

Summary

4.7

Overall

The overall score for this website.

5.5

Accessibility*

How accessible the website is to mobile and disabled users.

2.4

Experience*

How satisfying the website is for users.

3.2

Marketing*

How well marketed and popular the website is.

7.4

Technology*

How well designed and built the website is.



Silktide tested a sample of 5 pages from this website at 4:54 PM on Nov 4, 2014 (EST).

* These are weighted average scores calculated using scores from individual tests that we think affect Marketing, Experience, Accessibility and Technology for a website.

These results are based on website testing provided by Silktide Ltd performed on the date specified at the start of the report. As with all website testing tools, these results are based on certain objective criteria, as set out in the Help Notes section. While we endeavour to ensure that these tests are as robust as possible, other website tests may deliver different results.

Full descriptions of our tests, help and support on how to improve these scores can be accessed from http://hibu.silktide.com/en_US/help

0.0

Video

- We were not able to detect any videos on this website. We may not always be able to detect a video, especially if it has been embedded in an unusual way.
 - ✎ Consider adding video content to this website.
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0.0

Social presence

- This website was found to contain some links to Facebook, but none appear to be public Facebook pages associated with this website.
 - ✎ Sign up for a Facebook page and make sure it is linked to from your site, or if you already have one make sure it is public.
- This website did not contain a link to Twitter.
 - ✎ Sign up for a Twitter account and make sure it is linked to from your site.
- This website did not contain a link to Google+.
 - ✎ Sign up for a Google+ page and make sure it is linked to from your site.

Source: Facebook

0.0

Analytics

- None of this website is using any recognised analytics software. It is still possible to gather a great deal of information from webserver logs, however complete visitor analysis requires client-side Javascript or an image not found here.
 - ✎ Consider a leading website analytics solution, such as WebTrends or Google Analytics.
 - Note that this test can only detect recognised analytics solutions. If an analytics solution is new, obscure or used in a non-standard way (e.g. it has been customised) it may not be detected.
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Last amended

- It looks like this website was last updated on Saturday, March 31, 2007. This is bad because visitors may dismiss this website as outdated. Websites that are not updated regularly are also spidered by search engines less often.
 - ✎ Consider updating this website regularly with new content.
 - To find this information we used the last modified dates reported by this website's server in addition to looking for dates written on each page.
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Internal links

- 4 links use text that is too long. Links should describe what they link to briefly. Linking a long block of text usually indicates an attempt to trick search engines into ranking those keywords highly (a strategy which does not work). Long linked blocks of text are also harder for people to scan.
 - ✎ Consider shortening long anchor text.
- 23 links have no text describing their destination. Links on a page should describe their destination for the benefit of both screen readers and search engine spiders.
 - ✎ Add meaningful anchor text that describes the link's destination. If the link contains an image, ensure you have provided alt text.

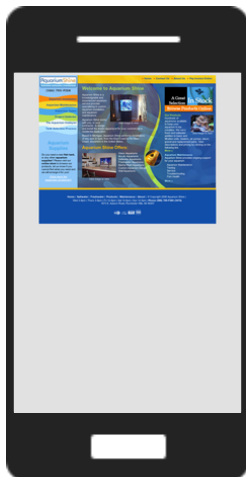
1.8

Alternative text

- The majority (51.0%) of images do not have alternative text specified for users with visual disabilities. This website may be harder to use for some disabled users, and therefore in violation of legislation in many countries (e.g. UK, US, Australia).
 - ✎ Specify text alternatives for all images on the website.
- 18 images are used as a links, but do not have alternative text.
 - ✎ Any images which are used as links should always have meaningful alternative text.

3.0

Mobile



- None of this website appears to be optimized for viewing on a mobile or tablet (using CSS media queries). It is important to make sure your content is optimized for a wide range of devices as a growing percentage of web browsing is done on phones and tablets.
 - ✎ Check how the website looks using a mobile and a tablet. Consider adding mobile-only styling using media queries. Some websites employ other techniques for mobile visitors which we cannot currently detect.

3.3 Social interest

- We found 1 Tweets, 2 Facebook likes and 0 Google +1s for the 5 pages we tested.
 - ✎ Encourage sharing of your content with social media buttons on articles and pages of your website. The amount of social activity a website should have depends very much on the type of website, its target audience, and how long it has been in operation.

Sources: Google+, Twitter, Facebook

4.6 Meta data

- 3 pages have a description meta tag. The description meta data is important as it appears on Google's search result pages.
 - ✎ Make sure that all the pages of this website include a meta description. If you don't include one, Google will choose a sample of text from the page to appear in the search engine result. By including a meta description, you can control how your search engine result will appear.
- 3 pages have a description that is too long or too short.
 - ✎ Make sure all meta descriptions are between 150 and 160 characters including spaces.

5.2 URL format

- 4 URLs include a file extension.
 - ✎ Avoid use of file extensions wherever possible. File extensions appear at the end of web addresses, and have several negative effects. They make the address harder to remember or type (particularly for non-technical users), and can reveal the underlying technology of the website making it very slightly more vulnerable to hackers. They also tie the implementation of the website to a specific technology, which can make subsequent migration of URLs difficult. Consider URL rewriting as an effective and transparent means of creating appropriate URLs.

7.2 Incoming links

- There are 80 pages on 25 domains linking to this website. The volume and quality of incoming links is known to influence a website's search engine ranking. This count may not include links which are hard to find or have been added recently.
 - ✎ To appear higher in search engine results, consider link building activity as a way to build your search ranking. Be careful though, because incoming links which are obviously artificial are likely to be detected by search engines and could have an adverse effect.

Source: Ahrefs

8.0 Headings

- All pages were found to use defined headings. This is excellent as it allows visitors and search engines to summarize the content of webpages quickly. Correctly defined headings aid accessibility and are particularly important for search engine optimization.
 - Some pages did not define headings correctly. The H1 tag should be used for the most top-level heading, with H2 being used for sub-headings and H3 for further sub-headings and so-on. Not conforming to this convention may confuse visitors.
 - ✎ Ensure that headings are defined in a semantically correct way, i.e. always start with a H1 tag. This is used to summarise the page content. Further tags (H2, H3, H4 etc) are meant to summarise and partition sections within the content.
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9.9 Images

- Some images (7.0%) don't have defined sizes using width and height attributes in the HTML. These attributes are optional, but strongly recommended as they help the browser arrange the page more quickly.
 - ✎ Add width and height attributes to all image tags. The width and height you specify should be the same as the source image. If you want to resize an image in the browser, use CSS.
 - 1 image is being stretched in the browser.
 - ✎ The width and height you specify in an image tag should be the same as the source image. If you want to resize an image in the browser, use the CSS width and height properties.
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10 Inoffensive content

- None of the pages tested will be blocked by filtering systems.
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10 Page titles

- All pages were found to use page titles appropriately. Page titles appear in search results and at the top of the browser's window when visiting the site. Appropriate page titles are particularly important for search engine optimization.
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Domain age

- The domain name aquariumshine.com was registered on Monday, July 24, 2000. Because this domain was registered a long time ago, it is likely that pages on this website will appear higher in search engine rankings than those from younger websites.

Source: GODADDY.COM, LLC

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Code quality

- All of the tested pages appear to follow best practice (semantic HTML). This means that this website does not use presentational tags like `` and `<marquee>` which make a website harder to maintain and can affect search engine optimisation.
 - None of the tested pages of this site use tables for layout. This is excellent, as using tables for layout is not necessary and they should only contain tabular data. A well built website should use div elements and CSS to create the desired layout.
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Vendor

- The vendor of this web site could not be detected.
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Silktide tested the following pages

- 📄 <http://www.aquariumshine.com/>
- 📄 <http://www.aquariumshine.com/index.php>
- 📄 <http://www.aquariumshine.com/installation.php>
- 📄 <http://www.aquariumshine.com/maintenance.php>
- 📄 <http://www.aquariumshine.com/aqua.php>

For speed of analysis, we test no more than 5 pages from a website. In the vast majority of cases this will give a results which are indicative of the whole website but, as with any analysis technique which only deals with a limited sample, we cannot guarantee that those pages we test are representative of those we have not.