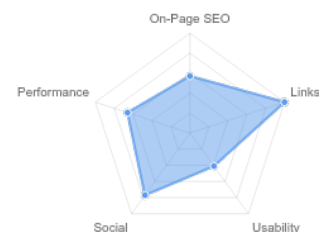
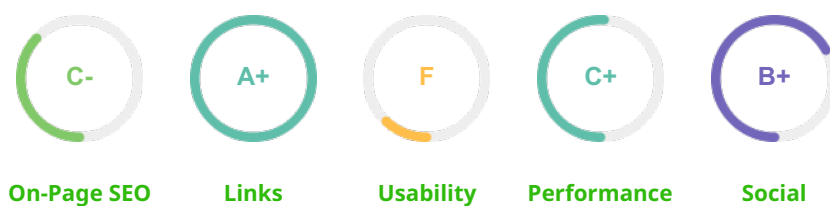
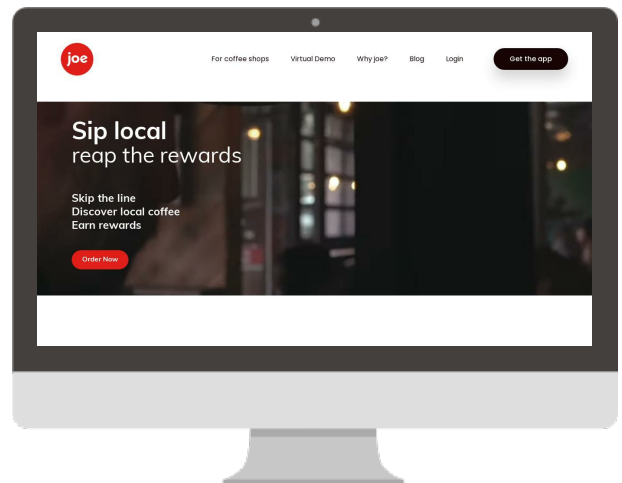
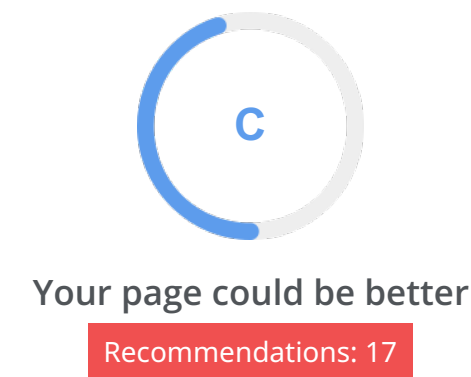


Website Report for joe.coffee

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 joe.coffee



Recommendations

Reduce your total page file size

Performance

Medium Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Make greater use of header tags	On-Page SEO	Medium Priority
Reduce length of title tag (to between 10 and 70 characters).	On-Page SEO	Medium Priority
Lengthen meta description (to between 70 and 320 characters)	On-Page SEO	Medium Priority
Increase page text content	On-Page SEO	Low Priority
Add Alt attributes to all images	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
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Add lang attribute	On-Page SEO	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Improve the size of tap targets	Usability	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 10 and 70 characters (including spaces).

Order Ahead Coffee App - Indie Coffee Shops Near Me | Joe Coffee - joe - mobile ordering for independent coffee shops

Length : 117

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

Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 70 and 320 characters (including spaces).

Skip the line

Length : 13

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.

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://joe.coffee> :
Order Ahead Coffee App - Indie Coffee Shops Near Me
18 Nov 2019 — Skip the line

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is not using the lang attribute in it's HTML tag.

The lang attribute tells browsers and search engines the intended language of your page and is strongly recommended to avoid misinterpretation and as part of accessibility guidelines.

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.

Tag Value

H1	Sip local
H1	Sip local
H1	reap the rewards
H1	reap the rewards
H1	#1 Mobile Ordering App
H1	for Independent Coffee
H1	What's brewing in our community
H1	What's brewing in our community

H2-H6 Header Tag Usage



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

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag Frequency

H2	0
H3	0
H4	4
H5	0
H6	0

Tag Value

H4	ABOUT
H4	QUICK LINKS
H4	SOCIAL
H4	JOIN OUR MAILING LIST

Keyword Consistency



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	
coffee	✓	✗	✓	8	<div></div>
shops	✓	✗	✗	4	<div></div>
local	✗	✗	✓	3	<div></div>
joe	✓	✗	✗	3	<div></div>
support	✗	✗	✗	3	<div></div>
shop	✓	✗	✗	2	<div></div>
partner	✗	✗	✗	2	<div></div>
independent	✓	✗	✓	2	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
coffee shops	✓	✗	✗	4	<div></div>
local coffee	✗	✗	✗	2	<div></div>
independent coffee	✓	✗	✓	2	<div></div>

Amount of Content



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

Word Count: 139

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

Image Alt Attributes



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

We found 15 images on your page and 12 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 Screen-Shot-2020-09-07-at-3.17.52-PM-1024x1003.png
- 2 Screen-Shot-2020-09-07-at-3.42.33-PM.png
- 3 Screen-Shot-2020-09-07-at-3.42.45-PM.png
- 4 Screen-Shot-2020-09-07-at-3.42.53-PM.png
- 5 Screen-Shot-2020-09-07-at-3.43.01-PM.png
- 6 Screen-Shot-2020-09-07-at-3.43.08-PM.png
- 7 Screen-Shot-2020-09-07-at-3.43.18-PM.png
- 8 Screen-Shot-2020-09-07-at-3.43.28-PM.png
- 9 Screen-Shot-2020-09-07-at-3.43.34-PM.png
- 10 Screen-Shot-2020-09-07-at-3.43.40-PM.png
- 11 Download_on_the_App_Store_Badge_US-UK_RGB_blk_092917-1.png
- 12 google-play-badge-1.png

Canonical Tag



Your page is using the Canonical Tag.

<https://joe.coffee/>

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



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

Robots.txt



Your website appears to have a robots.txt file.

<http://joe.coffee/robots.txt>

XML Sitemaps



Your website appears to have an XML sitemap.

https://joe.coffee/sitemap_index.xml

Analytics



Your page is using an analytics tool.

 Google Analytics

Links

Number of Backlinks



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

Backlink data provided by **MOZ**



30.1k

External
Backlinks



584

Referring
Domains



36

Moz Domain
Authority

On-Page Link Structure



We found 36 total links. 69% 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://joe.coffee	Internal	Follow
https://grow.joe.coffee/for-coffee-shops	External	Follow
https://grow.joe.coffee/how-it-works	External	Follow
https://joe.coffee/why-joe	Internal	Follow
https://blog.joe.coffee	External	Follow
https://merchant.joe.coffee/signin	External	Follow
https://get.joe.coffee	External	Follow
https://shop.joe.coffee	External	Follow
https://joe.coffee/for-coffee-shops	Internal	Follow
https://instagram.com/joecoffeeapp	External	Follow
https://apps.apple.com/us/app/joe-coffee-order-ahead/id1437558382	External	Follow
https://play.google.com/store/apps/details?id=coffee.joe.JoeCoffee&hl=en_US&gl=US	External	Follow
https://jobs.lever.co/joe.coffee	External	Follow
https://joe.coffee/contact	Internal	Follow
https://joe.coffee/faq	Internal	Follow
https://support.joe.coffee	External	Follow
https://joe.coffee/terms-of-service-privacy-policy	Internal	Follow

https://joe.coffee/shopping	Internal	Follow
https://merchant.joe.coffee	External	Follow
https://facebook.com/joecoffeeapp	External	Follow
https://twitter.com/joecoffeeapp	External	Follow

Friendly Links

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



Usability

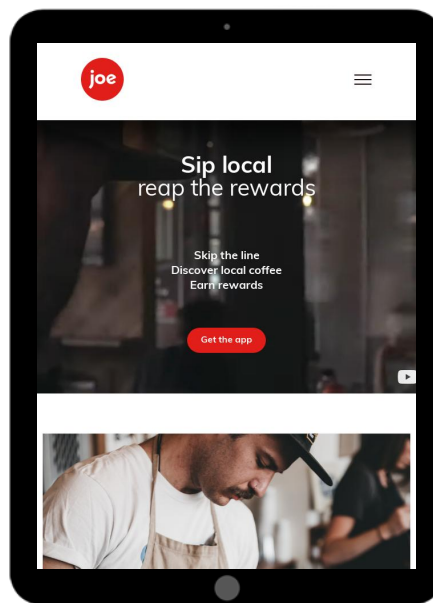
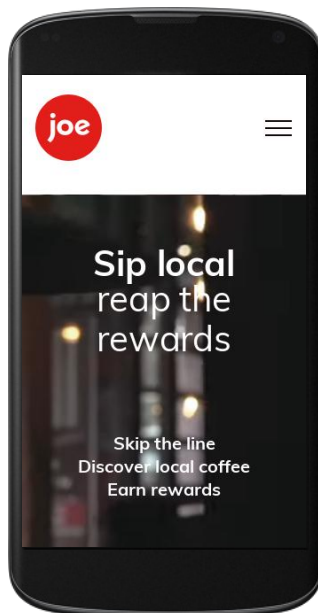


Your usability needs improvement

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

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.



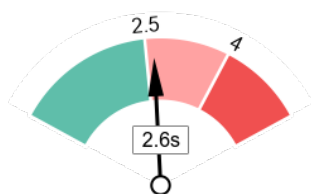
Google's Core Web Vitals

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

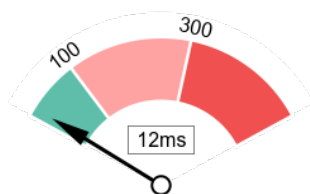


Core Web Vitals are UI metrics that Google considers important in a visitor's 'page experience' and have subsequently become a ranking factor. They assess the appearance of content, interactivity of the page and visual stability from the moment of page load.

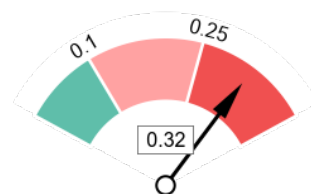
Largest Contentful Paint (LCP)



First Input Delay (FID)



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.

Google's PageSpeed Insights - Mobile



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

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



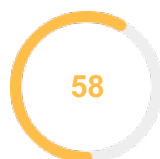
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	5.3 s	Serve images in next-gen formats	16.13 s
Speed Index	18.8 s	Defer offscreen images	5.25 s
Largest Contentful Paint	19.7 s	Reduce unused JavaScript	3.93 s
Time to Interactive	29 s	Eliminate render-blocking resources	2.85 s
Total Blocking Time	0.73 s	Reduce unused CSS	1.58 s
Cumulative Layout Shift	0.132		

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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.2 s		
Speed Index	4.3 s	Serve images in next-gen formats	4.72 s
Largest Contentful Paint	4.8 s	Properly size images	2.16 s
Time to Interactive	5.6 s	Reduce unused JavaScript	0.88 s
Total Blocking Time	0.09 s	Eliminate render-blocking resources	0.6 s
Cumulative Layout Shift	0.051	Reduce unused CSS	0.2 s

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

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



We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

Font Size	Text Block	Style Location
11px	.elementor-icon.elementor-social-icon	https://joe.coffee/wp-content/plugins/elementor/assets/css/frontend.min.css?ver=3.5.3

Tap Target Sizing

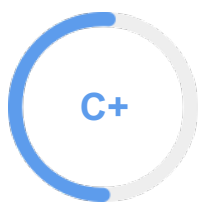
Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.



Consider making these tap targets larger to provide a better user experience.

Element Label	CSS Selector	HTML Block
FAQ	div.elementor-text-editor > div > div > a	
Blog	div.elementor-text-editor > div > div > a	
FAQ	div.elementor-text-editor > div > div > a	
Careers	div.elementor-text-editor > div > div > a	
For coffee lovers	div.elementor-text-editor > div > div > a	
For coffee shops	div.elementor-text-editor > div > div > a	
Why joe?	div.elementor-text-editor > div > div > a	
Support	div.elementor-text-editor > div > div > a	
Privacy policy	div.elementor-text-editor > div > div > a	
Partner signage	div.elementor-text-editor > div > div > a	

Performance Results



Your performance could be better

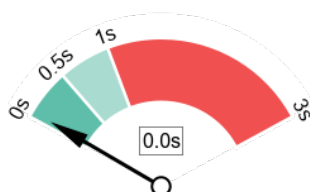
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

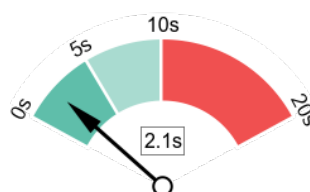
Your page's server response time is reasonably low which is good for load speed and user experience.



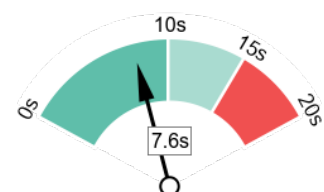
Server Response



All Page Content Loaded



All Page Scripts Complete

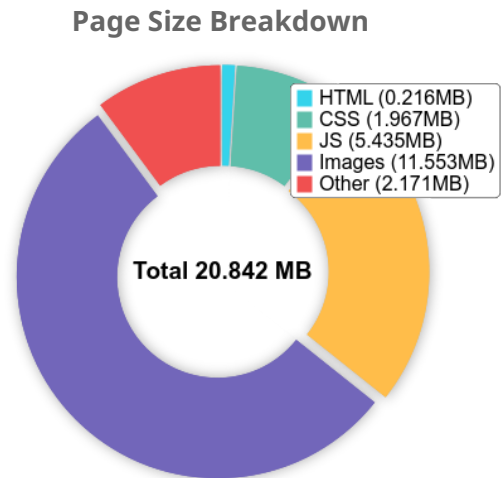
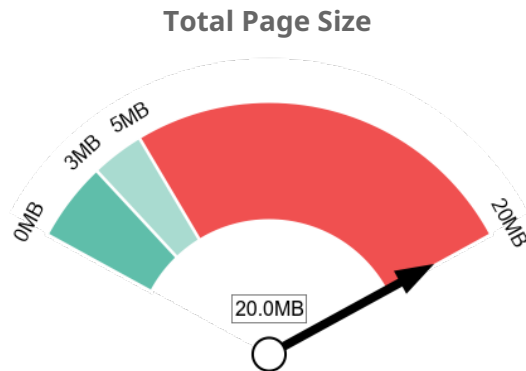


Page Size Info



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

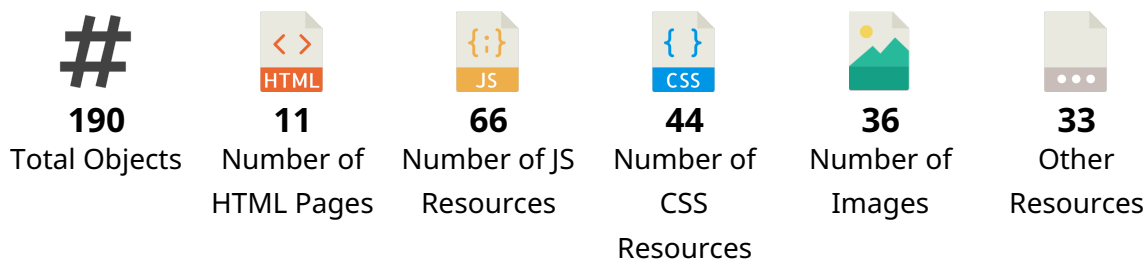
A general rule is to keep your page under 5MB in total file size.



Number of Resources



This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



JavaScript Errors

Your page is not reporting any JavaScript errors.



GZIP Compression

Your website is using GZIP compression.



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

No deprecated HTML tags have been found within your page.



Inline Styles



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

1523 display:none;visibility:hidden

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1524 visibility: hidden; position: absolute; left: -9999px; overflow: hidden;

1687 text-align: left; color: #595959;

1687 font-family: Muli, sans-serif; white-space: pre-wrap;

1752 font-family: muli; font-size: 45px; font-weight: 800; color: #180404;

1752 font-family: muli; font-size: 45px; color: rgb(24, 4, 4);

1752 font-family: muli; font-size: 45px; font-weight: 300; color: #180404;

1756 font-family: muli; font-size: 34px; font-weight: 800; color: #180404;

1756 font-family: muli; font-size: 34px; color: rgb(24, 4, 4);

1756 font-family: muli; font-size: 34px; font-weight: 300; color: #180404;

1935 text-align: center; color: #180404; font-size: 16px; font-family: muli, sans-serif;

1967 text-align: center; color: #180404; font-family: muli; line-height: 1.6;

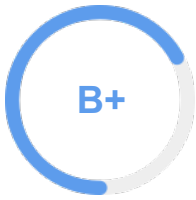
1967 text-align: center; color: #180404; font-family: muli; line-height: 1.6;

1967 text-align: center; color: #180404; font-family: muli; line-height: 1.6;

1967 text-align: center; color: #180404; font-family: muli; line-height: 1.6;

1967 text-align: center; color: #180404; font-family: muli; line-height: 1.6;

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

Your page has a link to a Facebook Page.



Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a strong following on Twitter.



407
Followers

Instagram Connected

Your page has a link to an Instagram profile.



YouTube Connected

No associated YouTube channel found linked on your page.



YouTube Activity

No associated YouTube channel found linked on your page.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.









Technology Results

Technology List



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

Technology	Version
animate.css	
 Bootstrap	
CloudFlare	
 Elementor	
 Facebook	
 Font Awesome	
 Google Analytics	
 Google Font API	
 Google Tag Manager	
 jQuery	
 MySQL	
 PHP	
 React	
Slick	
 WooCommerce	6.1.0
 WordPress	
 YouTube	

Server IP Address



104.26.2.170

DNS Servers



doug.ns.cloudflare.com
heather.ns.cloudflare.com

Web Server



cloudflare

Charset



text/html; charset=UTF-8

