

Report

sminpowergroup.com

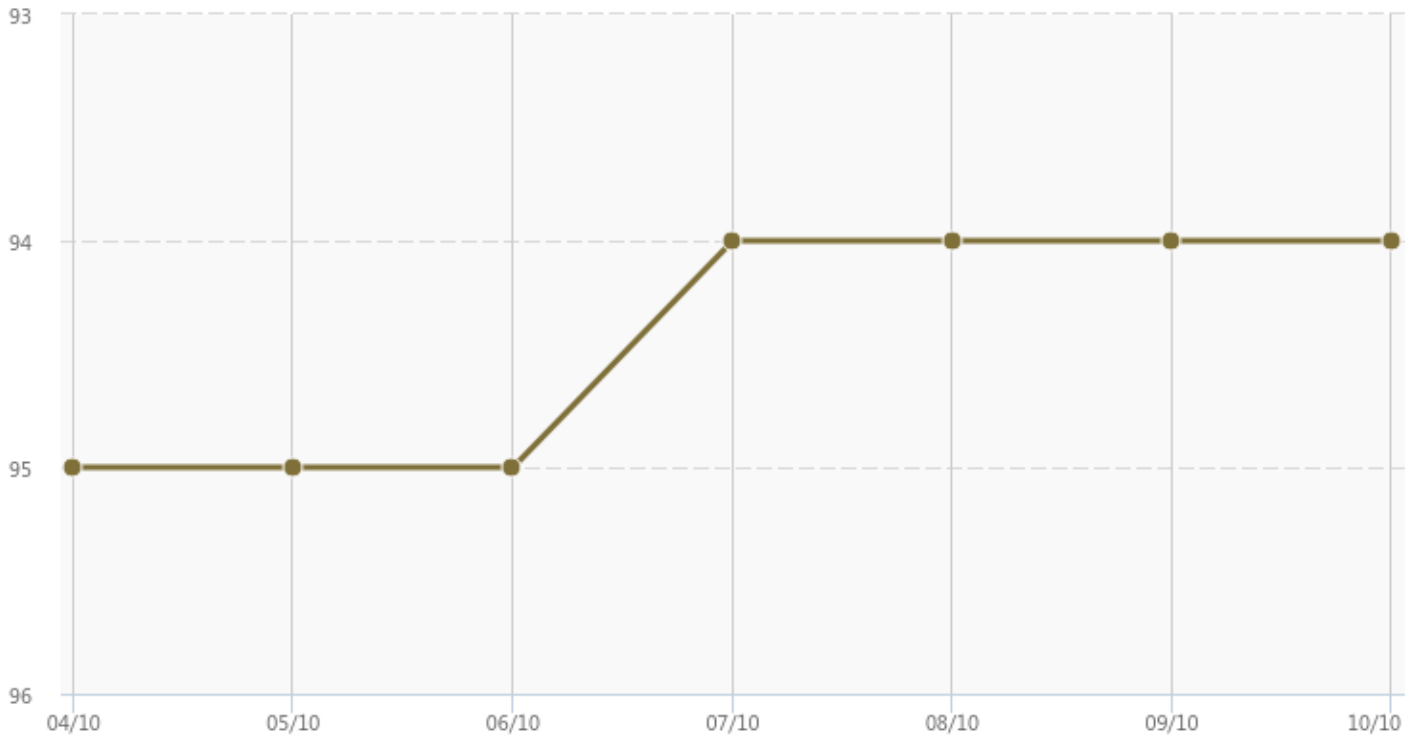
Oct-04 2018 — Oct-10 2018

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SMINPOWERGROUP.COM [SMINPOWERGROUP.COM](#) Report

Report created on Oct-10 2018

From Oct-04 2018
to Oct-10 2018



95
Average position

5
Keywords in Top 10

5
Positions up

143
Positions unchanged

9
Positions down

Rankings for the first and last period dates

Google USA

Oct-04 2018 - Oct-10 2018

Keyword	Oct-04	Oct-10
photovoltaic solar power engineering africa	1	1
solar power engineering africa	3	2 +1
bilevel equalizer	-	6 +94
solar power congo	6	8 -2
solar power consultation	7	8 -1
solar power toledo	21	24 -3
solar power in african villages	29	29
solar power engineering	34	30 +4
renewable energy design	48	51 -3
green energy design	72	65 +7
solar power in africa	75	65 +10
solar energy engineering	61	69 -8
solar power africa	80	82 -2
solar power	-	-
solar power projects in africa	-	-
solar energy in africa	-	-
africa solar	-	-
solar panels africa cost	-	-
off grid solar africa	-	-

Keyword	Oct-04	Oct-10
solar power companies in africa	96	-
africa energy corp	-	-
africa energy news	-	-
africa solar energy potential	-	-
renewable energy africa	-	-
renewable energy projects in africa	-	-
power companies in africa	-	-
energy in africa	-	-
renewable energy projects in africa	-	-
africa solar energy potential	-	-
africa solar power	-	-
renewable energy companies africa	-	-
african energy companies	-	-
off grid electric	-	-
africa solar energy potential	-	-
power africa	-	-
renewable energy development in africa	-	-
renewable energy projects in africa	-	-
solar pv in africa: costs and markets	-	-
solar home systems africa	-	-
Africa solar energy	-	-
solar power design	92	-

Keyword	Oct-04	Oct-10
green energy consulting	74	-
solar energy	-	-
solar power systems	-	-
solar power for homes	-	-
energy management	-	-
photovoltaic	-	-
renewable energy	-	-
renewable energy systems	-	-
solar energy systems	-	-
solar power installation	-	-
solar power industry	-	-
green energy	-	-
battery management	-	-
solar energy companies	-	-
buy solar energy	-	-
solar power for my home	-	-
solar energy information	-	-
solar field	-	-
utility scale pv	-	-
renewable energy feasibility study	-	-
solar energy feasibility study	-	-
photovoltaic feasibility study	-	-

Keyword	Oct-04	Oct-10
pv feasibility study	-	-
energy systems	-	-
green energy systems	-	-
photovoltaic systems	-	-
solar energy design	-	-
photovoltaic design	-	-
solar field design	-	-
renewable energy planning	-	-
renewable energy implementation	-	-
solar energy implementation	-	-
renewable energy management	-	-
green energy management	-	-
solar energy management	-	-
solar power system	-	-
solar power planning	-	-
utility scale solar power	-	-
solar power feasibility	-	-
solar power implementation	-	-
solar power management	-	-
solar power usa	-	-
solar power ohio	-	-
photovoltaic engineering	-	-

Keyword	Oct-04	Oct-10
renewable energy engineering	-	-
green energy engineering	-	-
electricity africa	-	-
green energy africa	-	-
solar power for home	-	-
solar africa	-	-
solar energy for africa	-	-
green energy companies	-	-
green energy solutions	-	-
complete solar power kits for homes south africa	-	-
solar power information	-	-
solar power for homes south africa	-	-
solar energy companies in south africa	-	-
development of solar energy in south africa	-	-
advantages of solar energy in south africa	-	-
solar power in south africa	-	-
solar energy projects in south africa	-	-
solar power kits for home use in south africa	-	-
green energy solutions south africa	-	-
residential photovoltaic systems	-	-
solar power system cost	-	-
solar power system design	-	-

Keyword	Oct-04	Oct-10
solar power south africa	-	-
solar power companies in south africa	-	-
solar energy in south africa	-	-
solar energy projects	-	-
residential solar power systems	-	-
africa renewable energy potential	-	-
renewable energy in sub saharan africa	-	-
renewable energy in africa prospects and limits	-	-
renewable energy in africa pdf	-	-
renewable energy sources in south africa	-	-
impact of renewable energy in south africa	-	-
solar energy feasibility	-	-
photovoltaic systems cost	-	-
solar energy technologies	-	-
solar energy in africa pdf	-	-
ohio solar power companies	-	-
african solar power	-	-
proinso african solar power	-	-
how will renewable energy impact south africa	-	-
list of solar energy companies in south africa	-	-
renewable energy training courses south africa	-	-
short courses in renewable energy in south africa	-	-

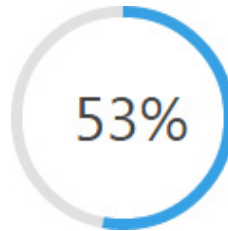
Keyword	Oct-04	Oct-10
renewable energy south africa jobs	-	-
funding for renewable energy projects in africa	-	-
funding for solar energy projects in africa	-	-
grants for renewable energy projects in africa	-	-
list of renewable energy companies in south africa	-	-
photovoltaic jobs south africa	-	-
renewable energy internships south africa	-	-
jobs in renewable energy in south africa	-	-
renewable energy companies in africa	-	-
renewable energy in africa report	-	-
top renewable energy companies in south africa	-	-
renewable energy south africa	-	-
renewable energy jobs africa	-	-
africa renewable energy	-	-
renewable energy companies in south africa	-	-
solar energy system cost	-	-
green energy south africa	-	-
grants for renewable energy projects in africa 2017	-	-
africa renewable energy grants	-	-
renewable energy in africa	-	-
african renewable energy fund	-	-
solar energy jobs south africa	-	-





Keyword	Oct-04	Oct-10
the race to solar power africa	-	-
renewable energy opportunities in south africa	-	-
africa renewable energy fund	-	-
lithium ion battery management	-	-
battery equalizer	-	-
li-ion battery management	-	-

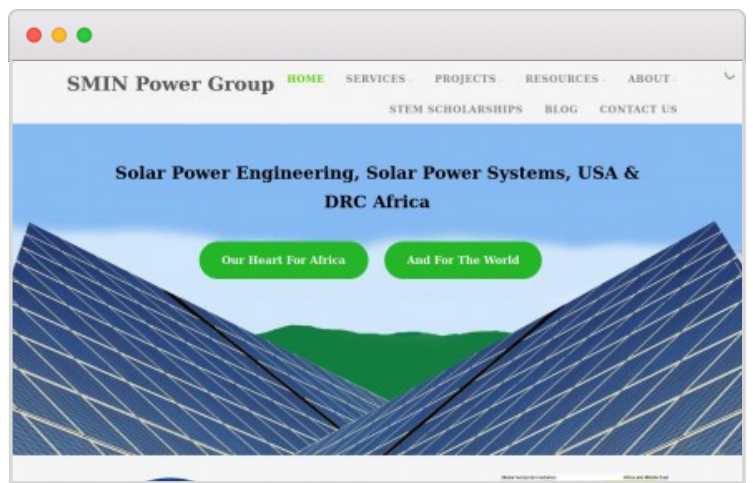
Website audit

Domain overview

IP address:	192.249.118.119
Server location:	United States
Age:	6 y 11 m
Expiration date:	Sep-05 2019
Web archive age:	Jun-25 2013
MozLinks:	177
MozDomainAuthority:	15
Alexa rank:	18,112,489
G pages indexed:	383
Bing pages indexed:	0
Yahoo pages indexed:	1,180



-  357 Crawled pages
-  8,539 Passed Checks
-  192 Important Fixes
-  2,166 Semi-important fixes



Health check

✔ WWW redirect

This option checks whether your website runs with www or without www in order to avoid the usage of duplicate content.

✔ URL rewrite

Make sure to rewrite your URLs that will help users and search engines see clear and clean URLs. Your website's URLs shouldn't contain vague elements that will make them difficult to read. All URLs should be clean and clear for users. With SEO Friendly URL it is easy to rank your website in search engines and share different articles with clear URLs in social media. Don't use underscores in your URLs.

✔ Trailing slashes

If you use the trailing slashes at the end of the URL it makes it pretty and clear, while the URL without slash will look quite weird.

✔ Redirects HTTP traffic to HTTPS

HTTPS is a guarantee of user data protection (including payment details), as well as a good ranking signal for search engines. In 2016, Google officially [announced](#) that since January 2017 a secure communication will become the official algorithm. So, sites on HTTP will gradually lose their positions.

✔ Robots.txt

Robots.txt file helps to restrict access for the selected search engine robots and prevent them from indexing specific pages or the whole of the website. Robots.txt file contains the link to the XML sitemap file that helps search engine crawlers to discover and index the maximum number of the website's pages.

✔ XML sitemap

It is important to create [XML sitemaps](#) in order to help search engines crawl your website. After submitting your Sitemap to the search engines, we recommend you to get the feedback how to improve it. You can generate XML sitemaps for URLs, images and videos, news and mobile content.

You should specify the change frequency for each URL, time when you have made the last changes and the importance of the URLs. You will help search engines to crawl the site easily and intelligently.

✘ No flash

Optimizing your content for search engines, we recommend you to avoid Flash as much as possible. It is better to use Flash for specific enhancements as search engines can't index properly Flash content.

Resolve

Try to avoid [Flash](#) content for websites in order to maximize your SEO. If you use Flash for your website you should follow the guide for your SEO:

1. Try to use multiple Flash files
2. Add your content in HTML format to your Flash files in order to be easily indexed by search engines
3. Make sure you have optimized your flash-based website for all browsers to enhance usability on your site. You can use the Scalable Inman Flash Replacement method (SIFR) or theSWFObject Method to change the flash content.
4. Use Sitemaps for your Flash website as it will help to facilitate the indexing of your website pages.
5. Don't use Flash for website navigation as you will confuse users for navigation options and you won't get accurate data to measure your site performance.

⚠ No frame

Resolve

Avoid the use of frames on your web pages as much as possible and use the [NoFrames tag](#) on website.

✔ Common homepage variations

Make sure that your website content doesn't have multiple URLs as Google will consider it as duplicate content.

Pages analysis

Here you can get all information about your website for the last months. It shows possible errors Google robots can meet while crawling your website. You will get all stats about the pages with too long URL, blocked robots.txt, too big size, Noindex meta tags, rel="canonical", rel="alternate", meta refresh redirect and etc.

✔ 275 Pages with 2xx response

-
- ✔ 0 Pages with 3xx response

 - ✔ 0 Pages with 4xx response

 - ✔ 0 Pages with 5xx response

 - ✔ 0 Pages with too big size

 - ⚠ 45 Pages with too long URL

 - ✔ 0 Pages blocked by robots.txt

 - ✔ 4 Pages blocked by meta noindex

 - ✔ 0 Pages blocked by meta nofollow

 - ✔ 0 Pages with meta refresh redirect

 - ✔ 280 Pages with rel="canonical"

 - ✔ 0 Pages without rel="canonical"

 - ✔ 0 Pages with the same canonical URL rel="canonical"

 - ✔ 0 Pages with duplicated rel="canonical" tag

 - ✔ 275 Pages with rel="alternate"

 - ✔ 0 of Pages with the hreflang attribute

 - ✔ 275 Pages with no hreflang attribute

 - ✔ 0 Pages with errors in the hreflang attribute
-

Meta analysis

Make sure your titles and meta description have unique content and contain 10-70 characters for titles and 50-320 characters for meta description. All your titles and meta description should contain your important keywords. Your meta descriptions will influence your search results. Check your titles and meta descriptions with Google Search Console for warning messages about duplicate content.

- ✘ 76 Pages with duplicate title

✔ 0 Pages with missing or empty Title

⚠ 53 Pages with Title too long > 70

✔ 0 Pages with Title too short < 10

⚠ 161 Pages with missing or empty Description

⚠ 11 Pages with duplicate Description

⚠ 22 Pages with Description too short < 50

✔ 0 Pages with Description too long

Content analysis

Keep in mind that unique content plays a vital role in search engine results. Your website structure should include HTML headings (h1-h6). Try to use important keywords in your headings. The tag H1 must have the most important keywords. Don't use [duplicate content](#) for your heading tags. The best variant is just to use h1-h3.

Write only unique content, no duplicate and rewritten content. Keep your content with 400 words and more. Too long articles are not good either. It is better to keep a happy medium. Try to minimize the number of spelling and grammar mistakes.

✔ 0 Pages with duplicate content

⚠ 216 Pages with a low word count < 250

✘ 5 Pages with empty H1 tag

✘ 5 Pages with no H1 tag

⚠ 36 Pages with H1 too long

✘ 98 Pages with duplicated H1 tag

⚠ 1 Page with empty H2 tag

✔ 0 Pages with no H2 tag

⚠ 120 Pages with H2 too long

Links analysis

Make sure you have no more than 100 external links per each page. Try to link only to quality website. Use [Nofollow tag](#) for external links if you don't want to show unsolicited links to search engines. Optimize the anchor text of your links with important keywords. Avoid keyword stuffing. Don't use too spammy links for your website. Analyze the structure of your interlinking here: [Google Search Console](#): Search Traffic > Internal links.

-
- ✓ 0 Pages with too many outgoing links > 100

 - ✓ 0 URLs with the excessive number of redirects > 5

 - ⚠ 150 Internal links with missing anchor

 - ⚠ 519 External links with missing anchor

 - ✓ 146 Internal links use rel="nofollow"

 - ✓ 183 External links use rel="nofollow"

 - ⚠ 8 Pages with no inbound internal links

 - ✓ 3323 External links use rel="dofollow"

 - ⚠ 2 External links with 4xx status

 - ⚠ 2 External links with 5xx status


 - ✓ 3506 External links


 - ✓ 235 Links in the XML site map
-

Images analysis

Keep your Alt text and Image titles unique per each image. Use no more than 7 words for Alt text. Avoid keyword stuffing. Make your images informative and detailed with important keywords. Get good-quality images with a specified width and height for each one.

-
- ⚠ 666 Images with missing ALT text
-

 6 Images with 4xx status


 0 Images with 5xx status

Optimization

Mobile

 Eliminate render-blocking JavaScript and CSS in above-the-fold content

 Leverage browser caching

 Prioritize visible content

 Optimize images

 Minify HTML

 Minify CSS

 Enable compression

 Reduce server response time

 Avoid landing page redirects

 Minify JavaScript

Desktop

 Minify HTML

 Eliminate render-blocking JavaScript and CSS in above-the-fold content

 Optimize images

⚠ Minify JavaScript

⚠ Minify CSS

⚠ Leverage browser caching

✅ Prioritize visible content

✅ Enable compression

✅ Avoid landing page redirects

✅ Reduce server response time

Usability and technologies

✅ Favicon

Make sure that you have a favicon for your website and it is consistent with your brand. The favicon should give your website a professional look, an easy identification and branding.

❌ Custom 404 page

Use a [Custom 404 page](#). If you correctly create your Custom 404 page, it will help people find all proper content, provide other useful information and encourage them to stay your website further.


A 404 page is an error message that a user sees when trying to follow a non-existing page on your website (for example, if this page is deleted or you've mistyped URL). The standard 404 page can differ from your ISP and it usually doesn't contain any helpful information, that's why many people are used to leave this website.

Resolve

Create a 404 page and customize it in the way you use for other pages of your website, including the navigation bar.

✅ Website speed avg: 781 ms

It is important to have a fast [website speed](#) as it has a great impact on your website ranking. Good website speed will bring you more visitors and reward you with high conversion rates.

 **Safe browsing**

Try to avoid phishing and malware for your website. You can make your website work safe with [Google Safe browsing](#).

 **W3C HTML validation**

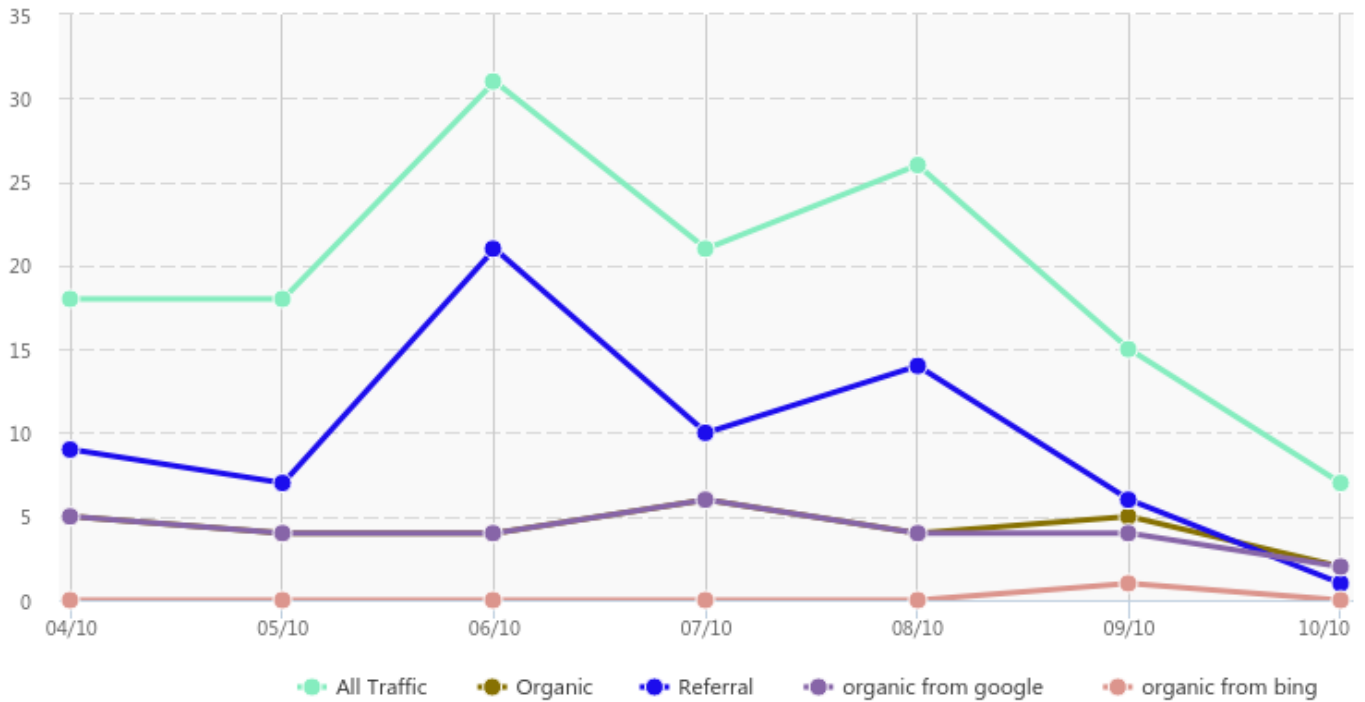
Make sure that you use valid markup that doesn't contain HTML errors. With syntax errors you make your page difficult to get indexed by search engines.

[Errors: 13, warnings: 43](#)

Resolve

You can check website errors with [W3C validation service](#) and make sure your website meets the web standards.

Traffic overview



91

Visits

2.94%

Bounce rate

176.93 sec.

Avg. Session Duration

53.68%

% New Sessions

702

Page views

136

Sessions

5.16

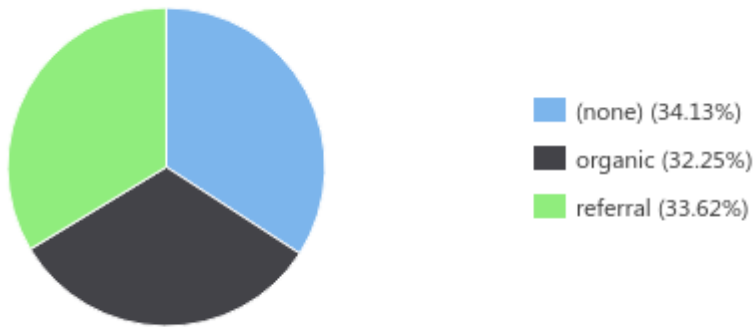
Pages / Session

Traffic by countries



- ▲ Brazil (5.97%)
- Canada (1.37%)
- China (1.88%)
- Congo - Kinshasa (16.89%)
- France (8.02%)
- Germany (4.1%)
- India (2.56%)
- Netherlands (1.19%)
- ▲ 1/2 ▼

Traffic by sources



Organic Sources

