Website Report for leosbagels.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 leosbagels.com

C

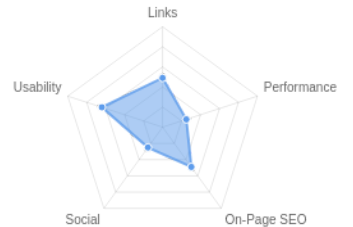### Your page could be better

Recommendations: 20

On-Page SEO	Links	Usability	Performance	Social
C+	C+	B	D	D

Recommendations

Reduce your total page file size	Performance	Medium Priority
Implement a robots.txt file	On-Page SEO	Medium Priority
Increase length of title tag	On-Page SEO	Medium Priority
Shorten meta description (to between 120 and 160 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority

Optimize your images to reduce their file size	Performance	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
Add Alt attributes to all images	On-Page SEO	Low Priority
Minify your CSS and JS Files	Performance	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add Local Business Schema	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 between 50 and 60 characters in length (including spaces).

Leo's Bagels | New York City

Length : 28

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 120 and 160 characters (including spaces).

Leo's Bagels brings hot, fresh hand-rolled bagels and authentic deli-style cuisine to NYC's Financial District. We provide catering and nationwide bagel shipping, 3 Hanover Square.

Length : 180

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 ℹ️

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://leosbagels.com ⋮
> **Leo's Bagels | New York City**
> Leo's Bagels brings hot, fresh hand-rolled bagels and authentic deli-style cuisine to NYC's Financial District. We provide catering and nationwide ...

Hreflang Usage ℹ️

Your page is not making use of Hreflang attributes.

Language ✔️

Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage ✔️

Your page has a H1 Tag.

H2-H6 Header Tag Usage ✔

Your page is making use multiple levels of Header Tags.

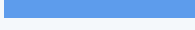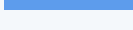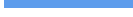| Header Tag	Frequency	
H2	10	▪
H3	12	▪
H4	105	▬▬▬▬
H5	0	
H6	0	

Keyword Consistency ✖
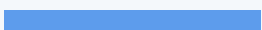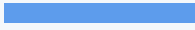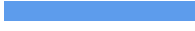
Your page's main keywords are not distributed well across the important HTML tags.

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	
bagels	✔	✔	✔	14	▬▬▬▬▬
bagel	✔	✔	✔	12	▬▬▬▬
leos	✖	✖	✖	10	▬▬▬
adam	✖	✖	✖	9	▬▬▬
fresh	✖	✔	✔	6	▬▬
everything	✖	✖	✖	6	▬▬
coffee	✖	✖	✔	5	▬▬
16oz	✖	✖	✔	5	▬

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
leos bagels	✕	✕	✕	4	
cream cheese	✕	✕	✓	4	
smoked fish	✕	✕	✓	3	
10oz 16oz	✕	✕	✕	3	
nyc bagels	✕	✕	✕	3	
wall street	✕	✕	✕	3	
multi-grain onion	✕	✕	✕	2	
scallion vegetable	✕	✕	✕	2	

Amount of Content ✓

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

Word Count: 798

Image Alt Attributes ✗

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

We found 43 images on your page and 16 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.

Canonical Tag ✗

Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.

Noindex Tag Test ✓

Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test ✓

Your page is not using the Noindex Header which prevents indexing.

SSL Enabled ✓

Your website has SSL enabled.

HTTPS Redirect ✓

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

Robots.txt ✗

We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

Blocked by Robots.txt ✓

Your page does not appear to be blocked by robots.txt.

XML Sitemaps ℹ

Analytics ✓

Your page is using an analytics tool.

📊 Google Analytics

Schema.org Structured Data ✗

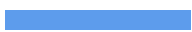We have not detected any usage of Schema.org on your page.
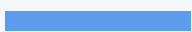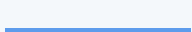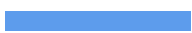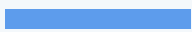
Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

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	
leo's bagels	🇺🇸	1	18,100	5,502	
leo's bagels fidi	🇺🇸	1	18,100	5,502	
leo's bagels hanover square	🇺🇸	1	18,100	5,502	
leo's bagels new york	🇺🇸	1	18,100	5,502	
leo's bagels nyc	🇺🇸	1	18,100	5,502	
leo's	🇺🇸	11	368,000	3,349	
leos	🇺🇸	15	368,000	1,877	
leo	🇺🇸	45	368,000	773	
leoš	🇺🇸	32	368,000	773	
new york city bagels near me	🇺🇸	5	8,100	380	

Total Traffic From Search

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

65,977
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	30	
Position 2-3	16	
Position 4-10	26	
Position 11-20	134	
Position 21-30	189	
Position 31-100	1,489	

Links

Backlink Summary ✓

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

45
Domain Strength

14
Page Strength
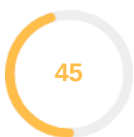
↗ **1.1k**	↗ **417**
Backlinks	Referring Domains

🔗 **150**	🔗 **923**	🎓 **2**	🏛 **0**	☰ **244**	🖥 **286**
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks

These are the highest value external pages we have found linking to your site.

Domain strength	Referring Page URL
95	https://www.airbnb.com/s/New-York/things-to-do/food-restaurants?place_id=ChIJB8iKMxhawokRs5oRixSsKwA&search_type=unknown
94	https://elpais.com/elviajero/lonely-planet/2024-08-15/sabores-locales-de-nueva-york-un-popurri-gastronomico-en-las-calles-de-manhattan-brooklyn-y-queens.html
93	http://rectorny.blog111.fc2.com/
92	https://www.klook.com/blog/en-gb/nyc-a-taste-of-two-cities/
92	https://foursquare.com/leosbage5822467
91	https://innovate.unc.edu/beyond-bagels/
90	https://act.alz.org/site/TR?fr_id=15761&pg=entry&NONCE_TOKEN=0EF6D24919DED45FF98C620C5EA2FDB2
90	https://www.thrillist.com/venue/eat/new-york/restaurants/leos-bagels
90	https://www.timeout.com/newyork/restaurants/leos-bagels
90	https://ny.eater.com/maps/best-financial-district-lunch-fast-casual-manhattan-nyc

Top Pages by Backlinks

These are the pages on your site with the most the backlinks from other sites.

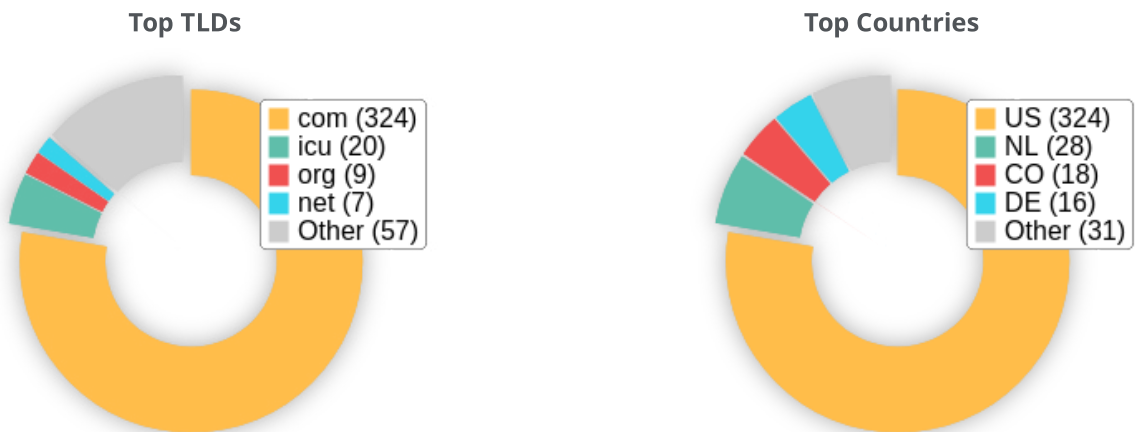| URL	Backlinks	
http://www.leosbagels.com/	577	████████████
http://leosbagels.com/	325	███████
https://leosbagels.com/	126	██
https://www.leosbagels.com/	36	▌
http://www.leosbagels.com/img/galleries/catering/leos-bagels-03.jpg	1	|
http://www.leosbagels.com/img/galleries/catering/leos-bagels-05.jpg	1	|
https://leosbagels.com/img/leos_holiday_transhero-1210x780.png	1	|

Top Anchors by Backlinks

i

These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks	
leosbagels.com	217	
狮子座的百吉饼	205	
Leo's Bagels	144	
熏鱼祭品	89	
熏鱼供品	58	
来自 Leo 的偏见和传播	28	
http://www.leosbagels.com	25	
利奥的网站	25	
www.leosbagels.com	22	

Top Referring Domain Geographies

i

These are the Top Geographies we have found linking to your site.

Top TLDs

com (324)
icu (20)
org (9)
net (7)
Other (57)

Top Countries

US (324)
NL (28)
CO (18)
DE (16)
Other (31)

On-Page Link Structure

i

We found 11 total links. 45% of your links are external links and are sending authority to other sites. 45% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links

✓

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

Usability

B

Your usability could be better

Your page is OK but could be more 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

i

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.
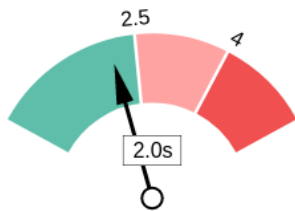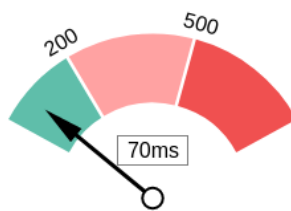

Google's Core Web Vitals

✔

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

Largest Contentful Paint (LCP)	Interaction To Next Paint (INP)	Cumulative Layout Shift (CLS)
2.0s	70ms	0.05
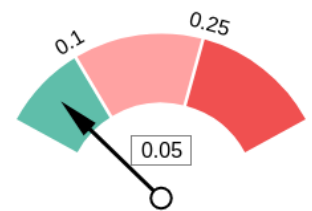
Use of Mobile Viewports

✔

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.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

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

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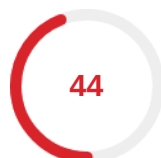| Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	2.9 s		Eliminate render-blocking resources	1.73 s
Speed Index	4.3 s		Serve images in next-gen formats	1.06 s
Largest Contentful Paint	5.8 s		Avoid multiple page redirects	0.63 s
Time to Interactive	18.8 s		Efficiently encode images	0.24 s
Total Blocking Time	0.73 s			
Cumulative Layout Shift	0.06			

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.

88

Lab Data	Value		Opportunities	Estimated Savings
First Contentful Paint	0.8 s		Eliminate render-blocking resources	0.47 s
Speed Index	1.4 s		Avoid multiple page redirects	0.19 s
Largest Contentful Paint	0.8 s			
Time to Interactive	3.2 s			
Total Blocking Time	0.07 s			
Cumulative Layout Shift	0.23			

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

D

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.
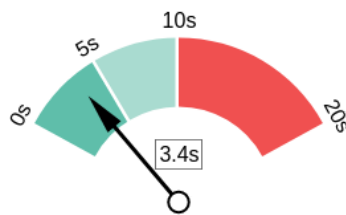
Page Speed Info ✓

Your page loads in a reasonable amount of time.

Server Response

0s 0.5s 1s 3s

0.1s
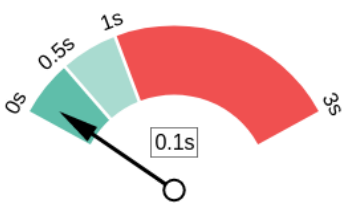
All Page Content Loaded

0s 5s 10s 20s

3.4s

All Page Scripts Complete

0s 10s 15s 20s

3.5s
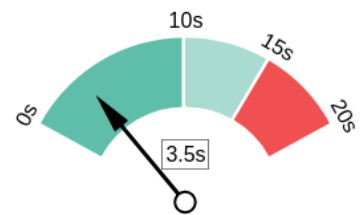
Download Page Size ✗

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

0MB 5MB 20MB

5.2MB

Download Page Size Breakdown

HTML (0.01MB)
CSS (0.01MB)
JS (2.36MB)
Images (2.67MB)
Other (0.16MB)

Total 5.21 MB
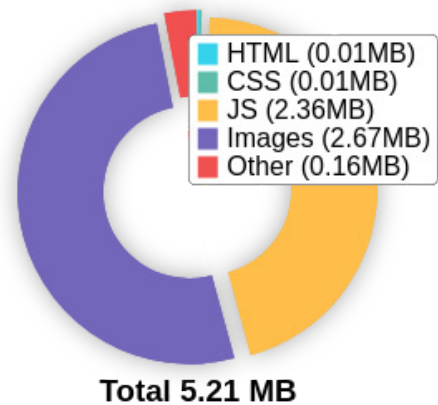
Website Compression (Gzip, Deflate, Brotli) ✓

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

Compression Rates

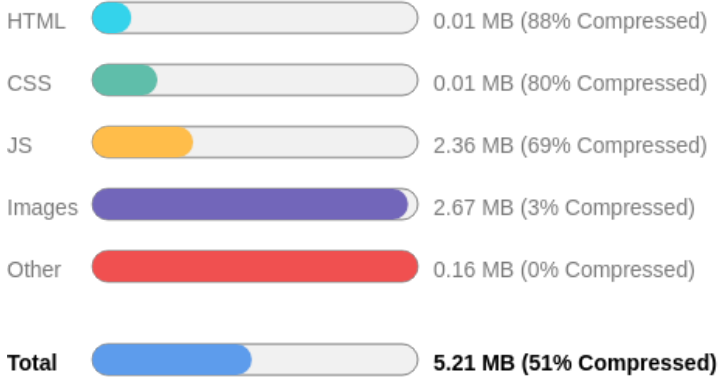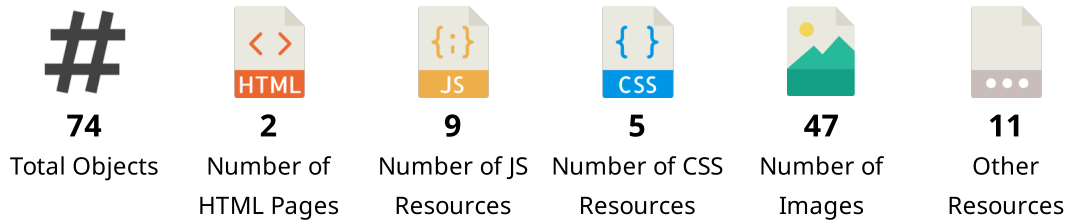HTML ▬ 0.01 MB (88% Compressed)

CSS ▬ 0.01 MB (80% Compressed)

JS ▬ 2.36 MB (69% Compressed)

Images ▬ 2.67 MB (3% Compressed)

Other ▬ 0.16 MB (0% Compressed)

Total ▬ **5.21 MB (51% Compressed)**

Raw Page Size Breakdown

- HTML (0.1MB)
- CSS (0.04MB)
- JS (7.62MB)
- Images (2.75MB)
- Other (0.16MB)
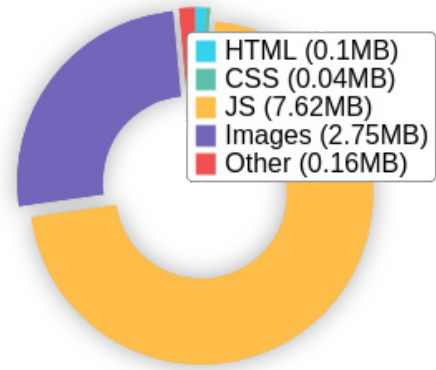
Total 10.67 MB

Number of Resources

i

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

#	<> HTML	{;} JS	{ } CSS	🖼	⋯
74	**2**	**9**	**5**	**47**	**11**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)

i

This page does not appear to have AMP Enabled.

JavaScript Errors

✖

Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

HTTP2 Usage

✔

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

Optimize Images

✖

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Minification

✖

Some of your JavaScript or CSS files do not appear to be minified.

Minification is a reasonably simple way to reduce page size, and subsequently load time.

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.

Social Results

D

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/leosbagels

Facebook Open Graph Tags ✖

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel ✖

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

X (formerly Twitter) Account Linked ✔

Your page has a link to a X profile.

🅧 https://twitter.com/leosbagels

X Cards ✖

We have not detected X Cards on your page.

X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.

Instagram Linked ✔

Your page has a link to an Instagram profile.

📷 https://instagram.com/leosbagels

LinkedIn Page Linked ❌

No associated LinkedIn profile found linked on your page.

YouTube Channel Linked ❌

No associated YouTube channel found linked on your page.

YouTube Channel Activity *i*

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	+1 212 785 4700
Address	3 hanover square, new york, ny 10004

Local Business Schema ❌

No Local Business Schema identified on the page.

Google Business Profile Identified ✓

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

🏪 Leo's Bagels

Google Business Profile Completeness ✓

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

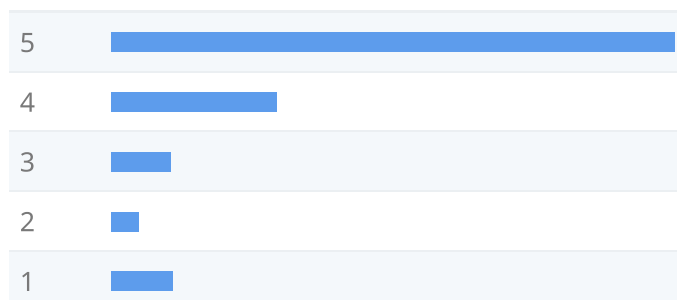| Address	3 Hanover Square, New York, NY 10004
Phone	+1 212 785 4700
Site	https://leosbagels.com/

Google Reviews ✓

The Google Business Profile has a good rating and review count.

4.3 ★★★★☆ 2304 reviews

Rating

5	████████████████
4	████
3	██
2	█
1	█

Technology Results

Technology List   *i*

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

Technology	Version
🪶 Apache HTTP Server	
📊 Google Analytics	
jQuery	
Modernizr	
🅣 Typekit	

Server IP Address   *i*

173.236.142.20

DNS Servers   *i*

ns3.dreamhost.com
ns1.dreamhost.com
ns2.dreamhost.com

Web Server   *i*

Apache

Charset   *i*

text/html; charset=UTF-8