



# SOFTWARE

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## INTERNET MARKETING REPORT

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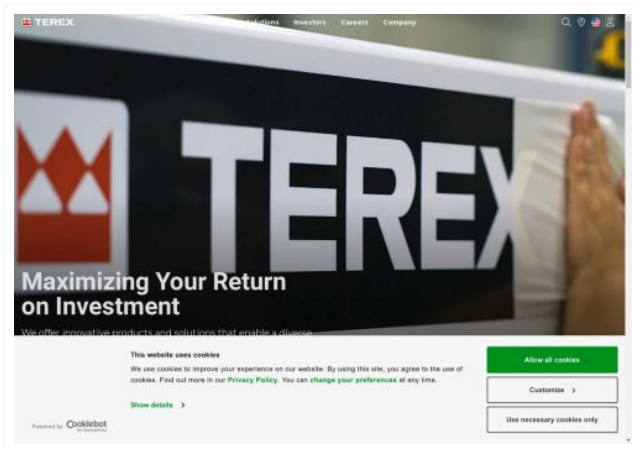
Prepared for  
<http://www.terex.com>

Jul 16, 2024



## SEO issues found on your site for [www.terex.com](http://www.terex.com)

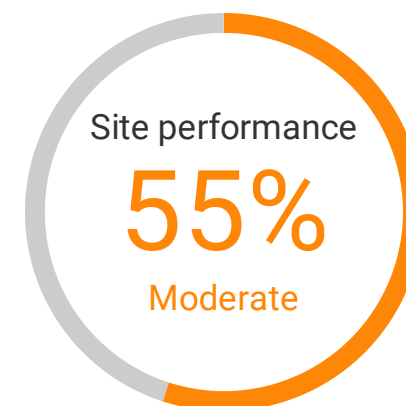
This report shows the SEO issues that, when solved, will improve your site rankings and increase traffic to your website.



16 errors












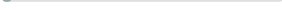




3 warnings


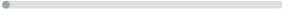


23 passed



## Best performers for your keywords in search results

Your site position on search engine result pages greatly influences your site traffic. The better the position, the more traffic your site may expect. The average site position is calculated for Google.co.uk - peterborough, uk, Google.co.uk - peterborough, uk (Mobile) and Yahoo.com (UK) (Moderate SafeSearch)

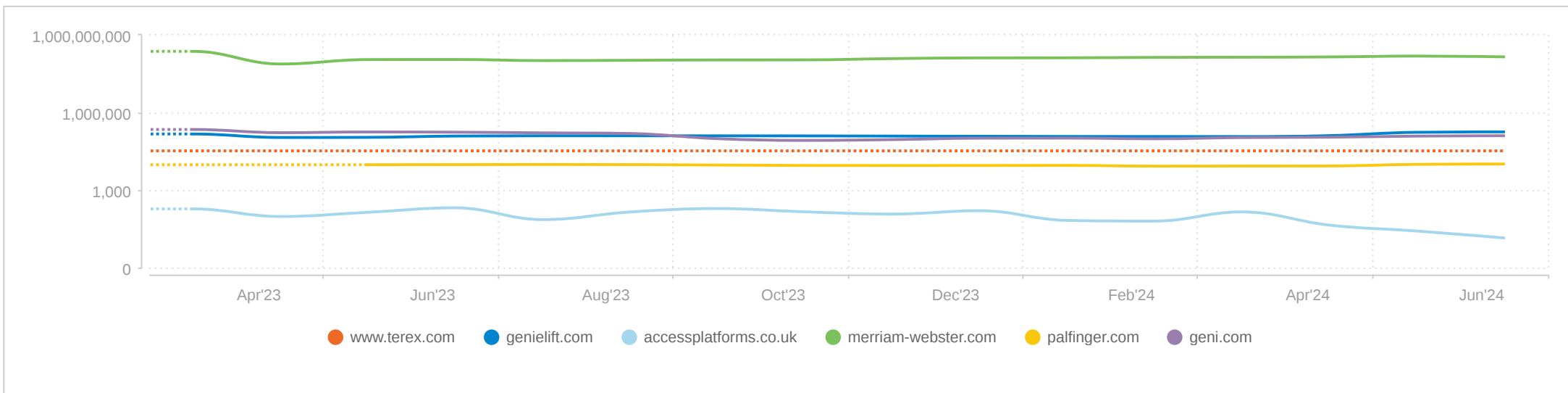
Best performers in your industry	Ranks highly for	Estimated traffic share
 genielift.com	Arial Work Platforms, Genie	23.1% 
 accessplatforms.co.uk	Arial Work Platforms	17.6% 
 merriam-webster.com	Genie	4.6% 
 palfinger.com	Arial Work Platforms	3.6% 
 geni.com	Genie	3.6% 
 midlandpallettrucks.com	Arial Work Platforms	3.2% 
 genieproducts.co.uk	Genie	3.2% 
 mathsgenie.co.uk	Genie	3.2% 

Best performers in your industry	Ranks highly for	Estimated traffic share
 manitou.com	Ariah Work Platforms	2.9% 
 geniedrinks.co.uk	Genie	2.9% 

⚠ Warning! Your site is not in the Top 10 sites with the highest estimated traffic share because your site is too rare in the search engine results pages. Immediate SEO action should be taken because your competitors receive almost all the traffic.

## Organic traffic of Top 5 competitors and your site

Each site visitor is a prospect customer of yours. The more targeted traffic your site gets, the higher your revenue will be. The graph compares your estimate organic traffic for the previous month to those of your organic competitors.



## Popularity in social media

Each mention in social media makes your brand more recognizable and brings you targeted traffic. The social media performance of your home page is compared to those of the best performers in your industry.

Facebook likes, shares & comments for home page





 **4,251**

Facebook has more than 1.55 billion monthly active users. It is vital to be where your prospects are.

Pinterest

 **1**

Pinterest is a photo & video sharing service that helps discover and save ideas and can generate major traffic due to 175 million monthly active users.

Social network	www.terex.com	genielift.com	workplatformltd.co.uk	accessplatforms.co.uk
 Facebook Social media popularity of your domain is higher than those of your competitors. Keep it up!	 <b>8,570</b>	5,181	3,021	52
 Pinterest Social media popularity of your domain is higher than those of your competitors. Keep it up!	 <b>1</b>	0	1	0

## SEO factors that influence site visibility on search engines

Search engines use hundreds of factors to decide what site better fits the needs of searchers. If your site has no site visibility issues, it will be ranked higher on the search engine result pages and get more targeted traffic.

### Majestic Trust Level of the home page

✔ 1.54

The home page is trustworthy, keep it up!

This parameter shows if the home page is trustworthy. If it is less than or equal to 0.50, then this page is likely to be low quality or even spammy.

### Pages indexed by Google

✔ 13,900

OK, all scanned pages are indexed by Google.

The Google index lists all the webpages that Google knows about. When Google visits your site, it detects new and modified pages and updates the Google index.

Number of links pointing to your site

 220,230

Good job, keep on working on qualitative links.

This refers to the number of backlinks pointing to a website according to Majestic.

Keyword presence in important areas

 2

keywords were not found in important page areas

If you want your site to be found, you should use keywords in the Title tag, Description tag, Body and H1 heading of a home page.

Images that will not appear in Google image search



Some images will not appear in Google image search.

Google image search can bring you targeted traffic. Search engines CANNOT index your image based only on what the image looks like - you will need to tell them what the image is with the help of image ALT tags.

Domain Trust Flow

 62

Good job, keep on working on quality backlinks.

The Majestic Domain Trust Flow score is a metric designed to decide how trustworthy a site is. If there are authoritative, trustworthy backlinks to a site, Domain Trust Flow will be higher.



## Domain Citation Flow

 49

A rank lower than 50 means that not enough backlinks are pointing to your domain.

The Majestic Citation Flow score is a metric that measures the Link Equity (or Link Juice) of a domain considering the links pointing to it. If there are more domains pointing to a site, the more influential it will be.

## Google Analytics tracking code on site pages

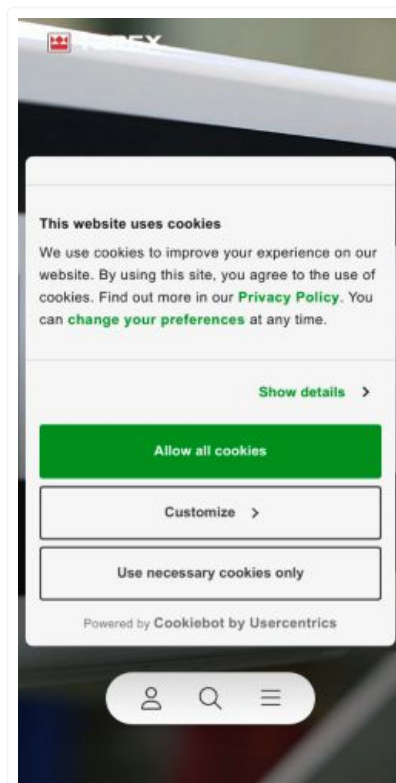


Present: [Google Analytics](#)

Google Analytics will help analyze the user behavior on your site and find landing pages and weak points where users leave your site.

## Home page usability issues

More and more searches today are performed on mobile devices. Your site should look perfect both on mobile and desktop devices and they should do well at converting visitors into customers. Search engines use page speed and a usability score to rank site pages.



### Mobile Speed Score

 54 / 100

Your site pages load too slowly on mobile devices! You should optimize your site code because you may lose visitors irritated by a slow site.

This shows if your site pages load quickly on mobile devices.

### Mobile usability



Site is not optimized for mobile devices.

More and more people use mobile devices and tablets for web surfing. Mobile optimization can increase sales, generate more traffic and boost customer engagement.

### Desktop Speed Score

 95 / 100

Good job! Your site pages load fast on PCs.

This shows whether or not your site pages load fast on PCs.

## Technical issues on your site

Technical issues found on your site may put off your prospect customers and signal search engines that the site has been neglected. Make sure your site is free of them.

### "Page Not Found" issues



No issues found, keep it up!

This shows if your site has broken links that will lead your visitors to a page with a 404 error. "Page not found" issues reduce your site quality and may negatively impact your site visitors' experience.

### Server issues



No issues found, keep it up!

This shows if there are site pages that could not be accessed because the server was too slow to respond.

### Broken images



No issues found, keep it up!

This shows if there are red x's instead of images on your site pages.

### Broken anchors



No issues found, keep it up!

Broken anchors make navigation on your site pages less convenient and user friendly.

Page access issues

 3

issues found, fix them as soon as possible

This shows if site pages with limited access (401, 403 errors) can be found by your users. These pages should not be accessible to your site visitors.

Slow response time pages










No issues found, keep it up!

This shows if there are pages that load slowly due to insufficient server response time.

The data above is shown for 43 scanned pages.

## Site rankings in search engines

If your site is not found on the first page of the search engine results for key terms, then it doesn't exist for your prospect customers.

Keyword	Google.co.uk - peterborough, uk	Yahoo.com (UK) (Moderate SafeSearch)	 Google.co.uk - peterborough, uk
Genie	 not in Top 10	 not in Top 10	 not in Top 10
Arial Work Platforms	 not in Top 10	 not in Top 10	 not in Top 10

## Toxic links pointing to your site

0

toxic backlinks found

Low-quality (toxic) backlinks can have a negative impact on your site rankings or even provoke search engines to ban your pages, not rank certain keywords or remove the site from search results.

## Compliance with Google requirements

If your site doesn't meet Google requirements, it may get lower positions on Google results pages and therefore receive less traffic.

Pages with a non-optimized TITLE tag

⚠ 13

pages have a non-optimized TITLE tag.

This shows how many pages of your site either have no TITLE tag or have overly long or duplicate TITLE tags.

Pages with a non-optimized Description tag

⚠ 24

pages have a non-optimized Description tag.

This shows how many pages of your site either have no Description tag or have too long or duplicate Description tags.

Pages with an excessive number of outbound links



No issues found, keep it up!

This shows how many pages of your site have too many links that point to other sites. This may be considered by search engines to be spam.

Pages with a non-optimized URL



No issues found, keep it up!

This shows how many page URLs of your site have an excessive number of dynamic parameters or specific characters that make it not understandable for visitors and search engines.

Pages with a non-optimized heading



pages have issues with headings.

This shows how many pages of your site have either no H1 heading or more than one H1 heading on a page. Missing or excessive usage of H1 headings will decrease your rankings because search engines consider it to be optimal to have just one H1 heading, in order to determine a page's theme.

Pages with search engine unfriendly redirects



No issues found, keep it up!

This shows how many pages of your site have META Refresh or 302 redirects. Those redirects are search engine unfriendly and pass no link weight to the target pages.

Ease of access to your site for search engines



No issues found, keep it up!

The ease of access is defined by the presence of a sitemap (sitemap.xml or sitemap.xml.gz) and robots.txt in the root directory of website.

The data above is shown for 43 scanned pages.