







Website :	http://360degreeworld.com/
Audit Date :	29th Jan, 2014
Audited By :	Supriya Chakraborty
Reviewed By :	Debajyoti Banerjee

General Domain Statistics																			
Registry Domain ID	138957446_DOMAIN_COM-VRSN																		
Creation Date	06-Jan-2005																		
Last update of whois database:	2014-01-29T09:33:51+0000Z																		
Referral URL:	http://www.PublicDomainRegistry.com																		
Name Servers	NS21.NTNINDIA.CO.IN NS28.NTNINDIA.CO.IN NS35.NTNINDIA.CO.IN NS42.NTNINDIA.CO.IN																		
Dmoz	No																		
Google Page Rank	1																		
Alexa Rank	Global rank: 18,177 Daily Page views per Visitor: 2.11 Total Sites Linking In: 189																		
Social Media Appearance:	High level of social activity increases domain authority and ability to rank higher, helps search engines to find and index new content in real-time, provides indicators for content authenticity and readers engagement.																		
Facebook	<table><tr><td></td><td>Facebook Likes:</td><td>13,286</td><td>Great, you have many fans liking your page.</td></tr><tr><td></td><td>Talking about this:</td><td>71</td><td>Excellent, it appears that people are engaged with your content.</td></tr><tr><td></td><td>Facebook Page Vanity URL:</td><td>Yes</td><td>Perfect, your Facebook Page has vanity url.</td></tr><tr><td></td><td>Linking to Facebook Page:</td><td>Yes</td><td>Good, your homepage is linking to your Facebook Page.</td></tr></table>				Facebook Likes:	13,286	Great, you have many fans liking your page.		Talking about this:	71	Excellent, it appears that people are engaged with your content.		Facebook Page Vanity URL:	Yes	Perfect, your Facebook Page has vanity url.		Linking to Facebook Page:	Yes	Good, your homepage is linking to your Facebook Page.
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StumbleUpon	3																		

Google+	10																
Twitter	<p>We have located following Twitter™ account:</p> <table> <tr> <td></td><td> 360 Degree World @360degreeworld New Delhi </td></tr> <tr> <td>Description:</td><td> Maldives Luxury Tour Operator for the most unique, memorable and refreshing beach holidays! Shoot us an email right now at holidays@360degreeworld.com! Length: 151 characters. </td></tr> <tr> <td>Tweets:</td><td>919 - Excellent, you have many tweets.</td></tr> <tr> <td>Followers:</td><td>1,293 - Great, you have many followers.</td></tr> <tr> <td>Following:</td><td>1,281 - Good, you are following some users.</td></tr> <tr> <td>Page Link:</td><td>Yes, your homepage is linking to your Twitter™ account.</td></tr> <tr> <td>Account Age:</td><td>4 years, 9 months, 21 days, 17 hours</td></tr> <tr> <td>Last Tweet:</td><td>2 days, 3 hours, 18 minutes, 3 seconds ago.</td></tr> </table>		360 Degree World @360degreeworld New Delhi	Description:	Maldives Luxury Tour Operator for the most unique, memorable and refreshing beach holidays! Shoot us an email right now at holidays@360degreeworld.com! Length: 151 characters.	Tweets:	919 - Excellent, you have many tweets.	Followers:	1,293 - Great, you have many followers.	Following:	1,281 - Good, you are following some users.	Page Link:	Yes, your homepage is linking to your Twitter™ account.	Account Age:	4 years, 9 months, 21 days, 17 hours	Last Tweet:	2 days, 3 hours, 18 minutes, 3 seconds ago.
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Social Media Indicators



Excellent, your social media presence is strong.

 Facebook Mentions	66	 Twitter™ Backlinks	2,907	 Google™+ Mentions	10
 Delicious Bookmarks	2	 Pinterest Mentions	0	 LinkedIn Mentions	277
 StumbleUpon Views	3	 Reddit Mentions	0		

Basics		
URL Rewrite	Yes	Good
URL Canonicalization	Yes	Good
robots.txt	Yes	Good
XML Sitemap	Yes	Good
W3C CSS Validity	FAILED [17 error(s)]	Bad
W3C Markup Validity	FAILED [32 errors, 1 warning(s)]	Bad

Content Analysis														
Title	Length: 73 characters	Ideal : 70 characters.												
Description	Length: 119 characters	Should be between 165 – 170 characters												
Keywords	No Keywords Found.	Nowadays not required												
Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>12</td><td>17</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">0 <H1>12 <H2><ul style="list-style-type: none">The Best Maldives Packages & Holiday ResortsSome of the best Maldives beach getaways + IMAGEMaldives family getawaysMaldives Diving & SurfingMaldives Honeymoon PackagesMaldives Holiday PackagesCall @ +919811203263 to book your Maldives holidayLATEST FROM OUR BLOGTESTIMONIALSEXPLORESOCIALWANT TO KEEP UP WITH THE LATEST FROM THE BEACHES?17 <H3><ul style="list-style-type: none">HOTEL SEARCHXexploreexploreexploreexploreexploreNiyama MaldivesDusit Thani MaldivesConrad MaldivesCentara Ras Fushi	H1	H2	H3	H4	H5	H6	0	12	17	0	0	0	Very Bad Important Headings are ignored
H1	H2	H3	H4	H5	H6									
0	12	17	0	0	0									

- Adaaran Prestige Vadoo
- Anantara Kihavah Villas
- Valentine's Day at Conrad Maldives Rangali Island
- Visionary Dining at HuvaFen Fushi!
- Baros Maldives – World's Most Romantic Resort
- A sensorial journey with one of France's legendary perfumer families at HuvaFen Fushi this Valentine's
- Asia's Hip Hop superstars Joe Flizzow and Sona One bring "Love Struck Beats" to Niyama, Maldives this Valentine's

- 0 <H4>

- 0 <H5>

- 0 <H6>

Images	33 images found, 26 without ALT attribute	Bad
Text / HTML ratio	30 %	Good
Flash	Not Found	Good
Frames	Not Found	Good
Favicon	Not Found	Bad
Print Friendly CSS	Not Found	Bad
Load Time	Google Page Speed score: 43/100	Bad
Language Declare	Yes	Good
Microformats/Rich snippets	Not Found	Bad
External Links	External Links: 185 We found a total of 119 links out of which 22 are duplicate links	External dofollow links with no Anchor Text are Not Good.
Internal Links	Internal Links (51found, 0 nofollow, 7 relative, 64 absolute)	Less internal environmental links
Mobile friendly	Yes but slow loading	Bad

Security		
Blacklist Status	IP is not blacklisted	Good
SafeBrowsing	Yes	Good
Server Signature	Yes Apache W3 Total Cache/0.9.2.4	Bad
Directory browsing	No	Good

What should you do next:

- Check your Domain Expiration Date
- Will be good to do DMOZ submission
- Improve your Social Engagement outside Facebook especially on Google+ & Google Local
- Check your W3C CSS and Markup Validity
- Title is good but try to leverage this optimization opportunity to the maximum
- Get a Proper Description
- Meta Keywords are not important but sometimes helpful for other reasons(like for other search engines, etc)
- Should utilize Meta Headings H1, H2 and H3. Currently no H1.
- Optimize the Image Alt Tags, especially note the missing ones
- Get more Written Content on your pages. Need a better SILO structure. Blog posts must link to your resort pages or other service/landing pages.
- Put a Favicon
- Get a print friendly CSS
- Your Page Loading speed is Average, do the following,
 1. Enable Compression
 2. Leverage Browser Caching
 3. Reduce Server Response Time
 4. Minify CSS
 5. Minify JavaScript
 6. Eliminate Render-blocking JavaScript and CSS in Above-the-fold Content
 7. Optimize Images
- Get your Microformats in place, like O.G, Authorship Markup, Structured Data etc
- Check the missing Anchor Text of some of your External links
- Check the External dofollow links
- Try to have more Environmental Internal links
- You have underscore in URL (in few cases)
- Your site is not fully Mobile Friendly.
- You have a Server Signature which is not good at all
- Your Backlinks are fine but check some of the suspicious links. It seems you might have a few dead/suspicious links.