

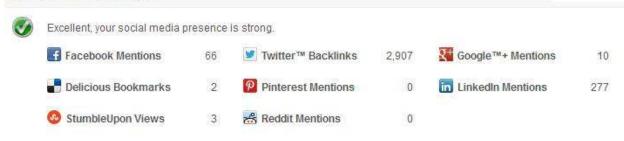
Website:	http://360degreeworld.com/	
Audit Date :	29th Jan, 2014	
Audited By :	Supriya Chakraborty	
Reviewed By :	Debajyoti Banerjee	

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	Facebook Likes: 13,286 Great, you have many fans liking your page.		
	Talking about this: Excellent, it appears that people are engaged with your content.		
	Facebook Page Yes Perfect, your Facebook Page has vanity url.		
	Linking to Facebook Page: Good, your homepage is linking to your Facebook Page. Page.		



Google+	10		
Twitter We have		ocated following Twitter™ account:	
		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.	

Social Media Indicators



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	H1 H2 H3 H4 H5 H6 0 12 17 0 0 0 • 0 < H1> • 12 < H2>	Very Bad Important Headings are ignored



- o Adaaran Prestige Vadoo
- o Anantara Kihavah Villas
- o Valentine's Day at Conrad Maldives Rangali Island
- o Visionary Dining at Huvafen Fushi!
- o 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.