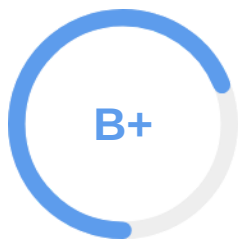


Website Report for belldavispitt.com

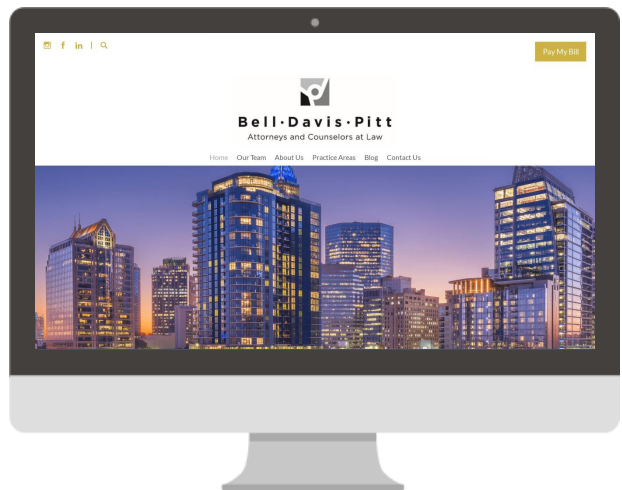
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for belldavispitt.com



Your page could be better

Recommendations: 8



On-Page SEO



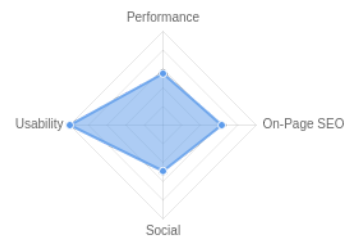
Usability



Performance



Social



Recommendations

Reduce your total page file size

Performance

Medium Priority

Reduce length of title tag (to between 50 and 60 characters)

On-Page SEO

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Create and link your X profile

Social

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Remove any Deprecated HTML

Performance

Low Priority

Improve Google Business Profile Rating & Review Count

Other

Low Priority

On-Page SEO Results



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

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).



Winston-Salem & Charlotte NC Law Firm | Bell, Davis & Pitt

Length : 67

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

Meta Description Tag

Your page has a meta description of optimal length (between 120 and 160 characters).



Bell, Davis & Pitt is a North Carolina law firm in Winston-Salem and Charlotte, providing exceptional service and delivering high-quality legal work.

Length : 153

SERP Snippet Preview

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://www.belldavispitt.com> :

Winston-Salem & Charlotte NC Law Firm

Bell, Davis & Pitt is a North Carolina law firm in Winston-Salem and Charlotte, providing exceptional service and delivering high-quality legal ...

H1 Header Tag Usage



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

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency
H2	3
H3	13
H4	0
H5	0
H6	0

Keyword Consistency

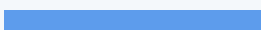

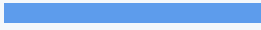
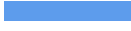
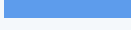





Your page's main keywords are distributed well across the important HTML tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
attorneys	×	×	✓	15
law	✓	✓	✓	13
bell	✓	✓	✓	9
davis	✓	✓	✓	9
pitt	✓	✓	✓	9
firm	✓	✓	✓	9
practice	×	×	×	7
winston-salem	✓	✓	✓	7

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
bell davis	×	×	✓	8	
davis pitt	×	×	×	8	
bell davis pitt	×	×	×	8	
practice areas	×	×	×	4	
get to know	×	×	✓	4	
real estate	×	×	✓	3	
law firm	✓	✓	✓	3	
areas blog	×	×	×	2	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 704

Image Alt Attributes

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



We found 20 images on your page and 1 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.

SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

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



Analytics

Your page is using an analytics tool.



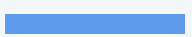



 Google Analytics

Rankings

Top Keyword Rankings

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	Position	Total Searches	Estimated Traffic	
attorneys winston-salem		3	1,900	185	
lawyer winston salem nc		3	1,900	185	
bell davis & pitt		1	590	179	
bell davis and pitt		1	590	179	
bell davis pitt		1	590	179	
attorney in winston salem nc		4	1,900	125	
attorney winston salem nc		4	1,900	125	
lawyer winston salem		4	1,900	125	
winston salem nc law firms		4	1,900	125	
attorneys in winston-salem		5	1,900	89	

Total Traffic From Search

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



2,023

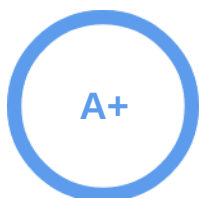
Monthly Traffic
Volume

Keyword Positions

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	4
Position 2-3	3
Position 4-10	18
Position 11-20	9
Position 21-30	7
Position 31-100	70

Usability



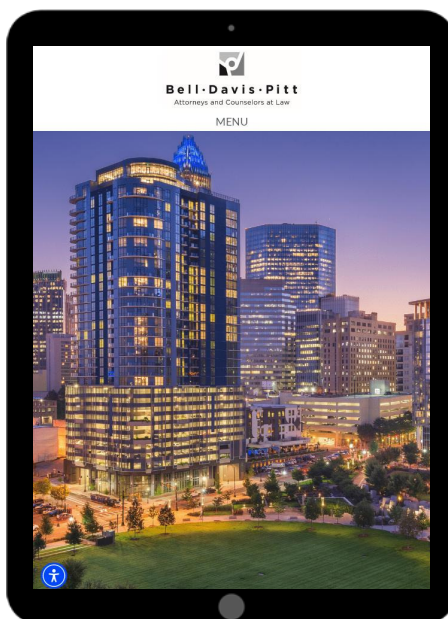
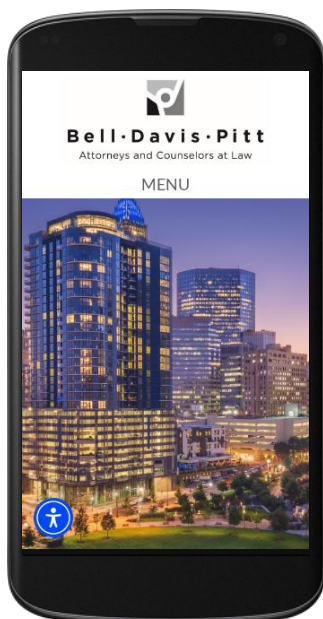
Your usability is very good!

Your page is highly usable 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

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.

i

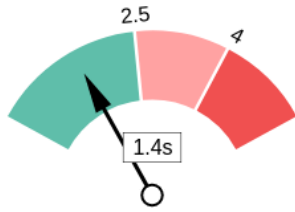


Google's Core Web Vitals

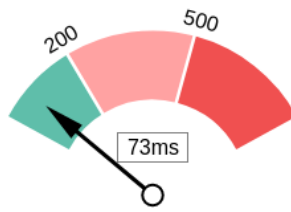
Your page has passed Google's Core Web Vitals assessment.



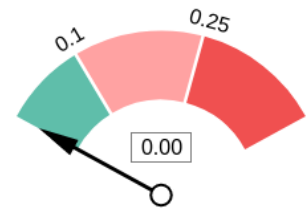
Largest Contentful Paint (LCP)



Interaction To Next Paint (INP)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

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



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy

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



Legible Font Sizes

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



Tap Target Sizing

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



Performance Results



Your performance could be better

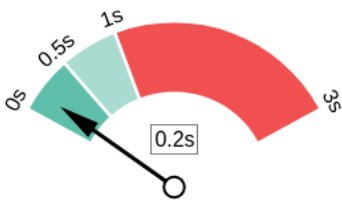
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

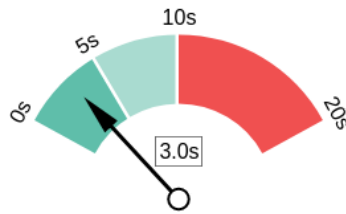
Your page loads in a reasonable amount of time.



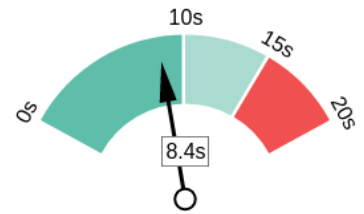
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

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

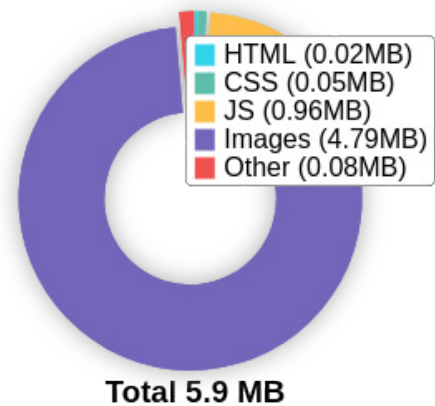


A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown

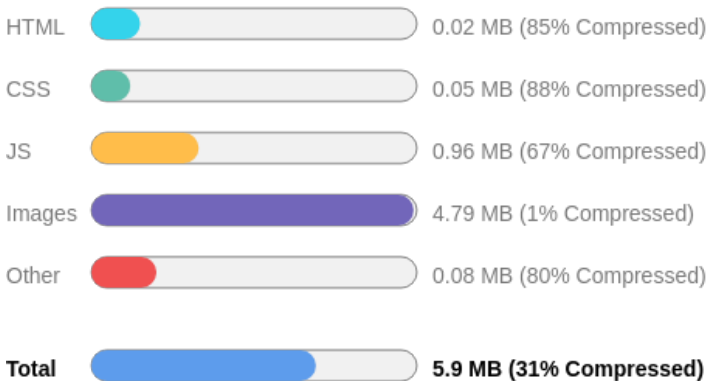


Website Compression (Gzip, Deflate, Brotli)

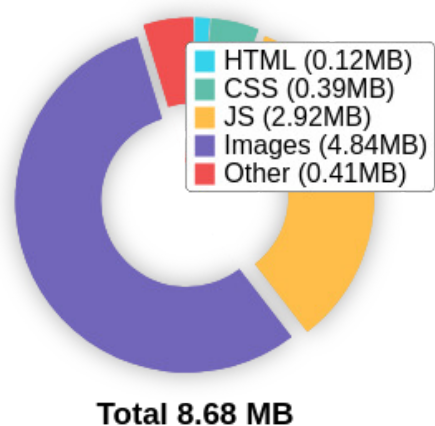
Your website appears to be using a reasonable level of compression.



Compression Rates

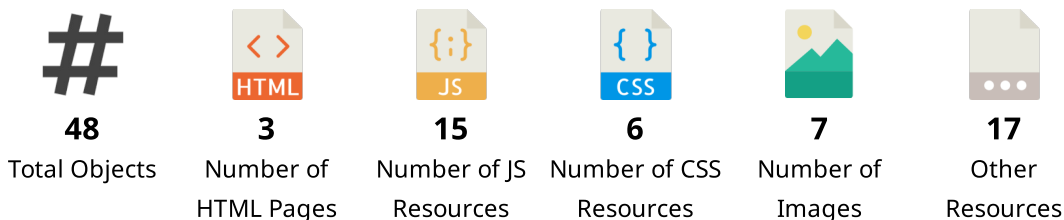


Raw Page Size Breakdown



Number of Resources

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



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

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



Optimize Images

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



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

Deprecated HTML tags have been found within your page.



These tags are no longer officially supported in modern web browsers, and hence are recommended to be removed as they could cause display issues.

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 Page Linked

Your page has a link to a Facebook Page.



 <https://facebook.com/BellDavisPitt>

Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



X (formerly Twitter) Account Linked

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



X Cards


Your page is using X Cards.



Instagram Linked

Your page has a link to an Instagram profile.



 <https://instagram.com/belldavispitt>

LinkedIn Page Linked

Your page has a link to a LinkedIn profile.



 <https://linkedin.com/company/bell-davis->

YouTube Channel Linked



No associated YouTube channel found linked on your page.

YouTube Channel Activity



No associated YouTube channel found linked on your page.

Local SEO

Address & Phone Shown on Website

Address and phone number visible on the page.



Phone +1 704 227 0400

Address 7101 BDP CHARLOTTE Call 704.227.0400
227 W. Trade St. Suite 1800 Charlotte, NC
28202

Google Business Profile Identified

A Google Business Profile was identified that links to this website.



 Bell Davis & Pitt P A

Google Business Profile Completeness

The important business details are present on the Google Business Profile.



Address 100 N Cherry St, Winston-Salem, NC
27101

Phone +1 336 722 3700

Site <http://www.belldavispitt.com/>

Google Reviews

Your Google Business Profile has a low rating or low number of reviews.



4.1  23 reviews

Rating

