-site.ai/17/liked-ostrich/**

We have not identified a favicon on your page.

Favicons are a way to increase brand visibility and make your page more recognizable when browsing amongst multiple browser tabs or bookmarks.

> A favicon is a small icon that serves as branding for your website. It's main purpose is to help visitors locate your page easier when they have multiple tabs open. It adds legitimacy to your site and helps boost your online branding as well as trust from potential consumers.
>
> Either use an online Favicon builder tool, or a graphic designer to build your Favicon, and load them into your website or CMS.

● **gardenriot.net** ✔

Your page has specified a favicon.

Email Privacy ✔

● **10web-site.ai/17/liked-ostrich/**

No email addresses have been found in plain text on your page.

> Email addresses shown in clear text on your website can be easily scraped by bots, leading to inclusion in spam mailing lists.
>
> We recommend removing any plain text email addresses and replacing them with contact forms, images, or less obvious text like 'email at website'.

● **gardenriot.net** ✖

Email addresses have been found in plain text.

Line	Email
1683	zoe@gardenriot.net
4856	zoe@gardenriot.net

Legible Font Sizes ✓

● **10web-site.ai/17/liked-ostrich/**

The text on your page appears to be legible across devices.

> Page text legibility is important from an accessibility perspective, and also to ensure your users can comfortably spend time on your site. In particular it's important to review text legibility on mobile and tablet devices where the text may naturally be smaller or lower lighting could make it more challenging to read.
>
> We recommend reviewing the legibility of your text including less considered items like footer links and text.

● **gardenriot.net** ✗

There is some text on your page that is small and may not be legible enough for particular users.

Font Size	Text Block	Style Location
8px	.rc-anchor-normal .rc-anchor-pt, .rc-anchor-invisible .rc-anchor-pt, .rc-anchor-compact .rc-anchor-pt	https://www.gstatic.com/recaptcha/releases/vj7hFxe2iNgbe-u95xTozOXW/styles__ltr.css

Tap Target Sizing ✓

● **10web-site.ai/17/liked-ostrich/**

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

> Tap Target Sizing refers to the size of buttons, links and other navigational elements on the page. On touch screen devices in particular these elements can't be too small or too close together or they will impede clicking and frustrate users.
>
> We recommend reviewing the Tap Target Sizing of your of all your text to ensure they're easily clickable including less considered items like footer elements.

● **gardenriot.net** ✓

The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

Performance Results

A+

Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info ✓
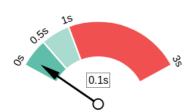
● **10web-site.ai/17/liked-ostrich/**

Your page loads in a reasonable amount of time.

Server Response

0s · 0.5s · 1s · 3s

0.1s

All Page Content Loaded

0s · 5s · 10s · 20s

6.0s

All Page Scripts Complete

0s · 10s · 15s · 20s

11.4s

> Page Load Speed refers to the amount of time it takes to entirely load a webpage in a user's browser. Load speed is complex and can be impacted by a multitude of factors including network, web server, page size, technology, database or coding problems, and may require the help of a developer or systems administrator to troubleshoot. Page Load Speed impacts a user's experience on a website and can directly impact bounce rate and conversions. Additionally, Search Engines are making Page Load Speed a ranking factor.
>
> Optimize Page Load Speed by examining common problem points such as overall file size, server resources or coding problems.

● **gardenriot.net**   ✓

Your page loads in a reasonable amount of time.

Server Response

0s · 0.5s · 1s · 3s

0.2s

All Page Content Loaded

0s · 5s · 10s · 20s

2.6s

All Page Scripts Complete

0s · 10s · 15s · 20s

8.4s

Download Page Size   ✓
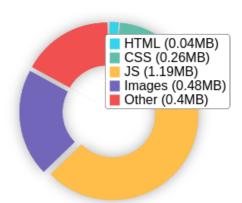
● **10web-site.ai/17/liked-ostrich/**

Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size

0MB · 5MB · 20MB

2.4MB

Download Page Size Breakdown

- HTML (0.04MB)
- CSS (0.26MB)
- JS (1.19MB)
- Images (0.48MB)
- Other (0.4MB)

Total 2.37 MB

Download Page Size refers to the total amount of file content that needs to be downloaded by the browser to view a particular webpage. This includes HTML, CSS, Javascript and Images, though can include a number of other file formats. Generally media files like images and videos are significantly larger than text files and make up the bulk of Download File Size, but also represent the largest optimization opportunity. An important distinction here is 'Download' vs 'Raw' file size. Modern web protocols compress files during transfer, meaning files are usually smaller to download than their actual or 'raw' size. So any manual optimizations you perform would be on the 'raw' file. Download Page Size is one of the biggest contributors to Page Load Speed, which can directly affect rankings, user experience and conversions.

It is important to ensure your Download File Size is as small as possible by removing unnecessary files and minifying and optimizing others. 5MB is a good metric to strive for, though modern websites are gradually increasing in size.

● **gardenriot.net** ✖
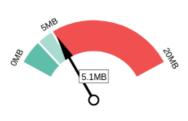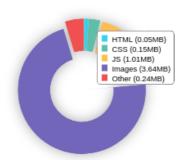
Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

Download Page Size

5.1MB

Download Page Size Breakdown

- HTML (0.05MB)
- CSS (0.15MB)
- JS (1.01MB)
- Images (3.64MB)
- Other (0.24MB)
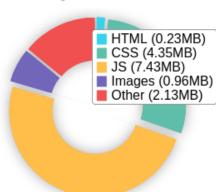
Total 5.09 MB

Website Compression (Gzip, Deflate, Brotli) ✔

● **10web-site.ai/17/liked-ostrich/**

Your website appears to be using a reasonable level of compression.

Compression Rates

HTML	0.04 MB (83% Compressed)
CSS	0.26 MB (94% Compressed)
JS	1.19 MB (84% Compressed)
Images	0.48 MB (50% Compressed)
Other	0.4 MB (81% Compressed)
Total	**2.37 MB (84% Compressed)**

Raw Page Size Breakdown

- HTML (0.23MB)
- CSS (4.35MB)
- JS (7.43MB)
- Images (0.96MB)
- Other (2.13MB)
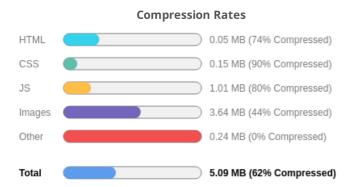
Total 15.1 MB

Modern web servers allow website files to be compressed as part of their transfer, often dramatically reducing the Download File Size and Page Load Speed of a page. There are several different compression algorithms used such as GZIP, Deflate and Brotli. Enabling compression can often represent a simple and quick win to performance, and most new web servers will have this enabled by default.
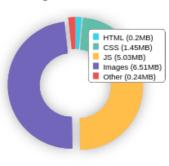
You should ensure that compression is enabled and working effectively on your web server. Sometimes compression may only be partially enabled for particular file types, or using an older compression method, so it is important to understand whether your server is configured as efficiently as possible. This may require the help of a developer to investigate.

● gardenriot.net ✓

Your website appears to be using a reasonable level of compression.

Compression Rates

HTML	0.05 MB (74% Compressed)
CSS	0.15 MB (90% Compressed)
JS	1.01 MB (80% Compressed)
Images	3.64 MB (44% Compressed)
Other	0.24 MB (0% Compressed)
Total	**5.09 MB (62% Compressed)**

Raw Page Size Breakdown

- HTML (0.2MB)
- CSS (1.45MB)
- JS (5.03MB)
- Images (6.51MB)
- Other (0.24MB)
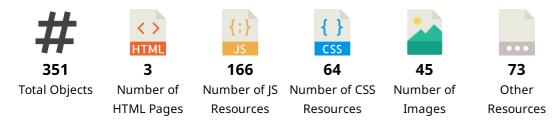
Total 13.43 MB

Number of Resources *i*

● 10web-site.ai/17/liked-ostrich/

This check displays the total number of files that need to be retrieved from web servers to load your page.

#	HTML	JS	CSS	Images	Other
351	**3**	**166**	**64**	**45**	**73**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

> When browsers display a modern website, they have to retrieve a wide variety of files including HTML, CSS, Javascript, Images and other media. As a general rule, every file that needs to be retrieved is another network request that needs to be made by the browser to the server, which can each face some connection overhead and add to Page Load Time.
>
> It is a good idea to remove unnecessary files or consolidate smaller files with similar content like styles and scripts where possible to optimize performance.

● gardenriot.net *i*

This check displays the total number of files that need to be retrieved from web servers to load your page.

#	HTML	JS	CSS	Images	Other
60	**2**	**16**	**3**	**24**	**15**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP) *i*

● 10web-site.ai/17/liked-ostrich/

This page does not appear to have AMP Enabled.

AMP Indicator

AMP Related Doctype Declaration	✕
AMP Runtime	✕
AMP CSS Boilerplate	✕
Embedded Inline Custom CSS	✕
AMP Images	✕
AMP HTML Canonical Link	✓

AMP or Accelerated Mobile Pages, was an initiative originally created by Google to help mobile pages load faster through adherence to a specific set of requirements. Some research demonstrated that AMP enabled pages would receive a ranking benefit. AMP has often been criticized and begun to be deprecated by particular browsers and frameworks.

● gardenriot.net   *i*

This page does not appear to have AMP Enabled.

AMP Indicator

AMP Related Doctype Declaration	✕
AMP Runtime	✕
AMP CSS Boilerplate	✕
Embedded Inline Custom CSS	✕
AMP Images	✕
AMP HTML Canonical Link	✓

JavaScript Errors   ✓

● 10web-site.ai/17/liked-ostrich/

Your page is not reporting any JavaScript errors.

JavaScript is embedded code on a webpage that can perform any number of functions such as modifying page elements dynamically, or making calls to retrieve information live without refreshing the page. JavaScript is a staple of the modern web and used on almost every modern website. However, with increasing usage and complexity, Javascript can fail on a page due to coding problems, incorrect versions or loading issues. Sometimes failures can interrupt proper execution of a page and break other functions, and so Javascript errors should generally be examined to understand the cause and what it's impacts are .

● gardenriot.net   ✓

Your page is not reporting any JavaScript errors.

HTTP2 Usage   ✓

● 10web-site.ai/17/liked-ostrich/

Your website is using the recommended HTTP/2+ protocol.

HTTP is a technology protocol used by web browser to communicate with websites and is a cornerstone of the world wide web. HTTP/2 (and above) are newer versions of the HTTP protocol that offer significant peformance improvements. Older websites may be set to using an older HTTP protocol despite their web servers having been upgraded to support newer versions.

It is worth reviewing whether your website is configured to use the latest available HTTP protocol as it can provide immediate Page Load Speed improvements.

● gardenriot.net ✓

Your website is using the recommended HTTP/2+ protocol.

Optimize Images ✓

● 10web-site.ai/17/liked-ostrich/

All of the images on your page appear to be optimized.

Image and media files in general tend to be the largest component of file size on most modern webpages. File size can directly impact how quickly a page loads, and subsequently the quality of the experience for users. Images in general can have a large range in how much they can be optimized. For example, a high quality photograph downloaded from a camera could be 16MB, but using a reasonable level of size reduction and optimization could comfortably reduce it to 150KB without a noticeable amount of quality loss.

Review the images used on your site, starting from the largest in file size to determine if there are optimization opportunities. You can use common image editing tools like Photoshop or even free online compression tools to optimize them.

● gardenriot.net ✓

All of the images on your page appear to be optimized.

Minification ✓

● 10web-site.ai/17/liked-ostrich/

All your JavaScript and CSS files appear to be minified.

Minification is a procedure run on code text files that can reduce the text size by removing white space and substituting common values or names with shorter versions. Minification also offers the additional value of making code much harder to read and reverse engineer by third parties. It is best practice to minify any exposed JS and CSS Files before publishing them to a live site.

Minification can be done automatically through some development tools and website build procedures, or through minification CMS Plugins, or manually through minification tools available online.

● gardenriot.net ✓

All your JavaScript and CSS files appear to be minified.

Deprecated HTML ✓

● 10web-site.ai/17/liked-ostrich/

No deprecated HTML tags have been found within your page.

HTML, like most coding languages, has had improvements made over time that has removed older features, either due to them simply being problematic, or more often replaced with something better. If you continue to use these older features in your page, you may at the bare minimum not get the expected functionality in your page, or in the worst case, break some execution.

It is recommended to identify and remove any old or 'deprecated' tags from your code. This could be done manually if you have HTML or web design skills, or could be done by upgrading the template and library versions on your website.

● **gardenriot.net**   ✔

No deprecated HTML tags have been found within your page.

Inline Styles   ✖

● **10web-site.ai/17/liked-ostrich/**

Your page appears to be using inline styles.

Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line	Style
129	display: none
136	display: none;
140	display: none;
143	display: none;
149	display: none
150	display: none
221	display: none;
236	display: none
242	display: none
248	display: none
270	display: none;
271	display: none
278	display: none
311	background-color: #212121
312	background-color: #5E45CE
321	background-color: #673657
322	background-color: #758CA9
331	background-color: #EE6043

332	background-color: #212121
341	background-color: #156F5B
342	background-color: #F3BF6C
351	background-color: #2270E2
352	background-color: #49A078
361	background-color: #D8AE5F
362	background-color: #915050
371	display:none;visibility:hidden

HTML provides the ability to embed UI styling attributes within individual HTML elements. Despite this feature being available, it is modern best practice to completely separate UI styling into separate CSS files. This separates functions and centralises UI styling into one place making it easier for example to upgrade the UI styling of a site independently of the page content and structure. Inline styles also have some particular problems in that they can degrade the page load performance of a page and unnecessarily complicate HTML code.

Inline Styles should be manually removed from the HTML code of a page and merged into separate CSS files, but may need the help of a designer to carefully consider their purpose and function.

● gardenriot.net ✖

Your page appears to be using inline styles.

Line	Style
383	--headerBorderColor: hsla(var(--black-hsl), 1); --solidHeaderBackgroundColor: hsla(var(--white-hsl), 1); --solidHeaderNavigationColor: hsla(var(--black-hsl), 1); --gradientHeaderBackgroundColor: hsla(var(--white-hsl), 1); --gradientHeaderNavigationColor: hsla(var(--black-hsl), 1);
433	border-width: 0px !important;
458	
488	padding: 0;
1326	min-height: 1vh;
1344	padding-top: calc(1vmax / 10); padding-bottom: calc(1vmax / 10);
1683	white-space:pre-wrap;
1713	text-align:center;white-space:pre-wrap;
1808	overflow: hidden;-webkit-mask-image: -webkit-radial-gradient(white, black);position: relative;width: 100%;height: 100%;
1825	display:block;object-fit: cover; object-position: 50% 50%
1872	white-space:pre-wrap;
1902	white-space:pre-wrap;

1932	white-space:pre-wrap;
1962	white-space:pre-wrap;
1992	white-space:pre-wrap;
2107	
2143	min-height: 100px; padding-top: 10vmax; padding-bottom: 10vmax;
2162	white-space:pre-wrap;
2232	grid-gap: 100px 100px;
2573	
2584	margin-bottom: 6%; width: 100%;
2595	display:block;object-position: 6.980627922511689% 78.40490030626914%;
2608	max-width: 100%;
2616	margin-top: 6%; max-width: 100%;
2621	white-space:pre-wrap;
2641	
2652	margin-bottom: 6%; width: 100%;
2663	display:block;object-position: 50% 50%;
2676	max-width: 100%;
2684	margin-top: 6%; max-width: 100%;
2689	white-space:pre-wrap;
2689	white-space:pre-wrap;
2709	
2720	margin-bottom: 6%; width: 100%;
2731	display:block;object-position: 49.70233909904842% 22.401400087505476%;
2744	max-width: 100%;
2752	margin-top: 6%; max-width: 100%;
2757	white-space:pre-wrap;
2901	
3274	white-space:pre-wrap;
3369	overflow: hidden;-webkit-mask-image: -webkit-radial-gradient(white, black);position: relative;width: 100%;height: 100%;
3389	display:block;object-fit: cover; object-position: 50% 50%

3500	overflow: hidden;-webkit-mask-image: -webkit-radial-gradient(white, black);position: relative;width: 100%;height: 100%;
3520	display:block;object-fit: cover; object-position: 50.90235784934139% 16.001000062503913%
3631	overflow: hidden;-webkit-mask-image: -webkit-radial-gradient(white, black);position: relative;width: 100%;height: 100%;
3651	display:block;object-fit: cover; object-position: 50% 50%
3762	overflow: hidden;-webkit-mask-image: -webkit-radial-gradient(white, black);position: relative;width: 100%;height: 100%;
3782	display:block;object-fit: cover; object-position: 50.302348474194915% 23.201450090630658%
3886	position: absolute;
4003	overflow: hidden;clip-path: url(#yui_3_17_2_1_1704917490231_12857);-webkit-clip-path: url(#yui_3_17_2_1_1704917490231_12857);position: relative;width: 100%;height: 100%;
4020	display:block;object-fit: cover; object-position: 60.56769932379304% 28.80180011250704%
4067	white-space:pre-wrap;
4067	white-space:pre-wrap;
4067	white-space:pre-wrap;
4067	white-space:pre-wrap;
4187	
4314	white-space:pre-wrap;
4344	white-space:pre-wrap;
4489	min-height: 30vh;
4505	padding-top: calc(30vmax / 10); padding-bottom: calc(30vmax / 10);
4772	white-space:pre-wrap;
4772	white-space:pre-wrap;
4772	white-space:pre-wrap;
4775	vertical-align: middle;
4779	vertical-align: bottom;
4788	vertical-align: middle;
4818	white-space:pre-wrap;
4826	white-space:pre-wrap;
4856	white-space:pre-wrap;
4886	white-space:pre-wrap;
4927	display:none

Social Results

Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected   ✖

● **10web-site.ai/17/liked-ostrich/**

No associated Facebook Page found as a link on your page.

Creating Social Profiles as well as linking to these from your website can help to build trust in your business and provide other mediums to nurture your customer relationships.

We recommend creating all common Social Profiles and linking to these from your website. Most CMS systems will offer fields to enter your Social Profile URLs and will display these in a button row section in the footer.

● **gardenriot.net**   ✓

Your page has a link to a Facebook Page.

Facbook Open Graph Tags ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is using Facebook Open Graph Tags.

Tag	Content
og:title	10Web AI Builder
og:type	website
og:site_name	10Web AI Builder
og:url	
og:description	AI created this website in minutes! Try it yourself now.
og:image	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/share_banner.png
og:image:secure_url	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/share_banner.png
og:image:type	image/png
og:image:width	1624
og:image:height	876

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what is shown when your page is shared on Facebook. You can indicate exactly what content should appear in a sharing snippet's title, description, imagery and other information. This is useful when pages like your homepage, products or articles are shared, and effective sharing can drive traffic and conversions. You may want to ensure that the content presented is correct and has the highest chance of attracting visitors. If you don't define specific content, Facebook may decide automatically which pieces of text and imagery are displayed which may not always be correct or appealing.

We recommend defining as many of Facebook's Open Graph fields as possible, and inserting this code into the HTML of your page. Facebook has a helper tool for creating this content, or sometimes it can be written automatically with the help of a CMS plugin.

● **gardenriot.net** ✓

Your page is using Facebook Open Graph Tags.

Tag	Content
og:site_name	Garden Riot Designs
og:title	Garden Riot Designs
og:url	https://gardenriot.net
og:type	website
og:description	Transform your outdoor space with our specialized landscape garden design service in Portland, Oregon. As a passionate landscape designer, we specialize in crafting naturalistic environments that celebrate the local environment. Our designs boast exuberant colorful plantings that embrace sustainabil

Facebook Pixel ✓

● **10web-site.ai/17/liked-ostrich/**

Your page has a Facebook Pixel installed.

Pixel ID

2165004553783123

> Facebook Pixel is a piece of analytics code that allows Facebook to capture and analyse visitor information from your site. This allows you to retarget these visitors with Facebook messaging in future, or build new 'lookalike' audiences similar to your existing visitors.
>
> In can be a good idea to install a Facebook Pixel if you intend to do any Facebook related marketing in the future in order to prepare audience data.

● **gardenriot.net** ✖

We have not detected a Facebook Pixel on your page.

Twitter Connected ✓

● **10web-site.ai/17/liked-ostrich/**

Your page has a link to a Twitter profile.

● **gardenriot.net** ✖

No associated Twitter profile found as a link on your page.

Twitter Cards ✓

● **10web-site.ai/17/liked-ostrich/**

Your page is using Twitter Cards.

Tag	Content
twitter:card	summary_large_image
twitter:image	https://10web-site.ai/17/wp-content/plugins/ai-builder-demo-plugin-master/assets/images/share_banner.png
twitter:title	It took me less than a minute to build this website with @10Web's %23AI Website Builder.%0AHow awesome is that%3F⬜
twitter:description	AI created this website in minutes! Try it yourself now.

> Similar to Facebook Open Graph Tags, Twitter Cards are a type of structured data that can be placed on your page to control what is shown when your page is shared on Twitter. You can indicate exactly what content should appear in a sharing snippet's title, description, imagery and other information.
>
> We recommend defining as many of Twitter's Cards as possible, and inserting this code into the HTML of your page. Twitter has a cards markup tool for creating this content, or sometimes it can be written automatically with the help of a CMS plugin.

gardenriot.net ✓

Your page is using Twitter Cards.

Tag	Content
twitter:title	Garden Riot Designs
twitter:url	https://gardenriot.net
twitter:card	summary
twitter:description	Transform your outdoor space with our specialized landscape garden design service in Portland, Oregon. As a passionate landscape designer, we specialize in crafting naturalistic environments that celebrate the local environment. Our designs boast exuberant colorful plantings that embrace sustainabil

Instagram Connected ✗

● 10web-site.ai/17/liked-ostrich/

No associated Instagram profile found linked on your page

gardenriot.net ✓

Your page has a link to an Instagram profile.

LinkedIn Connected ✓

● 10web-site.ai/17/liked-ostrich/

Your page has a link to a LinkedIn profile.

gardenriot.net ✗

No associated LinkedIn profile found linked on your page.

YouTube Connected ✗

● 10web-site.ai/17/liked-ostrich/

No associated YouTube channel found linked on your page.

YouTube Activity *i*

● 10web-site.ai/17/liked-ostrich/

No associated YouTube channel found linked on your page.

gardenriot.net ✗

No associated YouTube channel found linked on your page.

gardenriot.net *i*

No associated YouTube channel found linked on your page.

Local SEO

Address & Phone Shown on Website ✗

● 10web-site.ai/17/liked-ostrich/

We can't identify one or both of these components on the page. Missing: Phone, Address

Address & phone number are key pieces of information for customers to contact a local business. However they also help Google identify that the website represents a particular local business to build a complete online profile helping it rank in local search results.

Ensure that your full business address and phone number are correct and clearly visible in clear text on the site and not hidden behind expanders or text that could load dynamically.

● **gardenriot.net**   ✖

We can't identify one or both of these components on the page. Missing: Address

Phone	+1 706991467449

Local Business Schema   ✖

● **10web-site.ai/17/liked-ostrich/**

No Local Business Schema identified on the page.

Local Business Schema is a type of structured data markup that can be added to the code of a webpage. Adding accurate Local Business Schema categories helps Search Engines more understand your website and the business it represents so that it can rank in local search results.

The approach for adding Local Business Schema depends on your website's capabilities. Your CMS may have the ability to input this directly, or you may need to install a Schema app or plugin. Alternatively you can manually create your Schema through the use of an online Schema Generator tool and copy this into the code of your site.

● **gardenriot.net**   ✖

No Local Business Schema identified on the page.

Google Business Profile Identified   ✖

● **10web-site.ai/17/liked-ostrich/**

No Google Business Profile was identified that links to this website.

A Google Business Profile (GBP) is a listing representing your business that appears in Google Maps or standard Google Searches that have local intent. GBP contains key information about the business such as name, location, contact information, opening hours as well as customer ratings and reviews. GBP is an important tool for local businesses to manage their online presence, reach customers on Google, and compete against other similar businesses.

If you are a local business, it is important to create your Google Business Profile (or claim it if one has been automatically created by Google) and update the details as completely and accurately as possible. We try to identify your GBP based on the website URL listed in the profile matching the one in this audit. If your GBP profile exists but we can't identify it, you may want to check that the website URL is correct.

● **gardenriot.net**   ✖

No Google Business Profile was identified that links to this website.

Google Business Profile Completeness   *i*

● **10web-site.ai/17/liked-ostrich/**

No Google Business Profile was identified that links to this website.

It is important your Google Business Profile (GBP) details are complete and correct - in particular those referred to as the 'NAP' - Name, Address Phone. This obviously helps local customers find your business, but also aids local SEO by helping Google accurately identify online citations of your business to understand the online presence, trust and reputation of your business.

We recommend reviewing the details of your business's Google Business Profile and updating it as completely and accurately as possible.

● **gardenriot.net**   *i*

 No Google Business Profile was identified that links to this website.

Google Reviews   *i*

● **10web-site.ai/17/liked-ostrich/**

No Google Business Profile was identified that links to this website.

Google reviews and ratings are critical for a business - they can directly impact customer trust and reputation of your business which drives foot traffic, but are also a ranking signal Google uses to determine how to rank your business in local search results.

Be pro-active in trying to drive reviews for your business (there are multiple methods and online tools to assist) as well as responding to any negative feedback.

● **gardenriot.net**   *i*

 No Google Business Profile was identified that links to this website.

Technology Results

Technology List *i*

● **10web-site.ai/17/liked-ostrich/**

These software or coding libraries have been identified on your page.

Technology	Version
☁ Cloudflare	
Ⓔ Elementor	3.17.3
ⓕ Facebook Pixel	
⅌ FirstPromoter	
⚑ Font Awesome	
◆ Google Tag Manager	
HSTS	
☵ jQuery	
☵ jQuery Migrate	
in Linkedin Insight Tag	
MySQL	
php PHP	
ⓢ Reddit Ads	
Ⓢ Swiper	
🐦 Twitter Ads	
Underscore.js	1.13.4
U Unpkg	
web-vitals	3.5.2
W WooCommerce	
Ⓦ WordPress	

● **gardenriot.net** *i*

These software or coding libraries have been identified on your page.

Technology	Version
HSTS	
reCAPTCHA	
Squarespace	
Squarespace Commerce	
Stimulus	

Server IP Address   *i*

● **10web-site.ai/17/liked-ostrich/**

104.16.159.43

　● **gardenriot.net**   *i*

　198.185.159.145

DNS Servers   *i*

● **10web-site.ai/17/liked-ostrich/**

ns-1266.awsdns-30.org
ns-2015.awsdns-59.co.uk
ns-440.awsdns-55.com
ns-862.awsdns-43.net

　● **gardenriot.net**   *i*

　dns1.p03.nsone.net
　dns2.p03.nsone.net
　dns3.p03.nsone.net
　dns4.p03.nsone.net
　ns01.squarespacedns.com
　ns02.squarespacedns.com
　ns03.squarespacedns.com
　ns04.squarespacedns.com

Web Server   *i*

● **10web-site.ai/17/liked-ostrich/**

cloudflare

　● **gardenriot.net**   *i*

　Squarespace

Charset   *i*

● **10web-site.ai/17/liked-ostrich/**

text/html; charset=UTF-8

　● **gardenriot.net**   *i*

　text/html;charset=utf-8

Child Pages

Page
/about/
/contact/
/services/
/tranquility-in-the-city-a-zenscape-garden-transformation/
/year-round-garden-care-zenscape-maintenance-packages/