



Your website score

## Review of davidzvirner.com

Generated on 2013-08-02

### Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.









The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Inside pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.











Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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### Iconography

- |  |   |  |
|--|---|--|
|  Pass     |  High impact   |  Very hard to solve |
|  Moderate |  Medium impact |  Hard to solve      |
|  Fail     |  Low impact    |  Easy to solve      |
|  FYI      |   |  |

**Traffic Estimations** Low  High

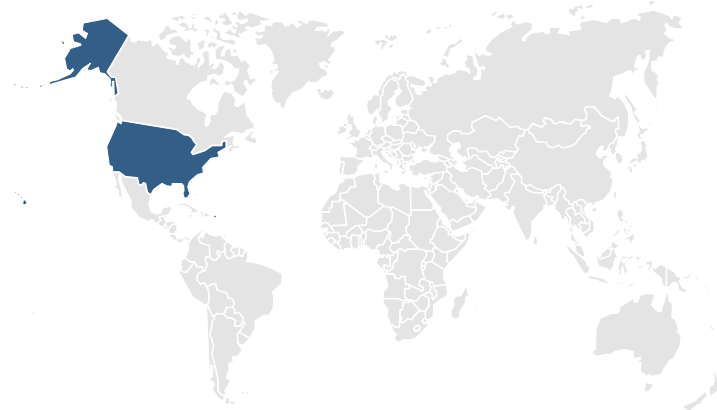
○○○

We use multiple tools to estimate web traffic, including Google™ Trends and Alexa™ .  
Nevertheless, your analytics will provide the most accurate traffic data.

**Traffic Rank** 483963th most visited website in **the World**  
188918th most visited website in  United States

A low rank means that your website gets a lot of visitors.  
Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.  
Reviewing the [most visited websites](#) by country can give you valuable insights.  
Quantcast provides similar services.

## Visitors Localization



6  69

N°	Popular Countries (ccTLD)	Status	Expiration
1	davidzwirner.us	Domain Not Available	0 Year(s) 10 Month(s) 26 Day(s)

We recommend that you book the domain names for the countries where your website is popular. This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.



## ✓ Social Impact

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<b>Facebook Likes</b>	161	<b>Facebook Shares</b>	301
<b>Facebook Comments</b>	104	<b>Twitter Backlinks</b>	124
<b>Delicious Bookmarks</b>	2	<b>StumbleUpon</b>	375
<b>Google™ +</b>	7		

The impact of social media is huge for certain industries.

Learn how to [further engage](#) your social media audiences and create a consistent fan base. [Check these helpful tools](#) for managing your social media campaign.

Note: This data represents [social media influences](#) from your website's URL, it does not represent data from specific brand pages.

## ✓ Twitter™ Account

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The Twitter™ Account [@davidzwirner](#) is booked and it is linked to your website.

<b>Name</b>	David Zwirner
<b>Followers</b>	13589
<b>Tweets</b>	1123
<b>Bio</b>	Official Twitter of David Zwirner, a contemporary art gallery with locations in New York (Chelsea) and London (Mayfair).
<b>Location</b>	New York and London
<b>Account Age</b>	2 years, 6 months, 8 days ago

Your Twitter usage statistics look great. You can enhance them even more by [building connections with industry experts](#) and exchanging expertise or content. [Learn](#) from today's top Twitter-using brands.

Plus, here are a [few tips](#) to help create a Twitter promotion plan.



## Mobile Load Time

Slow



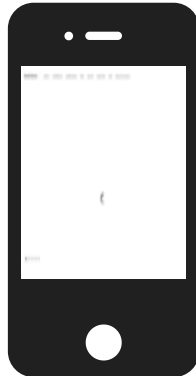
Fast

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Try to load your website on a mobile device and measure the download time. If your website takes more than five seconds to download on a mobile device, you will lose **74 percent** of your audience! Mobile usage is growing fast, especially in North America, where it will soon outpace desktop browsing usage. **Make sure your site loads fast** and that it looks nice on all types of mobile devices. Be sure to not use Flash, and keep photos and videos to a minimum. Here are **two useful tips** from Google™ for optimizing your mobile site speed.

## Mobile Rendering

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The number of people using the Mobile Web is huge; over **75 percent** of consumers have access to smartphones. **Your website should look nice** on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

## Mobile Optimization

Your website is not optimized for Mobile Visitors

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- |                      |                 |
|----------------------|-----------------|
| ✗ Mobile Redirection | ✗ Mobile CSS    |
| ✗ Meta Viewport Tag  | ✓ Flash content |
| ✗ Apple Icon         |                 |

Make sure that your **website is prepared** for mobile browsing. These are the different aspects that can be optimized for mobile users:

- Mobile CSS
- Meta Viewport Tag
- Apple Icon
- Mobile Redirection
- No Flash content



✔ **WWW Resolve** Perfect! Your website with and without www redirects to the same page.  
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Great, your website directs [www.davidzwirner.com](http://www.davidzwirner.com) and [davidzwirner.com](http://davidzwirner.com) to the same URL. Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✔ **URL Rewrite** Perfect, your URLs look clean.  
 ◎◎◎ \*\*\*

Great! You have clean (user-friendly) URLs which do not contain query strings. Clean URLs are not only SEO-friendly but are also important for usability.

✔ **IP Canonicalization** Yes  
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Good, your website's IP address is forwarding to your website's domain name. To check this for your website, enter your IP address in the browser and see if your site loads with the IP address. Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider. If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

✔ **robots.txt** <http://www.davidzwirner.com/robots.txt>  
 ◎◎◎ \*\*\*

Great, your website has a robots.txt file. A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located. [Click here](#) to check your robots.txt file for syntax errors.

✘ **XML Sitemap** Missing  
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Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently. We recommend that you generate an XML sitemap for your website and submit it to both Google™ Webmaster Tools and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

✔ **Underscores in the URLs** No  
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Great, you are not using underscores (these\_are\_underscores) in your URLs. While Google™ treats hyphens (these-are-hyphens) as word separators, it does not treat underscores as word separators.



## Title

Home » David Zwirner



**Length:** 20 character(s)

Great, your [title](#) contains between 10 and 70 characters.  
 Make sure your title is explicit and contains your [most important keywords](#).  
 Be sure that each page has a unique title.



## Description

Representing forty-three artists and estates, David Zwirner is a contemporary art gallery active in both the primary and secondary markets. Since opening its doors in 1993, it has been home to innovative, singular, and pioneering exhibitions across a variety of media and genres. The gallery has helped...



**Length:** 305 character(s)

Ideally, your [meta description](#) should contain between 70 and 160 characters (spaces included).  
[Meta descriptions](#) allow you to influence how your web pages are described and displayed in search results. A good description acts as a potential organic advertisement and encourages the viewer to click through to your site.  
 Ensure that your meta description is explicit and contains your [most important keywords](#). Also, each page should have a unique meta description relevant to the content of that page.



## Meta Keywords

David Zwirner, New York, London, Chelsea, Art, Art Gallery, Gallery, Contemporary, Zwirner

**Length:** 90 character(s)

[Meta keywords](#) are used to indicate keywords that are relevant to your website's content. Because search engine spammers have abused this tag, however, it provides [little to no benefit](#) to your search rankings.  
 You can safely avoid the use of this tag for new web pages. For existing web pages, make sure the meta keywords do not appear to be spammy.



## Headings



H1	H2	H3	H4	H5
1	0	0	0	0

- [H1]

Your website does not use [HTML headings](#) (<H1> to <H6>) or it has far too many HTML headings.  
 Use your keywords in the headings and make sure the first level (<H1>) includes your most important keywords.  
 For more effective [SEO](#), use only one <H1> tag per page.



## Images

We found **6** images on this web page.



No alt attributes are empty or missing.

Good, most or all of your images have alternative text ([the alt attribute](#)).  
[Alternative text](#) describes your images so they can appear in [Google™ Images](#) search results.

## Text/HTML Ratio 3.2 %



This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content. A ratio between 25 and 70 percent is ideal. When it goes beyond that, the page might run the risk of being considered spam. As long as the content is relevant and gives essential information, it is a plus to have more of it.

## Flash No



Good, no Flash content has been detected on this page.

Flash should only be used for specific enhancements. Although Flash content often looks nicer, it cannot be properly indexed by search engines. Avoid full Flash websites to maximize SEO.

This advice also applies to AJAX.

## Frames No



Great, there are no frames detected on this page.

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

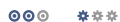
## Blog We found a Blog on this website.



Starting a blog is a great way to boost your SEO and attract qualified visitors.

Use these great tips to boost the SEO performance of your blog.

## Inside Pages Analysis



Title	Description	Text/HTML
<a href="#">About » David Zwirner</a>	Representing forty-three artists and estates, David Zwirner is a contemporary art gallery active in both the primary and secondary markets. Since opening its doors in 1993, it has been home to innovative, singular, and pioneering exhibitions across a variety of media and genres. The gallery has helped...	27.53 %
<a href="#">Publications » David Zwirner</a>	Representing forty-three artists and estates, David Zwirner is a contemporary art gallery active in both the primary and secondary markets. Since opening its doors in 1993, it has been home to innovative, singular, and pioneering exhibitions across a variety of media and genres. The gallery has helped...	12.81 %
<a href="#">Artists » David Zwirner</a>	Representing forty-three artists and estates, David Zwirner is a contemporary art gallery active in both the primary and secondary markets. Since opening its doors in 1993, it has been home to innovative, singular, and pioneering exhibitions across a variety of media and genres. The gallery has helped...	4.43 %

No duplicate content has been detected on the pages of your website.

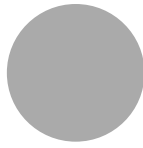
Use Google™ Webmaster Tools to improve the way search engines index your website.



## ✓ In-Page Links

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We found a total of 14 link(s) including 0 link(s) to files



- External Links: noFollow ( 0% )
- External Links: Passing Juice ( 0% )
- Internal Links ( 100% )

Anchor	Type	Juice
Image	Internal Links	Passing Juice
artists	Internal Links	Passing Juice
exhibitions	Internal Links	Passing Juice
publications	Internal Links	Passing Juice
fairs	Internal Links	Passing Juice
search	Internal Links	Passing Juice

Limit the number of links to 200 per page. Use [Nofollow](#) to optimize the [juice](#) that you want to pass to each link.



## Keywords Cloud

june july york group **august**

This Keyword Cloud provides an idea of your most frequently recurring keywords. They are likely to be the **keywords** with the greatest probability of ranking high in the search engines.

## Keywords Consistency

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Keywords	Content	Title	Description	H
august	4	×	×	×
york	3	×	×	×
july	3	×	×	×
group	3	×	×	×
june	2	×	×	×
Keywords (2 words)	Content	Title	Description	H
august york	3	×	×	×
july august	3	×	×	×
york group	2	×	×	×
Keywords (3 words)	Content	Title	Description	H
july august york	3	×	×	×
august york group	2	×	×	×

This table highlights the importance of being **consistent with your use of keywords**. To improve the chance of ranking high in search results with a specific keyword, you should use the most **important keywords consistently** in your content, title, description, H titles, internal links anchor text and backlinks anchor text.

## Google™ Ranking

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Keywords	Rank	URL
doug wheeler	1	<a href="http://www.davidzwirner.com/">http://www.davidzwirner.com/..</a>
gordon matta clark	2	<a href="http://www.davidzwirner.com/">http://www.davidzwirner.com/..</a>
lisa yuskavage	2	<a href="http://www.davidzwirner.com/">http://www.davidzwirner.com/..</a>
david zwirner	3	<a href="http://www.davidzwirner.com/">http://www.davidzwirner.com/</a>
dan flavin	3	<a href="http://www.davidzwirner.com/">http://www.davidzwirner.com/..</a>
richard serra	6	<a href="http://www.davidzwirner.com/">http://www.davidzwirner.com/..</a>

Your website ranks highest with these keywords.

This data is provided by SEMRush™.

## 👁 Competitors in Google™

N°	URL
1	<a href="http://yayoi-kusama.jp">http://yayoi-kusama.jp</a>
2	<a href="http://victoria-miro.com">http://victoria-miro.com</a>
3	<a href="http://qag.qld.gov.au">http://qag.qld.gov.au</a>
4	<a href="http://jpf.org.vn">http://jpf.org.vn</a>
5	<a href="http://chinati.org">http://chinati.org</a>
6	<a href="http://juddfoundation.org">http://juddfoundation.org</a>

This is an estimation of the websites who are ranking above yours in the organic search results in Google™. You can consider that these websites are your online competitors since they are ranking high with the same keywords as yours.

We recommend that you visit these websites and conduct an in-depth analysis of them in order to understand why they are ranking high. This will help you learn about your market and your keywords.

This data is provided by [SEMRush™](#).



## PageRank

Low



High

PageRank: 6

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Your website's PageRank is impressive.

PageRank™ (commonly called PR) is a link analysis algorithm used by Google™ to assess the popularity/authority of a website. The PageRank goes from 0 to 10. New websites start at PR0 and authority websites, like Twitter.com, have a PR10.

Websites with a high PageRank™ are crawled more frequently and their outgoing links have more passing juice.

## Related Websites

N°	URL	Score
1	<a href="http://www.matthewmarks.com/">http://www.matthewmarks.com/</a>	-
2	<a href="http://www.gagosian.com/">http://www.gagosian.com/</a>	-
3	<a href="http://www.luhringaugustine.com/">http://www.luhringaugustine.com/</a>	-
4	<a href="http://www.gladstonegallery.com/">http://www.gladstonegallery.com/</a>	-

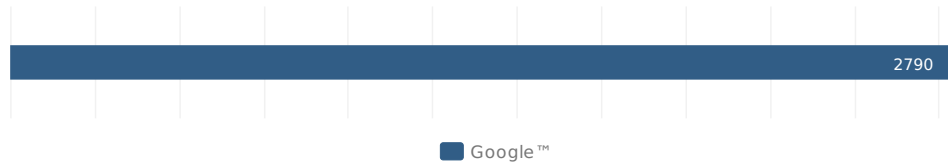
This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to [learn more about your competitors'](#) web marketing strategies.

## Indexed Pages

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This is the number of pages on your website that are indexed by Google™.

The more pages that search engines index, the better, as this offers more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) probably indicates that your internal link architecture needs improvement and is preventing search engines from crawling all of the pages on your website. You might want to create/check your site's XML sitemap and submit it to Google™. You must also build backlinks to your site's inside pages to help Google™ bots crawl and index your web pages.

Check Google™ Webmaster Tools under Health and Index Status, to keep track of the status of your site's indexed pages.

## Domain 1st Registered 15 years 2 Month 26 Days ago

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Your domain is old enough to encourage search engines to give it a higher rank.

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors).



## Domain Expiration

5 Year(s) 10 Month(s) 7 Day(s)

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Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



## Popular Pages

[Home » David Zwirner](#)

[About » David Zwirner](#)

[Publications » David Zwirner](#)

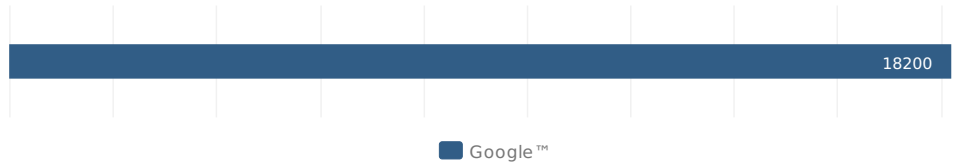
[Artists » David Zwirner](#)

This lists your website's popular pages.



## ✓ Backlinks Counter

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Backlinks are [links that point to your website](#) from other websites. They are like letters of recommendation for your site. Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

## ✗ DMOZ

No

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Your website is not listed in [DMOZ](#), a multilingual [open content directory](#) constructed and maintained by a community of volunteer editors.

Submitting your website is important because search engines take DMOZ into account and sometimes display the company descriptions submitted to DMOZ in search results.



URL

<http://davidzwimer.com>

**Length:** 12 character(s)

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines. A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., <http://www.mysite.com/en/products>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to [make your site more "crawlable" by Google™](#).

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.



Favicon

Yes

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Great, your website has a [favicon](#). Make sure this favicon is [consistent with your brand](#).

Resource: Check out this [amazing idea](#) for improving the user experience with a special favicon.



404 Error Page

Great, your website has a custom 404 error page.

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Take advantage of the opportunity to provide a [beautiful](#) 404 Error Page for your visitors.



Printability

We could not find a Print-Friendly CSS

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This is a special CSS style sheet which ensures that unnecessary interface designs and images are left out when printing pages from your site, saving the user a lot of ink.

It is just another way to provide a rich user-experience.

If you do not have a print style sheet yet, [set one up](#).



Conversion Forms

We could not find a Conversion Form on this page.

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Add a [conversion form](#) for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. [Converting visitors](#) into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you [optimize your website](#) to boost conversions.

Page Size 13.8 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files. Page size affects the speed of your website; try to keep your page size below 300 Kb. Tip: Use images with a small size and optimize their download with gzip.

Load Time 1.72 second(s) (8.01 Kb/s)



Your website is too slow. Slow page load time is one of the biggest complaints of web users. If the load time/Kb is short, it means your homepage is too big. If the load time/Kb is long, this could be due to a server problem, a network problem, poor code optimization (cache, Mysql queries, etc.), or a third-party issue (advertising codes, analytics codes, etc.). Site speed is becoming an **important factor** for ranking high in Google™ search results. Resources: Check out Google™'s developer tutorials [for tips](#) on how to make your website run faster. Monitor your server and receive SMS alerts when your website is down with a [website monitoring tool](#).

Language **Declared:** Missing

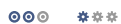


**Detected:** en

You have not specified the language. Use the [META Language Attribute](#) to declare the intended language of your website. **Tips for multilingual websites:**

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

Microformats We found 0 type(s) of Microformat



This page does not take advantage of Microformats. A **microformat** is a technical semantic markup that can be used to better structure the data submitted to search engines. Thanks to microformats, Google™ regularly **improves** its presentation of search results.

Dublin Core Missing



This page does not take advantage of [Dublin Core](#). Dublin Core is a set of standard [metadata elements](#) used to describe the contents of a website. It can help with some internal search engines and it does not bloat your code.



## Server IP

184.168.43.1

**Server location:** 🇺🇸 SCOTTSDALE

Your server's IP address [has little impact](#) on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors. Search engines take the geolocation of a server into account as well as the server speed.

Use [DNSstuff](#) for comprehensive reports on your server.

## Spam Block

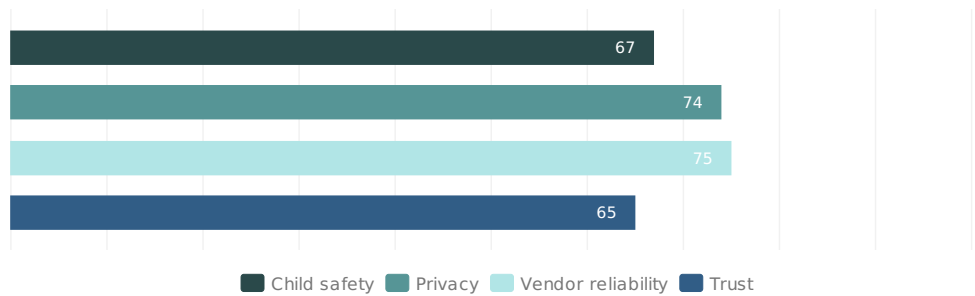
Your IP is not Blacklisted in the [Spammer Directory](#).

👁👁👁 \*\*\*

It is important that your SEO efforts are not tarnished by spammy activities. Take care to avoid forum and blog spam and use best practices when sharing your content.

In addition, if you send email campaigns or [transactional emails](#), use professional email software to keep your IP clean and improve the deliverability of your emails.

## Trust Indicators



This data is provided by [WOT™](#).

## Safe Browsing

Yes

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Great, your website is safe.

No evidence of [phishing](#) and/or [malware](#) has been detected.

## Domain Availability

👁👁👁

Domains (TLD)	Status	Expiration
davidzwimer.net	Domain Not Available	0 Year(s) 10 Month(s) 27 Day(s)
davidzwimer.org	Domain Not Available	0 Year(s) 10 Month(s) 27 Day(s)
davidzwimer.info	Domain Not Available	0 Year(s) 10 Month(s) 27 Day(s)
davidzwimer.biz	Domain Not Available	0 Year(s) 10 Month(s) 26 Day(s)
davidzwimer.eu	Domain Available	Available. <a href="#">Book it now!</a>

[Register](#) the various extensions of your domain to protect your brand from cybersquatters.



## Typo Availability

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Domains (Typo)	Status	Expiration
savedzwirner.com	Domain Available	Available. <a href="#">Book it now!</a>
dzvidzwirner.com	Domain Available	Available. <a href="#">Book it now!</a>
dacidzwirner.com	Domain Available	Available. <a href="#">Book it now!</a>
davudzwirner.com	Domain Available	Available. <a href="#">Book it now!</a>
davidwirner.com	Domain Available	Available. <a href="#">Book it now!</a>
davidzqirner.com	Domain Available	Available. <a href="#">Book it now!</a>

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

## Email Privacy

Good, no email address has been found in plain text.

Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

## Directory Browsing

No

⦿⦿⦿ \* \* \*

Great! Your server prevents visitors from browsing your directory by accessing it directly, this is excellent from a security standpoint.

## Server Signature

No

⦿⦿⦿ \* \* \*

Good, your server signature is off. This is excellent from a security standpoint.



## ✔ Google™ Analytics Yes

⊙⊙⊙ \*\*\*

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed. It is also good to install one extra tool to have a confirmation of the results.

Analytics Tools: [Google™ Analytics](#), [Quantcast™](#), [SiteCatalyst™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

## 🔗 Technologies

Apache

Web server

Google Analytics

Analytics

jQuery

JavaScript framework

WordPress

CMS

WordPress

Blog

PHP

Programming language

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

## ✘ W3C Validity

**Invalid:** 1 Errors, 1 Warning(s)

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Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.

To fix the detected errors, run the [W3C validation service](#).

W3C is a consortium that sets web standards.

## 🔗 Doctype

XHTML 1.0 Transitional

Declaring a [doctype](#) helps web browsers to render content correctly.

## ✔ Encoding

UTF-8

⊙⊙⊙ \*\*\*

Great, language/character encoding is specified.

Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

## Speed Tips

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Watch out: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✓ Perfect, your website does not use inline styles.
- ✗ Too bad, your website has too many CSS files (more than 4).
- ✓ Perfect, your website has few JavaScript files.
- ✗ Too bad, your website does not take advantage of [gzip](#).

Website speed has a huge effect on SEO. [Speed-up your website](#) so search engines will reward you by sending more visitors. Also, conversion rates are far higher for websites that load faster than their slower competitors.