



## Website Globalization Review for:



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U.S. Commercial Service



*This review is intended to evaluate PTC Foods' website from the specific perspective of international marketing and sales. The information contained in this report should not be considered comprehensive, but rather guidance on some enhancements that will make PTC Foods' web presence more appealing and functional for prospects overseas. We suggest that you work with your respective ecommerce business service provider to follow the report's recommendations.*



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# Executive Summary

The Baltimore office of the U.S. Commercial Service conducted an analysis of PTC Foods' website using SEOSitecheckup.com, MOZ.com, and other industry recognized best practices. This analysis identified areas for PTC Foods' management to focus on to improve the searchability and visibility of PTC Foods' site to overseas customers. We understand that your website is built on a PHP platform and PTC has a website team in India that assists with the site development. We recommend reviewing the below report alongside your web team to implement the following suggestions as appropriate.

Overall, PTC Foods' website is adequate and conveys the company's product inventory. The layout and pictures used on the site accurate and communicate effectively to company's target audience of international food distributors. We had our team in South Korea review your website for appeal within the market; the South Korean team provided insightful comments and suggestions.

PTC Foods site showed **minor back-end technical SEO issues**, these can be resolved by sharing the SEO report with your webmaster or SEO service provider. There were also several technical issues (full reports attached). Most notable were the 140 pages indicating over 358 **Metadata Issues** - meta descriptions provide the content or snippet that appears directly below the title tag on the search engines results page (SERP), and also appear on social media sites when your page URL is shared.

A thorough web page crawl of PTC Foods' site revealed two major areas to focus on: **improve page metadata descriptions** on all pages and **improve keyword value & use across pages**. Lack of high-value keywords and backlinks on PTC Foods' site has contributed to its *domain authority (DA)* ranking being relatively low at 8 (out of 100). Improving keyword placement requires thought as to the words/situations customers would associate with your products, in both English and overseas target market languages. Metadata descriptions on your site are good places to add relevant keywords, without resorting to "keyword stuffing".

We recommend PTC Foods should also **consider further leveraging YouTube** as another SEO tool, in addition to providing product demonstration videos. Surprisingly, YouTube is actually the #2 search engine in the world, second only to Google. So, it's a very good idea to make sure your company is represented. Fortunately, the process is fairly simple, although producing quality videos can be a challenge. Appendix B provides a great overview of leveraging YouTube to your company's advantage.

As your company considers ecommerce sales channels, please consider reaching back out to our team if you decide to move beyond the current South Korean localization. Our business matchmaking services helps to shorten the time and money it takes to get established in an overseas market, such as leveraging in-country distributors and agents with robust local online presence to represent your brand.

## High-Level Recommendations

1. Review loading speed, especially from overseas visitors. Our team in South Korea indicated it took quite a long time for your website to load on computer and mobile devices.



2. More closely track your website analytics. Establish a baseline before you make improvements. Track if website improvements increase traffic, especially from South Korea.
3. Build up your presence on YouTube and discuss your company's digital marketing strategy, including whether or not PTC Foods will pursue social media as a platform with which to connect to customers.
4. Address simple formatting suggestions, improve form fields on Contact Page, and address backend technical issues (meta description, sitemap, keywords, etc.) identified in report.

## Introduction - Website Globalization Review (WGR) Gap Analysis

The purpose and function of this Website Globalization Review gap analysis is to help you make minor changes to your website to help it acquire international consumers.

Website globalization is a term used to describe the process companies go through to make their websites more effective at reaching potential customers and business partners in other countries. There are typically three phases to the web globalization process:

- **Internationalization:** culturally neutral, high-performing regardless of bandwidth, and structured to facilitate translation
- **Regionalization:** more focused on a particular region of the world, but not a specific country
- **Localization:** modifying a company's website to specifically focus on a particular country

### Internationalization

This is the most standard approach for companies looking to enhance their international marketing and sales efforts. As you'll read later in this report, modifying your website for international audiences takes some effort, but makes an enormous difference in finding and transacting with customers and partners overseas.

Internationalization begins with some sort of search engine optimization review of your website, in order to identify improperly categorized pages and content, technical issues, and other factors that contribute to your ability to be found online.

Solving the technical issues of your website first will allow you to more easily see what is working and what is not regarding to your online efforts. The next step requires you to flex your creativity and try to understand your visitors- what motivates them to look online, what are they looking for, what solution do you provide to someone searching online?

### **Best Practices for Website Internationalization Include:**

- Displaying on every page your "Made in USA" product;
- Videos or pics demonstrating product uses- overseas consumers need details to buy;
- Provide international duty (taxes) and shipping rate information in pre-checkout;
- Currency conversion, size differences, metric/standard differentiations is preferred;







## Regionalization

Since internationalized sites are specifically designed to facilitate language, cultural and functional modifications, the level of effort to translate a site for regional purposes is relatively easy. It's important to note that this is much different (and less expensive) than website localization. This is the next step for most companies that decide to move beyond internationalization.

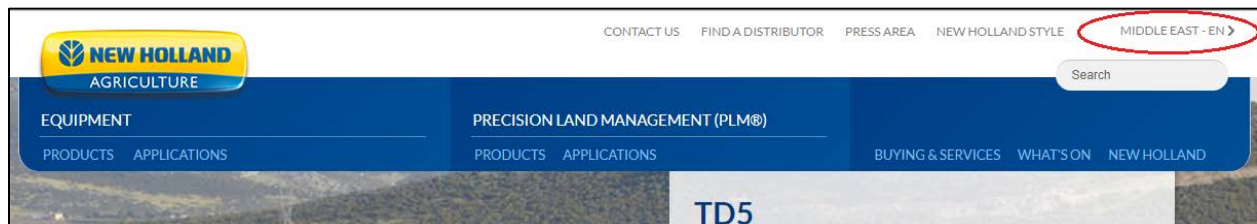
Regionalization often involves tactics such as creating a landing page for the region, in this one New Holland Agriculture has added “/middleeast/en” at the end of <https://agriculture.newholland.com>.



Regionalization targets users in different countries, for example a US manufacturer that sells to both Canada and the UAE. Search engines will try to provide the correct local page for the searcher, so regional attributes on your website help it to appear “more local”.

While the page has its subdomain indicating region in English, it also offers Arabic translation and “Find a Distributor” defaults to a Middle East region map.

Small yet powerful, the only indicator of other regionalization for this website is the link indicating region and language in the corner of the page:



Country code top level domains are the next step after you internationalize your website and will be part of your regionalization/localization efforts. PTC Foods should work with your local Trade Specialist on market research to identify which regions you should pursue as part of your digital strategy.

ccTLDs are defined as having a two-letter country code that replaces the URL suffix (.com, .org, etc.). We recommend that you have a professional native speaker translate the content on your webpage, and make sure your translator is able to handle technical translations if needed. Find a potential website content translator on the [eCommerce Business Service Provider Directory](#) under our Digital Marketing section.



## Localization

Cultural dimensions such as high context vs. low context, power-distance and individualism vs. collectivism are considered to optimize the sales and marketing impact the website has on people from the specific target country.

Translation for localization isn't 'general' as is the case with regionalization, but rather is done using particular dialects (i.e. – Spanish in Spain is different than Spanish in Mexico).

Localization must be done correctly to be effective and demands professional assistance. To find an ecommerce service provider to help you with online translation services, please visit the [eCommerce Business Service Providers Directory](#) on export.gov and find a service provider to meet your business' online needs.

***Example of Best Practice – Localized Website. Not just translated, but culturally specific to Japan***





## PTC Foods Website Aesthetics, Design and Functionality

This section focuses on assisting PTC Foods with website internationalization and regionalization. Of course, if you decide localization is something you would like to pursue, we're happy to assist!



### Strengths

- **Overall Design & Structure.** Good overall design, which generally adheres to website internationalization best practices, and should facilitate any future site localization. Site is easy to navigate, with clear links available on each page.
  - **FEEDBACK FROM KOREA:** The three main business fields, ingredient sourcing, tailored services, and market research, are easily seen on the main page so the message that PTC Foods wants to deliver seems to be well delivered.
- **Mobile Responsiveness.** PTC Foods' site includes a mobile configuration, which looks good on devices apart from the scrolling hero banner. This is also a must for SEO, as most search engines will not catalog sites that aren't mobile friendly.
  - **MOBILE SUGGESTION:** Discuss adjusting hero banner with your webmaster so that it's viewed properly by visitors on mobile devices and tablets.
- **Graphics & Videos.** Good use of graphics, which is best practice for internationalized sites. The food images appeal to the senses and are accurate.
  - **IMPROVEMENT SUGGESTION:** Under the Resources tab, on the Marketing Materials page there are three embedded YouTube videos of a Korean woman demonstrating the benefits of a cleaning solution. This content does not align with the Marketing Materials heading and seems a bit out of place.
  - **FEEDBACK FROM KOREA:** Food images and font are somewhat bland so they can be improved.
- **Scrolling.** The site requires minimal scrolling (no more than 2 clicks down on a computer, although more for a phone) as users navigate the site, which is a best practice.
- **Social Media - YouTube.** We see that PTC Foods has a [YouTube channel](#). It looks good and contains a few videos which are embedded into the company's site. YouTube channels are a best practice since YouTube is the world's second most popular search engine!
  - **IMPROVEMENT SUGGESTION:** We recommend you brand the site and continue to add content to your site and increase your subscribers, as international customers can better understand your company's products via video explanation. Included in Appendix B is best practice guidance on enhancing your YouTube presence for your review. PTC Foods' channel has five videos which are embedded into its site.



- **Formatting: Phone Numbers.** Your company phone number has the country code for South Korea (+82), but not the United States (+1). Listing the country code is a great globalization practice.
  - **IMPROVEMENT SUGGESTION:** We recommend adding the + in front of the United States phone number.
- **Content (Press Releases, Blog, etc.).** Clear, concise description of PTC Foods and products/services offered.
  - **IMPROVEMENT SUGGESTION:** The Global Market Trends are useful but given that a visitor has to log in to get product specifications, that information isn't captured by the web crawlers.
  - **IMPROVEMENT SUGGESTION:** We recommend adding content, such as White Pages on food trends and consumption habits, and keeping your company's content active with updates at least once a quarter, as this is encouraging to foreign customers.
  - **FEEDBACK FROM KOREA:** Overall, the product information was a bit lengthy/wordy. Recommend adding relevant images for each product so product description can be improved. Suggest considering the website features one page for each product and provide more detailed information and images. Currently, product specification and the list of products are provided upon request, which is somewhat inconvenient.
- **Cultural Sensitivity.** When internationalizing a website, an important but challenging concern is to avoid any culturally offensive images or colors. PTC Foods' website content is neutral and acceptable for global consumption.
  - **FEEDBACK FROM KOREA:** There are no offensive images from a cultural perspective. There aren't any colors or color combinations that are unattractive.
- **Formatting: Dates.** We recommend any dates included on your site – we didn't see too many - are spelled out in the American format – month, day, year. Other countries format dates in different ways, so it's best to spell them out to avoid confusion.
- **Translation.** Translation to various languages did not significantly impact PTC Foods' site format (see figures 1, 2, 3 below).
  - **FEEDBACK FROM KOREA:** PTC Foods' English-language website is readable by Koreans who have English language ability.
  - PTC Foods' Korean site reads well; however, it's clear that the narratives were translated from another language.
  - When using a machine translator, the site maintains its form.



Figure 1 - PTC Foods' site translated to Chinese (words much smaller than English)



Figure 2 - PTC Foods' site translated to German (words typically larger than English)



Figure 3 - PTC Foods' site translated to Arabic (writing from right to left)



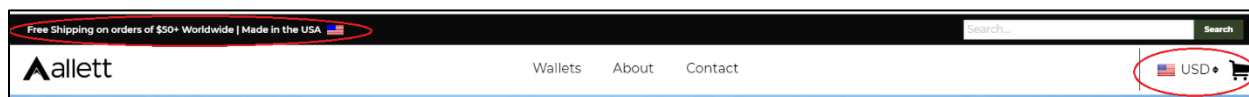
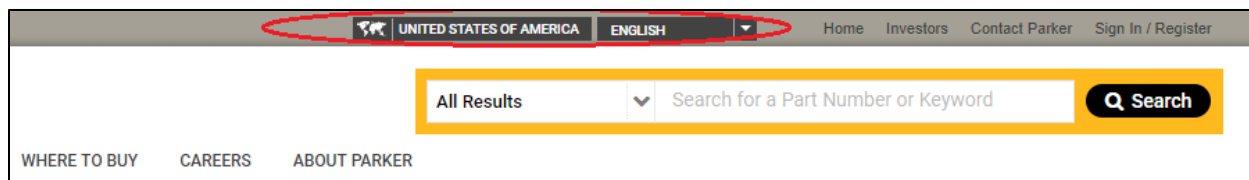




## Weaknesses

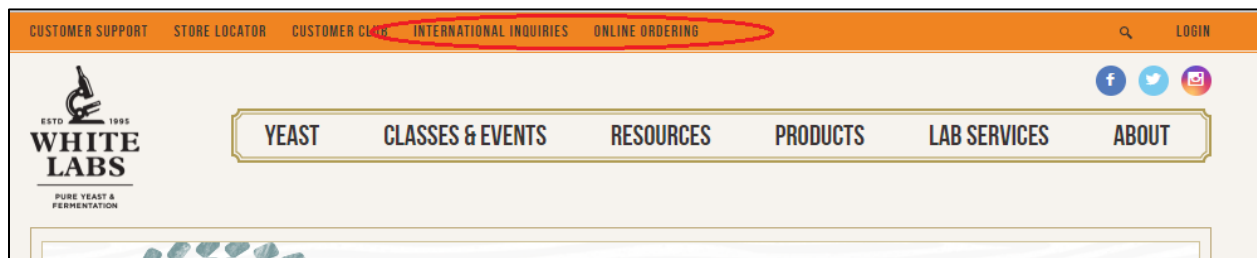
- **International Presence.** Consider adding an element on the home page that indicates you are open and interested in international business (examples below). It's clear that PTC Foods sells into Korea, as indicated by the flags at the top of the home page and the offices at the bottom of the home page, but it is not clear if your company would sell into other markets. Adding an element on the homepage that indicates the company's interest in international business is one of the simplest, yet most impactful things, U.S. companies can do. Foreign buyers want to know that you're both interested and capable of transacting internationally. Feedback from our posts and customers overseas indicates that the absence of this indication often leads to site abandonment.

### Examples of pages with elements indicating international interest:



- **Contact Us Page.** On the Contact page, PTC Foods presents a concise, fillable form, which is a best practice for international visitors. We recommend adding a few additional fields, including a "Country" field, which will allow your compliance team to screen inquiries against U.S. Government denied parties lists and embargoed countries.
  - We recommend that in addition to the form, you provide an email address on the contact us page. Also, rather than use a generic email address (e.g., info@xxxx or sales@xxxx), an email address and a phone number for a specific person handling international inquiries is recommended.
  - Indicating the U.S. country code (+1) and the time difference from Greenwich Mean Time (GMT) is beneficial to international visitors wishing to contact you.
  - You might also consider creating a separate Contact page for your international visitors (example below). This could be part of an International page, as mentioned above.





- **Social Media.** We didn't find any Facebook Page or LinkedIn page for PTC Foods. In order to maximize PTC Foods' visibility, we recommend promoting your brand across relevant social media sites (Facebook, Instagram, etc.). As long as your company is able to keep these sites updated (we recommend at least once a week), they will improve the company's SEO and customer interaction. We recommend adding social media links/buttons at the bottom of the website's homepage, so visitors understand they have the ability to interact with the company on multiple platforms. This clear connection between the website channel and social media channels is important in building brand credibility with overseas consumers.
- **Certifications and Affiliations.** We did not see any certifications or affiliations mentioned on the PTC Foods website. Consider adding any relevant certifications, especially those recognized by international customers (e.g. Organic, Fair Trade, etc.). Foreign buyers find that listing certifications and product ingredients are indications of a more trustworthy business and are therefore more likely to buy.

***Example of webpage listing certifications and affiliations***





- **Formatting: State Abbreviations.** Consider spelling out MD to Maryland since most overseas customers are not familiar with the United States' two letter state codes.
- **Formatting: International Measurements.** We were unable to access the product specifications on the site; however, we recommend ensuring that product specifications and any measurements are listed in both standard and metric units so that all international buyers can understand product specifications.
- **Formatting: Time Zones.** To help an international visitor calculate when your office is open relative to their time zone, consider including on your Contact page the time zone for your office with the zone abbreviation (e.g., EST) and with the number of hours from GMT (e.g., -5 GMT).
- **USA Quality.** Consider making it clear on every page that your products are "Made in the USA", which is often viewed as an indicator of quality and brand authority for many overseas consumers.
- **E-Commerce.** As PTC Foods considers updating its website, we recommend reviewing the benefits and costs of e-commerce solutions that allow internet transactions.
  - It's also good to be aware that in some overseas markets such as the EU, the preferred payment method isn't credit card. Consider an Online Payment Service Provider from the [eCommerce Business Service Provider Directory](#) to help you expand your payment service options as your ecommerce sales channel grows.





## Search Engine Optimization (SEO)

*\*SEO is a complex, specialized area, and the following recommendations provide some high-level guidance, but for comprehensive SEO, professional consultation is advised. For a comprehensive list of recommended enhancements, please visit the [eCommerce Business Service Providers Directory](#). This report should be provided to your webmaster for evaluation and correction.*

- Quick loading speed is very important and long loading times (5+ seconds) can lead to site abandonment. PTC Foods' site has a loading speed of 1.8 seconds, which is under average loading speed time of 5 seconds.
  - **FEEDBACK FROM KOREA:** It took a very long to load images from both computer and mobile phone.
- The SEO report reveals that PTC Foods has Google Analytics; it is important to set key performance indicators for web-generated sales based off of your website visitor analytics as a part of your [digital strategy](#). Based on your input, we were encouraged to hear PTC Foods uses its Google Analytics to track visitors by U.S. state and country.
- Site Meta Description - *This is Home Page*. This description looks like it needs to be updated with food and product specific language. We recommend reviewing this description for accuracy. Although meta elements do not influence search engines nearly as much as they did a few years ago, they can still help, and are simple to implement. Limit is 160 characters.
- Image Alt Text - *multiple page images were identified as missing image alt text* (see report). Consider also adding translated keywords in each image description for your target markets.

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- Web crawler's view of PTC Foods' website. When potential customers search, are these the key words you'd want them to use? Note: The larger the word, the more prominent it is on your site, and more influential on search results. We recommend reviewing these words for accuracy and developing a plan to ensure the common words on your site reflect your company's products and expertise.

address assistance bakery baltimore beverage branch carefully charles check clear confectionery consulting **contact** cream customers dairy date development directions **email** ensure entire export floor folder follow food foods forgot global headquarters high including ingredient ingredients just korea latest learn links **login** logistics manage management **market** marketing materials network office original **password** phone process **product** products provide providing ptcfoods quality quick receive recommendations **register** regularly releases reliable **research** reserved reset resources return rights robust round safety segments sent seoul **services** shaping shows sign snack source sourcing spam specs stay suppliers supply tailored today tower trade **trends** updates vetted yangpyeong year youngdeungpo



- **FEEDBACK FROM KOREA:** There are other companies and organizations with the same name as PTC so PTC Foods was not searched when typed “PTC” on Naver. A potential visitor has to type “PTC Foods” in order to get the result.
  - USA best chocolate supplier: 미국 최고의 초콜릿 공급업체
  - USA best peanuts supplier: 미국 최고의 땅콩 공급업체
  - USA best ice cream ingredients supplier: 미국 최고의 아이스크림 원료 공급업체
  - USA food ingredient supplier: 미국 식품 원료 공급업체
- When justified, regionalized or localized sites targeted at specific countries yield the best results from an SEO perspective (*we recommend ≥5% of site traffic from target country*).
  - In the short term, an **introduction page translated** in target language(s) is a great alternative to regionalization or localization. This can be very effective at making your company appear much more capable (and interested) in doing business in the target region, and a big help for your SEO since your site now includes translated keywords (which is likely what will be used to search in your target countries). We recommend you visit the [eCommerce Business Service Providers Directory](#) to find an appropriate marketing/translation service provider.
  - **Backlinks and linking domains** on your website significantly help SEO rankings
    - Consider registering on sites complimentary to your industry as a priority, and, although less impactful, market-maker sites such as Alibaba, etc.
    - The more sites of relevance that have links to your site, the better. Be sure to backlink with any distributors or partners, especially overseas ones, as this not only helps your SEO, but the SEO of your product representatives.

***List of backlinks from your site – pulled from SEOSiteCheckUp***

<http://www.ptcfoods.com>

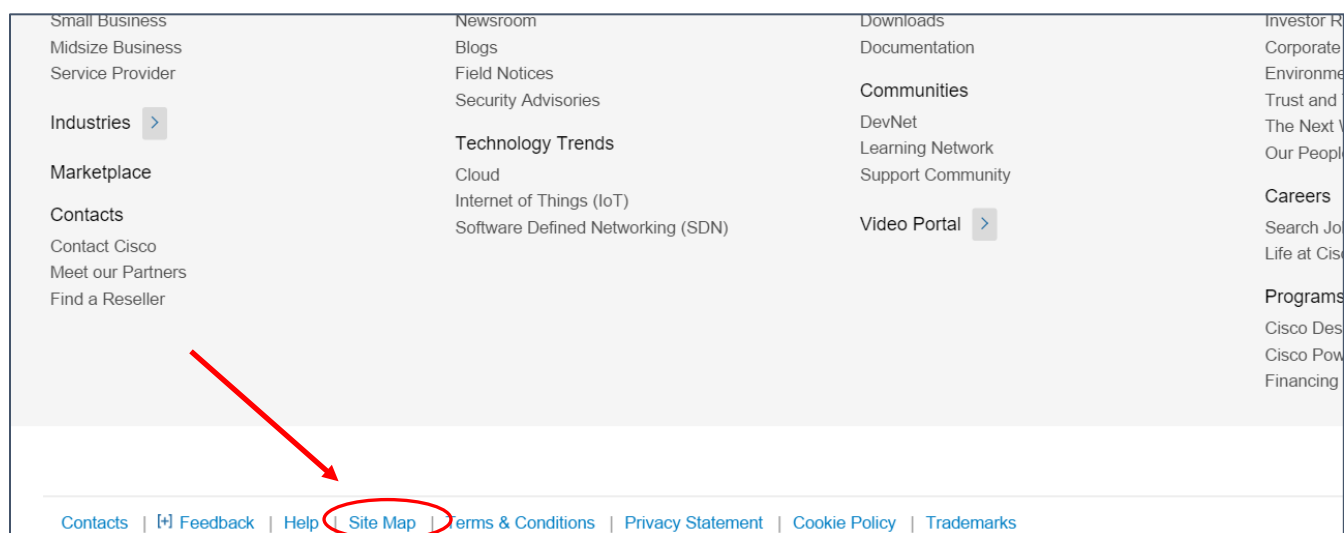
ⓘ Your domain has **90 total backlinks** from **13 referring domains**. Some recently found backlinks for your domain are listed below:

- 
- Checked on Apr 30, 2020: <http://tangel.onlinejualan...com/snack-import-korea.html>
  - Checked on Apr 27, 2020: <https://serang.onlinejualan...com/snack-import-korea.html>
  - Checked on Apr 22, 2020: <http://serang.onlinejualan.com/snack-import-korea.html>
  - Checked on Apr 20, 2020: <https://wallnine.com/beatrice-foods.html>
  - Checked on Apr 20, 2020: <https://wallnine.com/beatrice-foods.html>

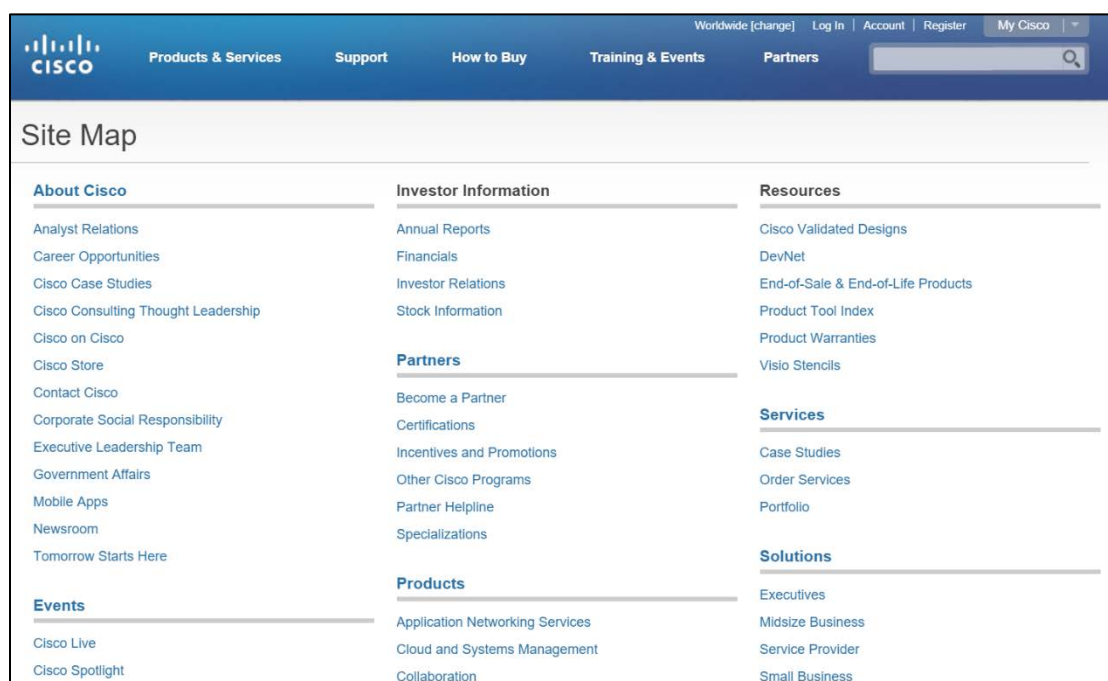
- **Site Map** provides your website with a link to an index of all of your site's pages, and it should be a link on your home page as this is the preferred site navigation in some overseas markets. Most companies place a link to their site map somewhere on the bottom of the page (example below). The link to your sitemap is then used when your site is indexed by search engines around the world.



**Example of sitemap link at bottom of Cisco's webpage.**



**Cisco's sitemap**



- An **XML Sitemap** is used by search engine bots and should similarly fully catalog your entire website which will facilitate a web crawler's ability to index your site, and optimize SEO, which is important as Google ranks individual web pages and not just sites.
  - It appears that PTC Foods has an XML sitemap (see below). Have your webmaster review this sitemap to ensure it's indexing all your websites pages and content.



## PTC Foods' XML sitemap (<https://PTC Foods.com/sitemap.xml>).

This XML file does not appear to have any style information associated with it. The document tree is shown below.

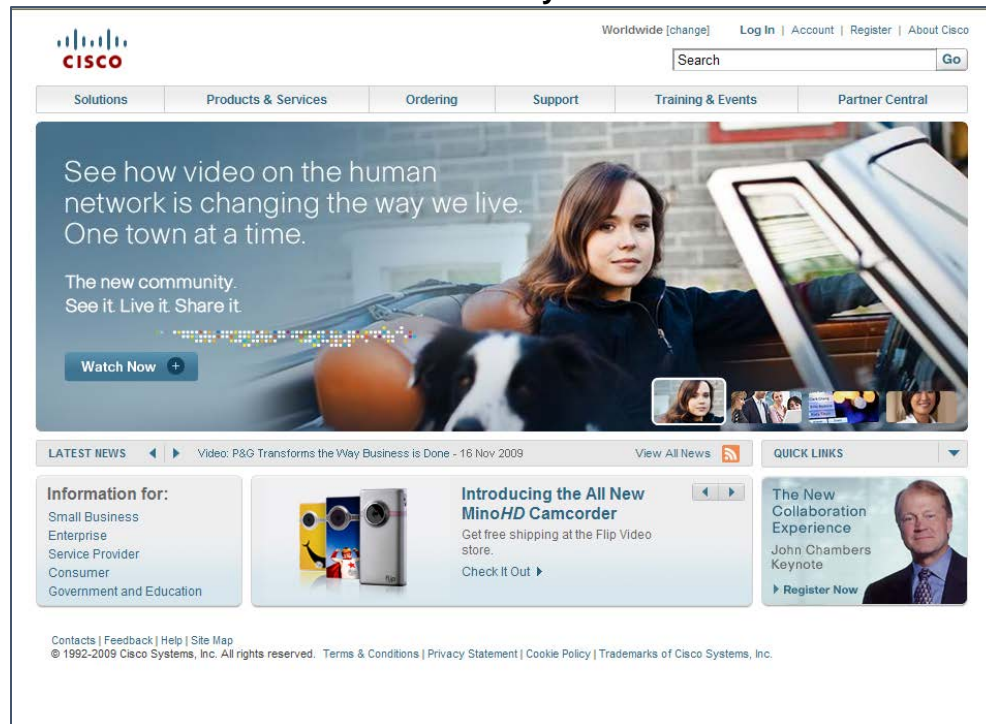
```
<?xmlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
  <!--
    Created with Free Online Sitemap Generator www.xml-sitemaps.com
  -->
  <url>
    <loc>http://www.ptcfoods.com/</loc>
    <lastmod>2018-07-19T13:29:50+00:00</lastmod>
    <priority>1.00</priority>
  </url>
  <url>
    <loc>http://www.ptcfoods.com/index.php</loc>
    <lastmod>2018-07-19T13:29:50+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.ptcfoods.com/products-en-page.html?id=35
    </loc>
    <lastmod>2018-07-19T13:29:50+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.ptcfoods.com/bakery-and-snack-en-page.html?id=63
    </loc>
    <lastmod>2018-07-19T13:29:50+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.ptcfoods.com/confectionery-en-page.html?id=64
    </loc>
    <lastmod>2018-07-19T13:29:50+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  <url>
    <loc>http://www.ptcfoods.com/food-safety-en-page.html?id=65
    </loc>
    <lastmod>2018-07-19T13:29:50+00:00</lastmod>
    <priority>0.80</priority>
  </url>
</sitemap>
```

- You may want to also consider adding an HTML site map and link to your home page as well. This further simplifies foreign prospect's ability to find what they need on your site.



## Appendix A – Other examples of best practice internationalized, regionalized and localized website.

### Cisco's main Internationalized webpage – Neutral, not specific to any particular region or country



### Cisco's Middle Eastern website – Regionalized for general use in the Middle East, but not localized to a specific country





Cisco's UK webpage – Localized specifically to that country. Language, images, units of measure etc. all specific to the UK, not 'Europe' in general.

UK & Ireland [change] Log In | Account | Register | About Cisco | Local Offices

Search Go

Solutions Products & Services Ordering Support Training & Events Partner Central

**There's a Better Way to Do Business**

Use Cisco Collaboration Solutions to build teams, share information, serve customers and make better decisions.

[Learn More](#)

**LATEST NEWS** Neology and Cisco Work Together to Develop... - 2009-11-18 All News

**QUICK LINKS**

**Information for:**  
Public Sector  
Small and Medium Business  
Enterprise  
Consumer  
Service Provider

**Unified Communications**  
50+ new or enhanced products, including mobility, collaboration, and SMB options.  
[Learn More](#)

**Cisco Assistant**  
[Contact Cisco](#)  
[Request Callback](#)

0800-0153003 (UK) | 1-800-556-670 (RoI)

Contacts & Feedback | Help | Site Map  
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Cisco Systems Limited (Company Number: 02558939), is registered in England and Wales with its registered office at 1 Callaghan Square, Cardiff, South Glamorgan CF10 5BT

## Cisco's USA support page

Worldwide [change] Log In | Account | Register | About Cisco

Search Go

Solutions Products & Services Ordering Support Training & Events Partner Central My Cisco

**Support**

**Experience the next generation of technical support!**  
Take a quick tour of what's changed ([Flash](#) or [HTML](#)) and [learn how](#) to take advantage of your new features.

**Option 1: Select a Product Name**

Enter Product Name e.g. 6500 Switch or IP Routing [Find](#) [-] hide categories

[Application Networking Services](#)  
[Cisco IOS and NX-OS Software](#)  
[Cisco Interfaces and Modules](#)  
[Collaboration](#)  
[Network Management](#)  
[Optical Networking](#)  
[Physical Security and Building Systems](#)  
[Routers](#)  
[Security](#)  
[Service Exchange](#)

[Storage Networking](#)  
[Switches](#)  
[TelePresence](#)  
[Unified Computing](#)  
[Universal Gateways and Access Servers](#)  
[Video, Cable and Content Delivery](#)  
[Voice and Unified Communications](#)  
[Wireless](#)  
[End-of-Sale and End-of-Life Products](#)

**Tools & Resources**  
[Bug Toolkit](#) | [TAC Case Collection](#) | [Software Advisor](#) | [Command Lookup](#) | [Show All...](#)

**Featured**  
[Cisco Notification Service](#)  
Cisco Notification Service allows a user to subscribe and receive important Cisco product and technology information. Specifically, this service provides the user with an improved unified subscription experience and the ability to choose the timing of notifications, as well as the notification delivery method (email or RSS feed).  
[Receive RSS Feeds](#) | [See the Flash Tour](#)

**Option 2: Select a Task**

[Download Software](#)  
[Troubleshoot](#)  
[Install & Upgrade](#)  
[Maintain & Operate](#)  
[Configure](#)  
[Design](#)

**NetPro Community**  
A forum for peer and expert wisdom to get the answers you need. Ask questions and resolve issues that concern you now. [Join the Discussion](#)

**Support Wiki**  
[New part of the Cisco Support](#)

**Additional Support Links**  
[Small Business Communities](#)  
[Technical Services Newsletter](#)  
[Career Certifications](#)  
[Scientific Atlanta \(SPVTG\)](#)  
[Customer Support](#)  
[Linksys Technical Support](#)

**Contact Cisco for Support**  
[Create TAC Service Request](#)  
[Query TAC Service Request](#)  
[Email or Phone Technical Support](#)

**Support Location - Language**  
Worldwide - English

**Rapidly deploy Infrastructure as a Service**  
[Learn More](#)



**Cisco's Middle Eastern support page – No matter what...some site modification will be required in certain languages.**

[English / Arabic](#) | [الشرق الأوسط](#) | [المكتاب المحلية](#) | [حول سيسكو](#) | [التسجيل](#) | [حساب](#) | [الدخول إلى الموقع](#)

[الرئيسية](#)

[المنتجات والخدمات](#)

[الطلبات](#)

[الدعم الفني](#)

[التدريب والفعاليات](#)

[مركز الشركاء](#)

الدعم

**أدوات وعمليات البحث من Cisco أقرب من أي وقت مضى...**

انطلق مع مكونات البحث الإضافية الجديدة من Cisco. [إليك الطريقة](#)

دعنا نساعدك

تواصل مع سيسكو

طلب مساعدة الاتصال

حصل على الدعم الفني

مجتمع NetPro

منتدى لتبادل المصالح والخبرات والمصالح على الإجابات التي تحتاج إليها. شارك في طرح الأسئلة وحل المشكلات التي تشغل بالك الآن. [انضم إلى المناقشة](#)

دعم Wiki

قاعدة معرفية ديناميكية يمكنك من خلالها الاطلاع على أحدث محتوى تقني وإرشاد الوصول إليه. حل مشكلات واقعية تتعلق بتكنولوجيا المعلومات في الوقت الحقيقي. [اكتب Wiki](#) (أو تعرف على النظرة العامة المقدمة بـ Flash)

حلل مهمة...

[تنزيل البرامج](#)

[استكشاف الأخطاء وإصلاحها](#)

[التكوين](#)

[التثبيت والترقية](#)

[التصميم](#)

[الصيانة والتشغيل](#)

أو عرض المعلومات حسب نوع المنتج

[خدمات شبكة التطبيقات](#)

[أجهزة ووحدات Cisco](#)

[برنام Cisco IOS](#)

[أنظمة قابلية التبادل](#)

[إدارة الشبكة](#)

[شبكة البصيرة](#)

[الموجهات](#)

[الأمان](#)

[تبادل الخدمات](#)

[شبكة التخزين](#)

[البروتوكولات](#)

[TelePresence](#)

[الميزات العالمية وخوادم الوصول](#)

[الفيديو والحلول الكلية وتسليم المحتوى](#)

[الصوت وأساليب الاتصالات الموحدة](#)

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الأخبار

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[الدعم الفني](#)



## Appendix B - YouTube Ranking Factors: Getting Ranked in the Second Largest Search Engine

YouTube is arguably the second largest search engine on the Web. Recent information [released by Google](#) has shown that more and more users are using YouTube as a search engine. Searches related to “how to” on YouTube are growing 70% year over year. It is also no secret that video content is more engaging than a page of text and can be much more informative.

YouTube’s popularity and reach are also expanded by its inclusion in both Google Web and Video search. Google weeded out the video competition in web search by predominantly displaying only video-rich snippets for YouTube videos back in 2014. Google also made a surprising [update to Google Trends](#) recently by including YouTube trending topics in the tool.

So it is very important to have a presence on YouTube to expand your marketing reach, build your brand and drive traffic back to your website. Not only can you rank in YouTube search, but also in Google’s web and video search.

Watch this “Whiteboard Friday Video” by Moz on what you need to invest in as a business so you can reach your marketing audience through Youtube. The [five crucial elements for video ranking success](#) are laid out here in 8 minutes.

At the end of the day, it is very important to have quality video content that adds value, solves a problem, engages and meets user needs. Great content will naturally get shared and get links, which will help increase rankings. Spend time working on your video content calendar and employ the above optimizations to have a successful YouTube presence.

Make sure to thoroughly vet any digital marketing service providers you may hire to take on any work for you in this area. Feel free to visit the [eCommerce Business Service Provider Directory](#) to find a digital marketer that can help you with your YouTube channel today!

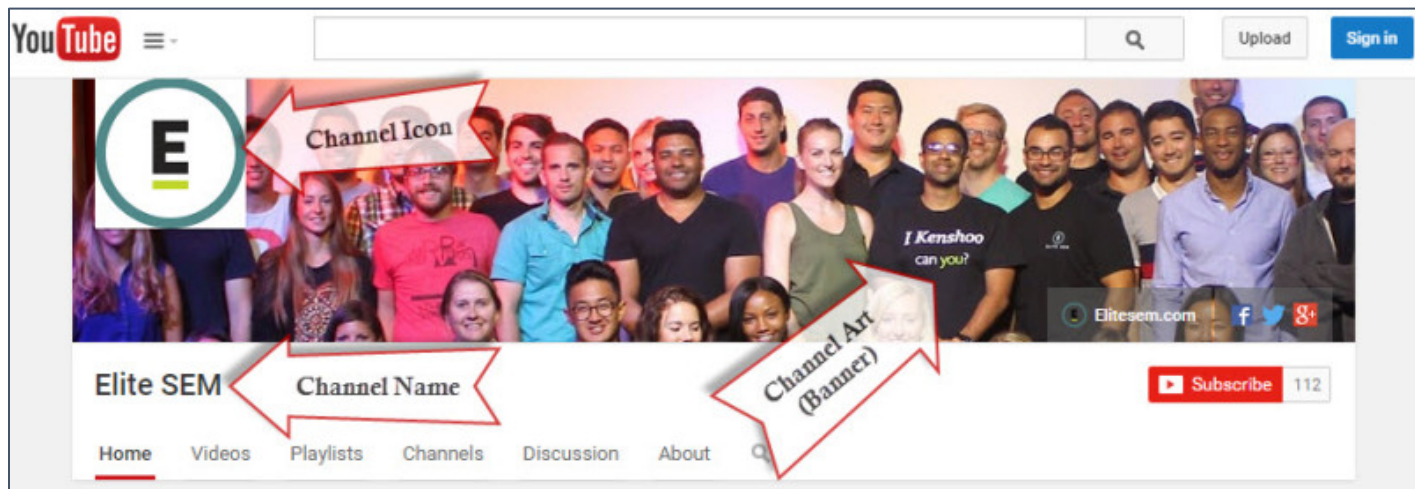


## Establishing a Presence on YouTube

Before creating a YouTube channel or videos, you must have some sort of social media posting strategy! This strategy is, of course, heavily based upon a solid video content calendar that aligns with company goals. Once your strategy has been developed, you can launch a new channel or optimize an existing channel. Here are the steps you need to take to optimize your YouTube channel.

## 1. Channel Name, Branding & Vanity URL

It goes without saying that your YouTube channel should be well branded. Your channel name, icon, banner (aka “Art”) and vanity URL should reflect your brand. The channel icon and banner images should be high quality to avoid pixilation.



*Example of a vanity URL:* <https://www.youtube.com/user/EliteSEMInc>

YouTube recently changed its policy for [claiming a vanity URL for your channel](#). You must now meet the following qualifications to claim a vanity URL:

- 500 or more subscribers
- Channel is at least 30 days old
- Channel has uploaded a photo for the channel icon
- Channel has uploaded channel art

A channel without a vanity URL will receive an unoptimized URL that is not user-friendly or memorable, so it's very important to work toward getting a vanity URL. (See [Google's YouTube Help documentation for more details on vanity URL qualifications](#).)



## **2. Channel Keywords & Targeted Country**

Placing the appropriate keywords in the channel keywords element can help your channel rank higher in YouTube search. Be sure to select keywords that are related to your business and that have search volume. Leverage the Google AdWords keyword planner tool for search volume data. Be sure to select the targeted country you want to rank in.

## **3. Backlink Your Website**

Leverage the associated website feature in your channel settings. Linking your website will help establish your brand authority in the YouTube search results.

## **4. Channel Description & Links**

A big opportunity to improve the rankability of your channel is to place branded and keyword-targeted content in the description section of your YouTube channel. The more content the better. Be sure to also include links to your website and social profiles to help users easily navigate to your website.

## **5. Optimize Your Channel Homepage**

For your YouTube channel homepage, you should utilize the featured video feature. This will allow you to highlight a specific video that will automatically play when someone visits the channel homepage. This will help boost engagement and can help you highlight specific information about your business. You should also highlight video playlists on the homepage to help users discover the different video content that you have uploaded. The more video playlists the better.

## **6. Promote Your Channel**

Place links to your YouTube channel on your website and in your social profiles and emails. This will help increase channel exposure, visits and authority.



## YouTube Video Ranking Factors

YouTube video ranking factors are pretty straightforward. You can go about boosting rank in much the same way you would optimize a Web page. Here is breakdown of the rank factors:

- **Meta Data.** Video titles, descriptions and tags are the core ranking factors. Keyword insertion is very important in all three elements. Similar to Web page title optimization, you should place the primary keywords at the forefront of the video titles. Be sure to include links to your website and social profiles in video descriptions to help users easily navigate to your website.
- **Video Quality.** HD videos will rank higher than low-quality videos. YouTube highlights HD videos in search results. HD is a user experience element. Poor quality videos will annoy users, and you will not only lose views and subscribers, you'll also get dislikes.
- **Views, Likes, Shares & Links.** YouTube video rankings are affected by the number of views, likes (thumbs up) on YouTube, social shares and inbound links. When a video is published on your channel, you should begin distribution to help gain views, likes, shares and links. Here are some ways to distribute your video content:
- **Thumbnail Optimization & Annotations.** Utilizing the custom thumbnail feature for videos and annotations can help increase video CTR, views and shares. For each video, you have the option to upload a custom thumbnail. The image should be high quality (640 x 360 pixels minimum, 16:9 aspect ratio), vibrant and eye-catching. Visually compelling imagery will help get your video more clicks and views.
- **Subtitles & Closed Captions.** YouTube allows you to add closed captions for videos that have spoken-word content. This feature opens up your content to a larger audience, including deaf or hard of hearing viewers or those who speak languages besides the one spoken in your video. The **captions are crawlable** by the search engines! This takes your video to the next level from a ranking perspective. By enabling the closed captions feature, you will increase the video's rankability. Note that the YouTube automatic captions feature is not perfect, and you will have to make corrections. You have the option to upload a closed caption file. More details [here](#).
- **Branding.** While branding your videos does not directly affect video rankings, it does help increase brand authority and engagement, which can lead to more subscribers, shares and views. Be sure to include a branded intro and outro to your videos. YouTube also offers a watermark feature that allows you to brand watermark all your videos.



# SEO Report for <http://www.ptcfoods.com>

**57 / 100**

SEO SCORE

**32 / 51**

PASSED CHECKS

**17 / 51**

FAILED CHECKS

**2 / 51**

WARNINGS

<http://kintusa.com/>

Competitor

**48 / 100**

SEO SCORE

**27 / 51**

PASSED CHECKS

**23 / 51**

FAILED CHECKS

**1 / 51**

WARNINGS

## COMMON SEO ISSUES

### Meta Title Test

<http://www.ptcfoods.com>

✓ The meta title of your page has a length of 16 characters. Most search engines will truncate meta titles to 70 characters.

→ PTC Foods | Home

<http://kintusa.com/>

✓ The meta title of your page has a length of 121 characters. Most search engines will truncate meta titles to 70 characters.

→ Kint & Associates, Inc. | Food industry product development, formulation, processing, ingredient sourcing, sales and more

### Meta Description Test

<http://www.ptcfoods.com>

✓ The meta description of your page has a length of 17 characters. Most search engines will truncate meta descriptions to 160 characters.

→ This is Home Page

<http://kintusa.com/>

✗ The meta description tag is missing from your page. You should include this tag in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.



**http://www.ptcfoods.com**


-  [PTC Foods | Home](https://www.ptcfoods.com)  
<https://www.ptcfoods.com>  
This is Home Page

**http://kintusa.com/**

-  [Kint & Associates, Inc. | Food industry product development, formulation, processing.](http://kintusa.com)  
<http://kintusa.com>


## Most Common Keywords Test

**http://www.ptcfoods.com**

-  There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

- 
- market - 6 times
  - login - 4 times
  - trends - 4 times
  - product - 4 times
  - contact - 4 times

**http://kintusa.com/**

-  There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.

- 
- product - 3 times
  - production - 3 times
  - kint - 2 times
  - associates - 2 times
  - welcome - 1 times



## Keywords Usage Test

<http://www.ptcfoods.com>

- ✖ Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.

- Keyword(s) not included in Title tag
- Keyword(s) not included in Meta-Description tag

### HOW TO FIX

First of all, you must make sure that your page is using the title and meta-description tags.

Second, you must adjust these tags content in order to include some of the primary keywords displayed above.

<http://kintusa.com/>

- ✖ Your most common keywords are not appearing in one or more of the meta-tags above. Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.

- Keyword(s) included in Title tag
- Keyword(s) not included in Meta-Description tag

## Keywords Cloud Test

<http://www.ptcfoods.com>

- ⓘ address assistance **bakery** baltimore **beverage** branch carefully charles check clear **confectionery** consulting **contact** cream customers **dairy** date development directions **email** ensure entire export floor folder follow **food** foods forgot global headquarters high including ingredient ingredients just korea latest learn links **login** logistics manage management **market** marketing materials network office original **password** phone process **product** products provide providing ptcfoods quality quick receive recommendations **register** regularly releases reliable **research** reserved reset **resources** return rights robust round safety segments sent seoul **services** shaping shows sign **snack** source sourcing spam specs stay suppliers supply tailored today tower trade **trends** updates vetted yangpyeong year youngdeungpo

<http://kintusa.com/>

- ⓘ associates capabilities categories clients commissioning company contact development equipment export featured food formulation help home industry ingredient installations kint line marketing material process procurement **product** **production** profile provides santa services solutions springs successful supply technology valley vendors view welcome

## Related Keywords Test

<http://www.ptcfoods.com>

- ⓘ This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- cruz fresh ground coffee thins
- cruz fresh ground coffee thins
- boom chicka pop frosted sugar cookie walmart
- coloured vermicelli recipe
- megaload cups



**http://kintusa.com/**

 This URL is currently ranked in the top 20 organic Google listings for the search terms below:

- kint corporation
- kint
- food product development and formulation
- kint kint
- product development in food industry


## Competitor Domains Test

**http://www.ptcfoods.com**

 Some of the most relevant competitors for your domain are listed below:


- coffeethins.com
- rainmakerfoodsolutions.com
- trendincite.com
- haffaskitchen.blogspot.com
- eatnudge.com

**http://kintusa.com/**

 There are no indexed competitors for your domain!

## Heading Tags Test

**http://www.ptcfoods.com**

 Your webpage does not contain any H1 headings. H1 headings help indicate the important topics of your page to search engines. While less important than good meta-titles and descriptions, H1 headings may still help define the topic of your page to search engines.

### H2 headings

- Login
- Forgot password?

**http://kintusa.com/**

 Congratulations! Your webpage contains headings tags.

### H1 headings

- Welcome

## Robots.txt Test

**http://www.ptcfoods.com**

 Congratulations! Your site uses a "robots.txt" file: <https://www.ptcfoods.com/robots.txt>



**http://kintusa.com/**

- ✖ Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load time on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one. Read more about the [robots.txt file](#), and how to create one for your site.

#### Sitemap Test

**http://www.ptcfoods.com**

- ✔ Congratulations! Your website has a sitemap file.

→ <https://www.ptcfoods.com/sitemap.xml>

**http://kintusa.com/**

- ✖ Your website lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for [implementing the sitemap protocol](#).

#### SEO Friendly URL Test

**http://www.ptcfoods.com**

- ✖ Your webpage contains URLs that are not SEO friendly!

→ [https://www.ptcfoods.com/english-en-page.html?id=83&language\\_id=1&page\\_id=33](https://www.ptcfoods.com/english-en-page.html?id=83&language_id=1&page_id=33)  
→ [https://www.ptcfoods.com/english-en-page.html?id=83&language\\_id=2&page\\_id=33](https://www.ptcfoods.com/english-en-page.html?id=83&language_id=2&page_id=33)  
→ [https://www.ptcfoods.com/en/marketing\\_materials](https://www.ptcfoods.com/en/marketing_materials)  
→ <https://www.ptcfoods.com/home-en-page.html?id=33>  
→ <https://www.ptcfoods.com/download-pdf-en-page.html?id=74>

#### HOW TO FIX

In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they make URLs less inviting for users to click or share.

- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens. BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).

- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.

**http://kintusa.com/**

- ✔ Congratulations! All links from your webpage are SEO friendly.



## Image Alt Test

**http://www.ptcfoods.com**

✖ Your webpage is using "img" tags with empty or missing "alt" attribute.

### HOW TO FIX

In order to pass this test you must add an **alt** attribute to every **<img>** tag used into your webpage.

An image with an alternate text specified is inserted using the following HTML line:

```

```

Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.

Learn more about [optimizing images for SEO](#).

**http://kintusa.com/**

! Your webpage is using "img" tags with empty or missing "alt" attribute.

## Inline CSS Test

**http://www.ptcfoods.com**

✖ Your webpage is using inline CSS styles!

### HOW TO FIX

It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.

- check the HTML code of your page and identify all style attributes
- for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute

**For example:**

```
<!--this HTML code with inline CSS rule:-->
<p style="color:red; font-size: 12px">some text here</p>
```

```
<!--would became:-->
<p>some text here</p>
```

```
<!--and the rule added into your CSS file:-->
p{color:red; font-size: 12px}
```

**http://kintusa.com/**

✖ Your webpage is using inline CSS styles!



## Deprecated HTML Tags Test

**http://www.ptcfoods.com**

✓ Congratulations! Your page does not use HTML deprecated tags.

**http://kintusa.com/**

✓ Congratulations! Your page does not use HTML deprecated tags.

## Google Analytics Test

**http://www.ptcfoods.com**

✓ Congratulations! Your webpage is using Google Analytics.

**http://kintusa.com/**

✗ A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.

## Favicon Test

**http://www.ptcfoods.com**

✗ Your site either doesn't have a favicon or this has not been referenced correctly.

### HOW TO FIX

To add a favicon to your site, you need to have your logo created in a 16x16 PNG, GIF or ICO image and uploaded to your web server. Then it's simply a matter of adding the following code into the header of your HTML code for your web pages:

```
<head>
<link rel="icon" type="image/x-icon" href="url_to_my_favicon" />
<title>My Title</title>
</head>
```

In the example above the "url\_to\_my\_favicon" refers to the actual location of your favicon file.

**http://kintusa.com/**

✗ Your site either doesn't have a favicon or this has not been referenced correctly.

## Backlinks Test


**http://www.ptcfoods.com**

ⓘ Your domain has **90 total backlinks** from **13 referring domains**. Some recently found backlinks for your domain are listed below:

- Checked on Apr 30, 2020: <http://tangselinejualan...com/snack-import-korea.html>
- Checked on Apr 27, 2020: <https://serang.onlinejualan...com/snack-import-korea.html>
- Checked on Apr 22, 2020: <http://serang.onlinejualan.com/snack-import-korea.html>
- Checked on Apr 20, 2020: <https://wallnine.com/beatrice-foods.html>
- Checked on Apr 20, 2020: <https://wallnine.com/beatrice-foods.html>




**http://kintusa.com/**

 Your domain has **16 total backlinks** from **12 referring domains**. Some recently found backlinks for your domain are listed below:

- Checked on Jan 01, 2020: <http://www.bigfinder.de/?c=ws&q=more&v=1>
- Checked on Jul 24, 2019: <http://obpsupersearch.com/U...832-kint-and-associates-inc>
- Checked on Jun 17, 2019: <https://www.yelp.site/norwalk-ca/skin-care>
- Checked on Apr 27, 2019: <https://california.thisusad...com/company/kint-assoc.html>
- Checked on Mar 20, 2019: <http://biola.pipelinedev.co...1420144/kint-and-associates>

#### JS Error Test

**http://www.ptcfoods.com**


 Congratulations! There are no severe JavaScript errors on your webpage.

**http://kintusa.com/**

 Congratulations! There are no severe JavaScript errors on your webpage.

#### Social Media Test


**http://www.ptcfoods.com**

 Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](http://addthis.com)

##### HOW TO FIX

In order to pass this test you must connect your website with at least one major social network. To do that, you must insert into your page some social networks plugins: [Facebook Like Button](#), [Facebook Share Button](#), [Facebook Comments](#), [Twitter Button](#), [Google +1 Button](#), [Pinterest Button](#) or [AddThis Widget](#)


**http://kintusa.com/**

 Your website is not connected with social media using the API's provided by Facebook, Google +, Twitter, Pinterest, or using [addthis.com](http://addthis.com)


#### SPEED OPTIMIZATIONS

##### HTML Page Size Test

**http://www.ptcfoods.com**

 Congratulations! The size of your webpage's HTML is **21.34 Kb** and is under the average webpage's HTML size of **33 Kb**. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.

**http://kintusa.com/**

 Congratulations! The size of your webpage's HTML is **6.52 Kb** and is under the average webpage's HTML size of **33 Kb**. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.



**http://www.ptcfoods.com**

- ✘ Your webpage doesn't use any HTML compression! You should [compress your HTML](#) to reduce your page size and page loading times - this will help your site retain visitors and increase page views. If you were using compression, you could be compressing your HTML size by **76%** - from **21.34 Kb** to **5.11 Kb**.

**HOW TO FIX**

Your two options for file compression are **Deflate** and **GZIP**.

- Deflate is an option which comes automatically with the Apache server and which is simple to set up.
- GZIP on the other hand needs to be installed and requires a bit more work to install. However, GZIP does achieve a higher compression rate and therefore might be a better choice if your website uses pages which have a lot of images or large file sizes.

Setting up file compression for your website will depend on which type of server you're using for your website. Most likely, you'll be using Apache, which means you can enable compression by adding a few deflate codes to your **.htaccess** file.

```
# compress text, html, javascript, css, xml:
AddOutputFilterByType DEFLATE text/plain
AddOutputFilterByType DEFLATE text/html
AddOutputFilterByType DEFLATE text/xml
AddOutputFilterByType DEFLATE text/css
AddOutputFilterByType DEFLATE application/xml
AddOutputFilterByType DEFLATE application/xhtml+xml
AddOutputFilterByType DEFLATE application/rss+xml
AddOutputFilterByType DEFLATE application/javascript
AddOutputFilterByType DEFLATE application/x-javascript
```

For more advanced information regarding deflate you can check this [Apache documentation](#).

**http://kintusa.com/**

- ✘ Your webpage doesn't use any HTML compression! You should [compress your HTML](#) to reduce your page size and page loading times - this will help your site retain visitors and increase page views. If you were using compression, you could be compressing your HTML size by **70%** - from **6.52 Kb** to **1.98 Kb**.

**Site Loading Speed Test****http://www.ptcfoods.com**

- ✓ Your website loading time is around **1.8 seconds** and this is under the average loading speed which is **5 seconds**.

**http://kintusa.com/**

- ✓ Your website loading time is around **0.22 seconds** and this is under the average loading speed which is **5 seconds**.

**Page Objects Test****http://www.ptcfoods.com**

- ✘ Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience.

HTML Pages: 2; CSS Files: 6; Scripts: 11; Images: 10; Flash Files: 0;



**http://kintusa.com/**

- ✖ Your page uses more than **20 http requests**, which can slow down page loading and negatively impact user experience.

HTML Pages: 1; CSS Files: 1; Scripts: 0; Images: 20; Flash Files: 0;

#### Page Cache Test (Server Side Caching)

**http://www.ptcfoods.com**

- ✓ Congratulations, you have a caching mechanism on your website. [Caching](#) helps speed page loading times as well as reduces server load.

**http://kintusa.com/**

- ✖ It does not appear that you are [caching your pages](#). Cached pages serve up static html and avoid potentially time consuming queries to your database. It also helps lower server load by up to 80%. Caching most visibly benefits high traffic pages that access a database, but whose content does not change on every page view. Common caching methods include [Alternative PHP Cache](#), [Quickcache](#), and [WP Super Cache](#) (for Wordpress sites). Caching mechanisms also typically compress HTML, further reducing page size and load time.

#### Flash Test

**http://www.ptcfoods.com**

- ✓ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

**http://kintusa.com/**

- ✓ Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.

#### CDN Usage Test

**http://www.ptcfoods.com**

- ! Your webpage is not serving all resources (images, javascript and css) from CDNs.

##### HOW TO FIX

In order to pass this test you are advised to use a CDN service. A Content Delivery Network (CDN) is a globally distributed network of web servers that allows a quick transfer of assets and provides high availability and high performance. The primary benefits of using a CDN service are:

- Improving website loading times
- Reducing bandwidth costs
- Increasing content availability and redundancy
- Improving website security

**http://kintusa.com/**

- ✖ Your webpage is not serving resources (images, javascript and css) from CDNs.



### http://www.ptcfoods.com

- ✘ Your website is not using cache headers for your images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about [how to add expires headers to your images](#).

#### HOW TO FIX

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your images or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType image/jpg "access plus 1 month"
  ExpiresByType image/jpeg "access plus 1 month"
  ExpiresByType image/gif "access plus 1 month"
  ExpiresByType image/png "access plus 1 month"
</IfModule>
```

### http://kintusa.com/

- ✘ Your website is not using cache headers for your images. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about [how to add expires headers to your images](#).

## JavaScript Caching Test

### http://www.ptcfoods.com

- ✘ Your website is not using cache headers for your JavaScript resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

#### HOW TO FIX

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your JavaScript resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType text/javascript "access plus 1 month"
  ExpiresByType application/javascript "access plus 1 month"
</IfModule>
```

### http://kintusa.com/

- ✓ Your webpage is not using uncached JavaScript resources from your domain.



## CSS Caching Test

**http://www.ptcfoods.com**

- ✖ Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

### HOW TO FIX

In order to reduce the number of HTTP requests, you can use the HTTP Expires header to set an expiration time for your CSS resources or any other content type. You can add the following lines into your **.htaccess** file:

```
<IfModule mod_expires.c>
  ExpiresActive on

  ExpiresByType text/css "access plus 1 month"
</IfModule>
```

**http://kintusa.com/**

- ✖ Your website is not using cache headers for your CSS resources. Setting cache headers can help speed up the serving of your webpages for users that regularly visit your site.

## JavaScript Minification Test

**http://www.ptcfoods.com**

- ✖ Some of your website's JavaScript files are not minified!

### HOW TO FIX

In order to pass this test you must minify all of your external JavaScript files. For this task you can use an online JS minifier like [JSCompress](#), [Closure Compiler](#) or [JSMIn](#).

**http://kintusa.com/**

- ✔ Your webpage is not using JavaScript resources from the same domain.

## CSS Minification Test

**http://www.ptcfoods.com**

- ✖ Some of your webpage's CSS resources are not minified.

### HOW TO FIX

In order to pass this test you must minify all of your external CSS files. For this task you can use an online CSS minifier like [YUI Compressor](#) or [cssmin.js](#).

**http://kintusa.com/**

- ✖ Some of your webpage's CSS resources are not minified.

## Nested Tables Test

**http://www.ptcfoods.com**

- ✔ Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.



**http://kintusa.com/**

- ✖ It appears that your site contains nested tables. Nested tables can be slow to render in some browsers. Consider using a [CSS layout](#) to reduce both HTML size and page loading time.

#### Frameset Test

**http://www.ptcfoods.com**

- ✓ Congratulations! Your webpage does not use frames.

**http://kintusa.com/**

- ✓ Congratulations! Your webpage does not use frames.

#### Doctype Test

**http://www.ptcfoods.com**

- ✓ Congratulations! Your website has a doctype declaration:

→ <!DOCTYPE HTML>

**http://kintusa.com/**

- ✓ Congratulations! Your website has a doctype declaration:

→ <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

#### URL Redirects Test

**http://www.ptcfoods.com**

- ⚠ Your URL performed 1 redirects! While redirects are typically not advisable (as they can affect search engine indexing issues and adversely affect site loading time), one redirect may be acceptable, particularly if the URL is redirecting from a non-www version to its www version, or vice-versa.

→ from: http://www.ptcfoods.com/ to: https://www.ptcfoods.com/

**http://kintusa.com/**

- ✓ Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).



## URL Canonicalization Test

**http://www.ptcfoods.com**

✗ <https://www.ptcfoods.com> and <https://ptcfoods.com> should resolve to the same URL, but currently do not.

**HOW TO FIX**

In order to pass this test you must consider using a 301 re-write rule in your **.htaccess** file so that both addresses (**http://example.com** and **http://www.example.com**) resolve to the same URL.

- If you want to redirect **http://www.example.com** to **http://example.com**, you can use this:

```
RewriteCond %{HTTP_HOST} ^www\.example\.com$  
RewriteRule ^/?$ "http://example.com/" [R=301,L]
```

- If you want to redirect **http://example.com** to **http://www.example.com**, you can use this:

```
RewriteCond %{HTTP_HOST} !^www\.example\.com$ [NC]  
RewriteRule ^(.*)$ http://www.example.com/$1 [L,R=301]
```

Note that you must put the above lines somewhere after **RewriteEngine On** line.

**http://kintusa.com/**

✗ <http://kintusa.com> and <http://www.kintusa.com> should resolve to the same URL, but currently do not.

## HTTPS Test

**http://www.ptcfoods.com**

✓ Your website is successfully using HTTPS, a secure communication protocol over the Internet.

→ Security state: secure

→ Certificate issuer: cPanel, Inc. Certification Authority

→ Valid until: Aug 10, 2020

**http://kintusa.com/**

✗ Your website is not using https, a secure communication protocol. Even for sites that do not collect sensitive customer information, search engines suggest that [switching to https is an increasingly good idea and may help improve rankings](#).

## Safe Browsing Test

**http://www.ptcfoods.com**

✓ This site is not currently listed as suspicious (no malware or phishing activity found).

**http://kintusa.com/**

✓ This site is not currently listed as suspicious (no malware or phishing activity found).



## Server Signature Test

**http://www.ptcfoods.com**

✓ Congratulations, your server signature is off.

**http://kintusa.com/**

✗ Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to [turn off server signature](#) and [improve your website's security](#).

→ Server: lighttpd/1.4.54

## Directory Browsing Test

**http://www.ptcfoods.com**

✓ Congratulations! Your server has disabled directory browsing.

**http://kintusa.com/**

✓ Congratulations! Your server has disabled directory browsing.

## Plaintext Emails Test

**http://www.ptcfoods.com**

✓ Congratulations! Your webpage does not include email addresses in plaintext.

**http://kintusa.com/**

✓ Congratulations! Your webpage does not include email addresses in plaintext.

## MOBILE USABILITY

### Media Query Responsive Test

**http://www.ptcfoods.com**

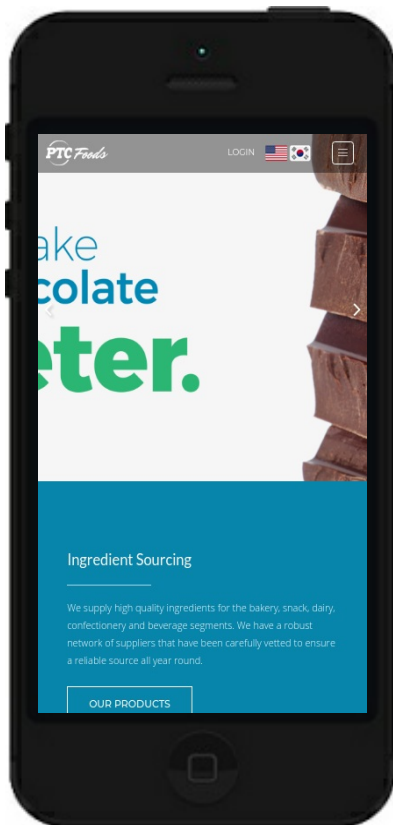
✓ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

**http://kintusa.com/**

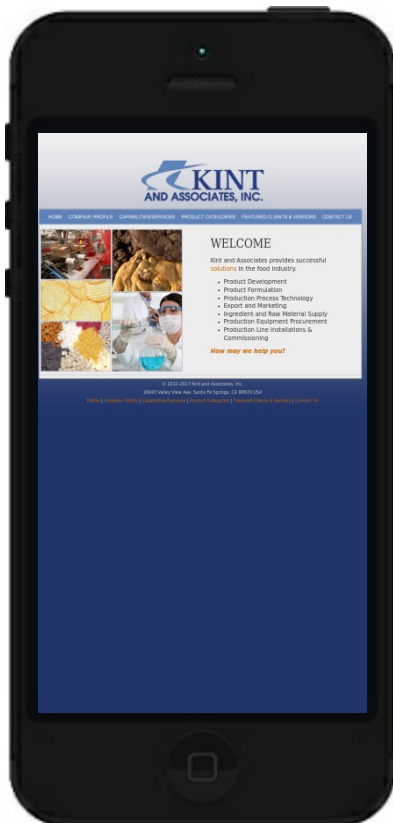
✗ Your website is not using media queries. You should consider using this technique in order to implement responsive design functionalities.



<http://www.ptcfoods.com>



<http://kintusa.com/>





## Structured Data Test

**http://www.ptcfoods.com**

- ✗ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for [getting started with microdata](#).

**HOW TO FIX**

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.com</a>
</div>
```

**http://kintusa.com/**

- ✗ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for [getting started with microdata](#).

## Custom 404 Error Page Test

**http://www.ptcfoods.com**

- ✓ Congratulations, your website is using a custom 404 error page. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links in your site](#).

**http://kintusa.com/**

- ✗ Your website is not using a custom 404 error page. Default 404 error pages result in a poor experience - it can mislead users into thinking an entire site is down or broken, greatly increases the chance they leave your site entirely, and looks unprofessional. By creating a custom 404 error page, you can improve your website's user experience by letting users know that only a specific page is missing/broken (and not your entire site), providing them helpful links, the opportunity to report bugs, and potentially [track the source of broken links in your site](#).

## Noindex Tag Test

**http://www.ptcfoods.com**

- ✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

**http://kintusa.com/**

- ✓ Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.



## Canonical Tag Test

**<http://www.ptcfoods.com>**

✓ Your webpage does not use the canonical link tag.

**<http://kintusa.com/>**

✓ Your webpage does not use the canonical link tag.

## Nofollow Tag Test

**<http://www.ptcfoods.com>**

✓ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.

**<http://kintusa.com/>**

✓ Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.

## Disallow Directive Test

**<http://www.ptcfoods.com>**

✓ Your robots.txt file does not use the disallow directive. This means that the whole website can be crawled by search engines.

**<http://kintusa.com/>**

✓ Your site lacks a "robots.txt" file. This file can protect private content from appearing online, save bandwidth, and lower load on your server. A missing "robots.txt" file also generates additional errors in your apache log whenever robots request one.



**http://www.ptcfoods.com**

- ✘ Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

**HOW TO FIX**

An **SPF record** is a type of **Domain Name Service (DNS)** record that allows email systems to check if the sender of a message comes from a legitimate source and refuse an email if the source is not legitimate. Adding an SPF record is as easy as adding CNAME, MX or A records in your DNS zone. You can find more information [here](#).

Before creating the SPF record for your domain, it is important to have access at your domain's DNS zone and to know what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

**Example:**

Let's say that you are planning to send emails using Google Apps and you also want to ensure that no other mail servers are authorized. You can use an SPF record like this:

```
v=spf1 include:_spf.google.com -all
```

"v=spf1" - This sets the SPF version

"include:\_spf.google.com" - This includes Google mail servers in your list of authorized sending servers

"-all" - This means that any server not previously listed is not authorized

If you are using your own VPS to send email and not any other service like Mandrill, Google Apps, etc. then you can create an SPF record like this:

```
v=spf1 mx -all
```

**Note:**

Setting an SPF record for your domain can help in reducing the chances of a spammer using your domain name in unsolicited emails. Research carefully what mail servers your domain is likely to use and plan how you want any non-authorized email to be handled.

**http://kintusa.com/**

- ✘ Your DNS server is not using an SPF record. SPF (Sender Policy Framework) allows administrators to specify which hosts are allowed to send mail from a given domain by creating a specific SPF record or TXT record in the Domain Name System (DNS). You can find more information about SPF records [here](#).

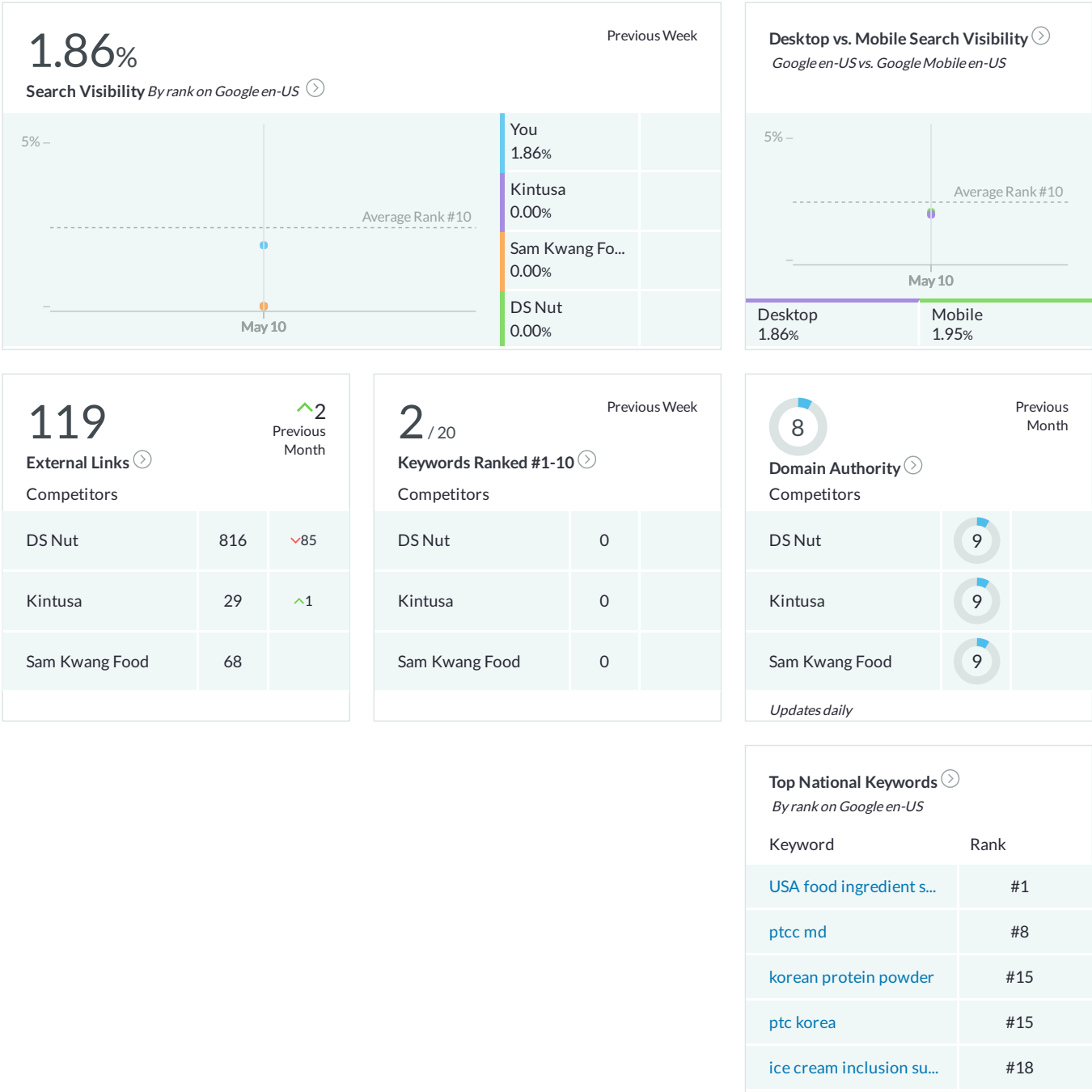


# PTC Foods

This is an SEO report focusing on keyword and backlink affect on SERP rankings affected by domain authority (DA).

Generated on May 12, 2020

## Dashboard

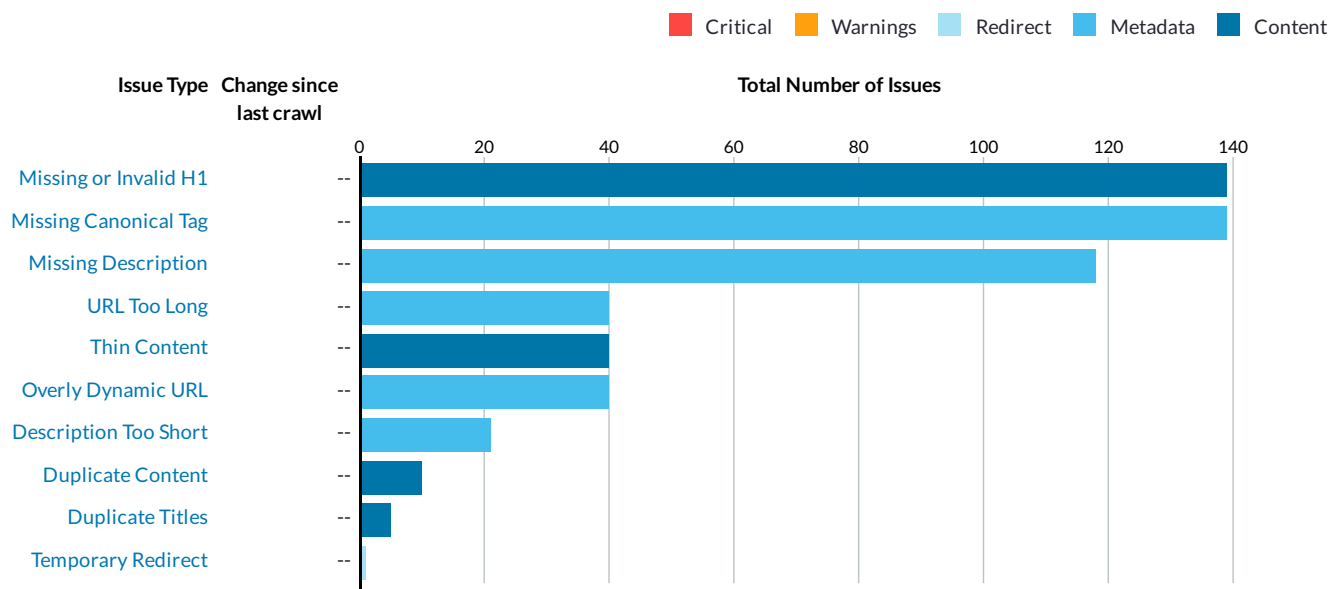


## Crawl Overview

Pages Crawled	New Issues	Issues By Category	Total Issues
140	0	<div><div>Critical Crawler Issues</div>0</div> <div><div>Crawler Warnings</div>0</div> <div><div>Metadata Issues</div>358</div> <div><div>Redirect Issues</div>1</div> <div><div>Content Issues</div>194</div>	553



# All Issues



## Moz Recommends Fixing

### Missing or Invalid H1 (139)

#### Why is this a high priority?

Header tags help search engines and searchers quickly determine what your page is about. When search results are clicked on...

#### How to fix it:



Britney says: *Try to use at least one topically relevant H1 tag on every content page.*

[Review issues of this type](#) ↗

### Missing Canonical Tag (139)

#### Why is this a high priority?

Each page on your site should have a canonical tag with a canonical URL for search engines to know which content should be...

#### How to fix it:



Britney says: *Check the HTML Head of your page to ensure it contains a string of code which looks like this: `<link rel="canonical">`*

[Review issues of this type](#) ↗

### Missing Description (118)

#### Why is this a high priority?

Meta descriptions are a very important factor in improving click-through rates on SERPs. In the absence of a meta description...

#### How to fix it:



Britney says: *The meta description should employ keywords in an intelligent and compelling way that encourages a searcher to click. Optimally, the...*

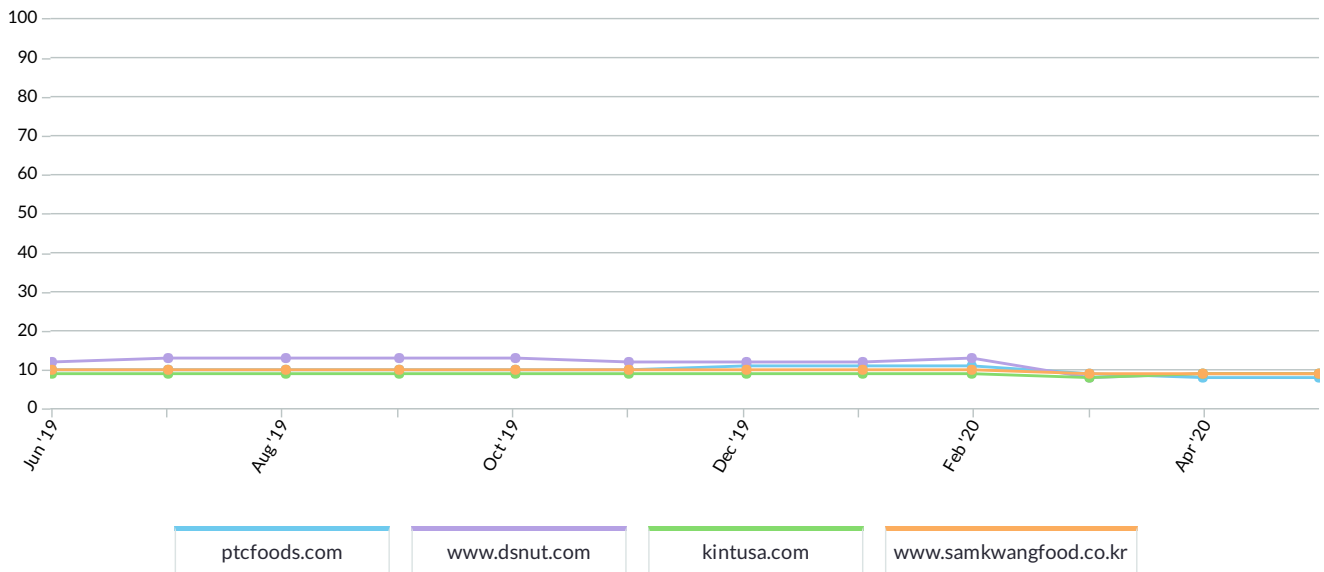
[Review issues of this type](#) ↗



# Compare Link Profiles

Metrics	ptcfoods.com	www.dsnut.com	kintusa.com	www.samkwangfo...
Domain Authority	8	9	9	9
Spam Score	22%	61%	52%	79%
Total links	27,513	17,284	113	999
% of total links, external + follow	0%	5%	13%	6%
External, followed links	64	807	15	62
Internal, followed links	27,394	16,468	84	931
External, nofollowed links	55	9	14	6
Internal, nofollowed links	0	0	0	0
Total linking domains	15	654	22	8
Followed linking domains	12	650	11	6

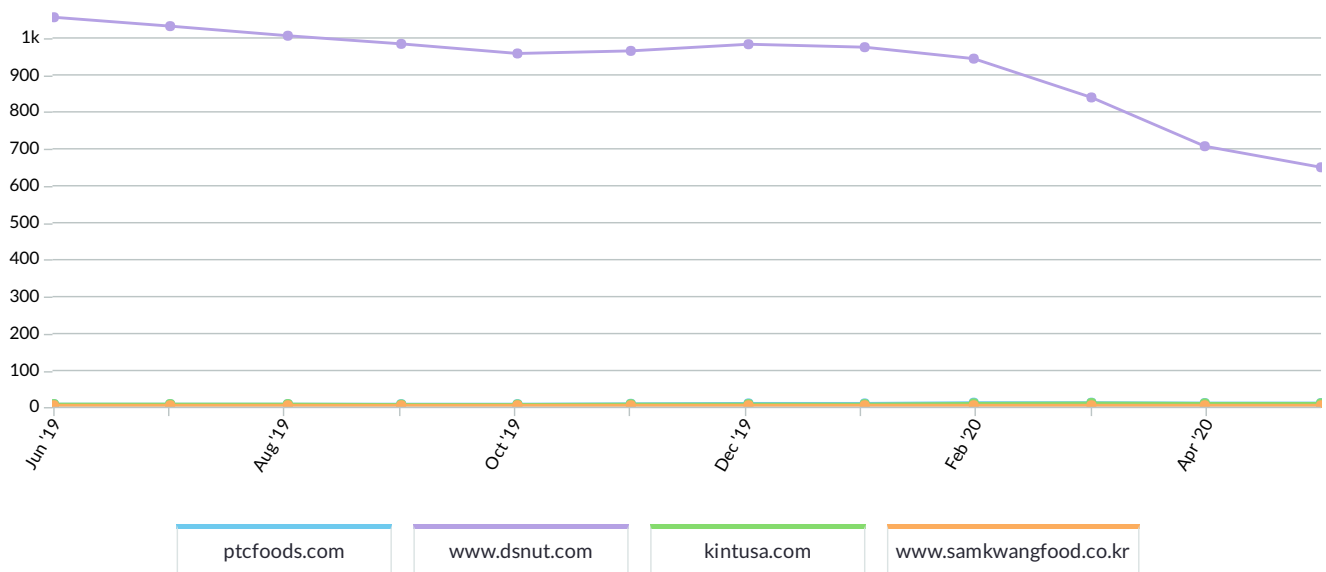
## Domain Authority





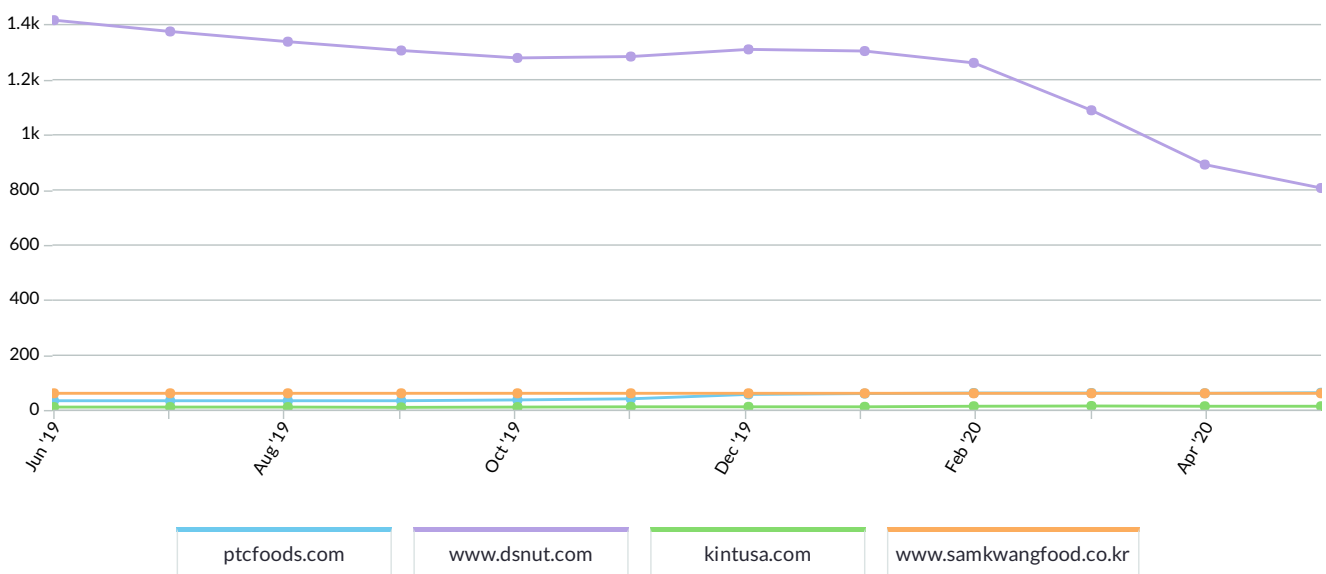
# Linking Domains

● Followed linking domains ○ Total linking domains



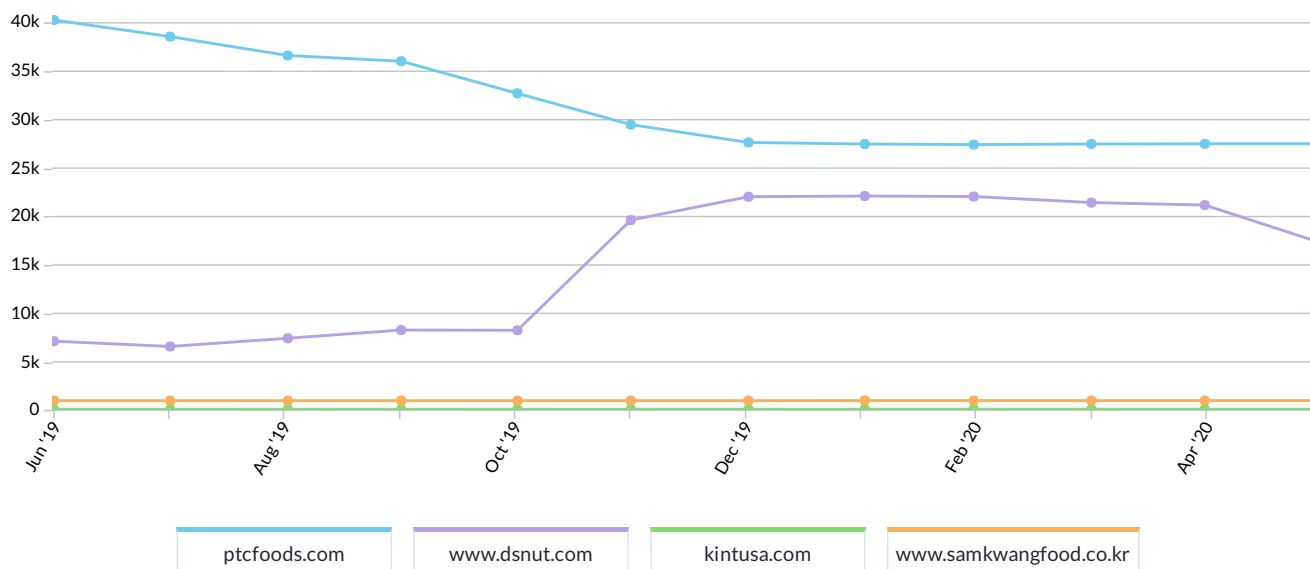
# External Links

● Followed external links ○ Total external links

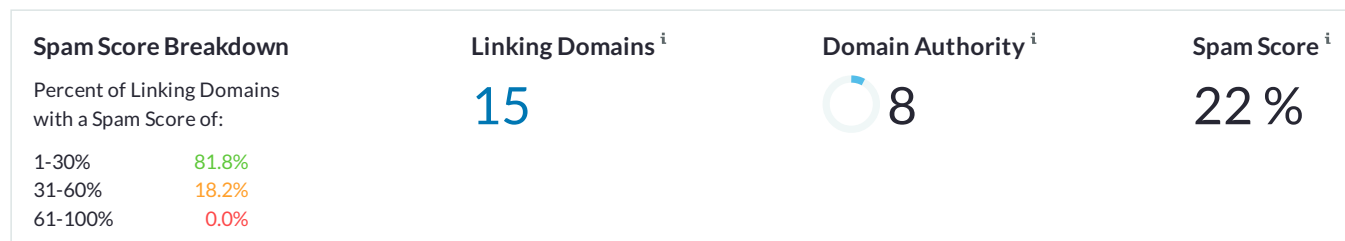




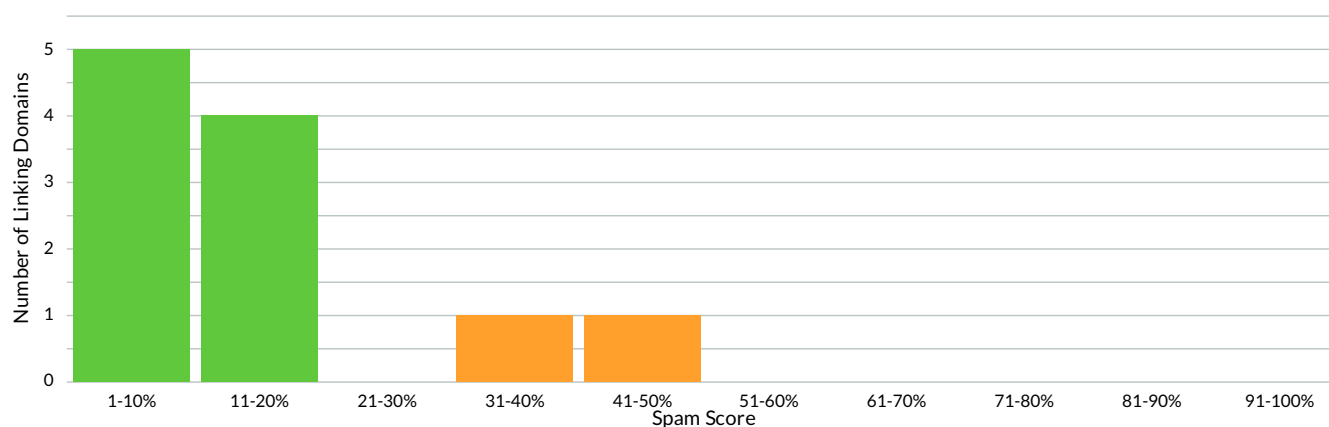
## Total links



## Spam Score Metrics - ptcfoods.com



## Distribution of Linking Domains by Spam Score - ptcfoods.com





# Tracked Keywords Overview

Keyword 	Location 	Monthly Volume 	Rank 		URL 	Optimize
<a href="#">USA food ingredient supplier Korea</a>	National	no data 	#1	--	<a href="http://www.ptcfoods.com/...ml?id=109">www.ptcfoods.com/...ml?id=109</a> 	
<a href="#">ptcc md</a>	National	0-10	#8	--	<a href="http://ptcfoods.com">ptcfoods.com</a> 	
<a href="#">korean protein powder</a>	National	0-10	#15	--	<a href="http://www.ptcfoods.com/...ml?id=116">www.ptcfoods.com/...ml?id=116</a> 	
<a href="#">ptc korea</a>	National	0-10	#15	--	<a href="http://ptcfoods.com">ptcfoods.com</a> 	
<a href="#">ice cream inclusion supplier</a>	National	no data 	#18	--	<a href="http://www.ptcfoods.com/...-and-dairy">www.ptcfoods.com/...-and-dairy</a> 	
<a href="#">ice cream inclusions</a>	National	0-10	#26	--	<a href="http://www.ptcfoods.com/...ml?id=110">www.ptcfoods.com/...ml?id=110</a> 	
<a href="#">ice cream confectionery inclusions</a>	National	no data 	#27	--	<a href="http://www.ptcfoods.com/...ml?id=110">www.ptcfoods.com/...ml?id=110</a> 	
<a href="#">open nature super grain bar</a>	National	0-10	#34	--	<a href="http://www.ptcfoods.com/...?&amp;page=38">www.ptcfoods.com/...?&amp;page=38</a> 	
<a href="#">shelf life of frozen cranberries</a>	National	0-10	#34	--	<a href="http://ptcfoods.com/...s.cranberry.html">ptcfoods.com/...s.cranberry.html</a> 	
<a href="#">neufchatel cheese cfr</a>	National	no data 	#37	--	<a href="http://www.ptcfoods.com/...e=post_pdf">www.ptcfoods.com/...e=post_pdf</a> 	
<a href="#">usa food trends</a>	National	0-10	#40	--	<a href="http://www.ptcfoods.com/...ood-trends">www.ptcfoods.com/...ood-trends</a> 	
<a href="#">citracleen</a>	National	11-50	#43	--	<a href="http://ptcfoods.com/dishwashing.html">ptcfoods.com/dishwashing.html</a> 	
<a href="#">cold stone creamery sweet chaos</a>	National	11-50	#43	--	<a href="http://www.ptcfoods.com/...?&amp;page=25">www.ptcfoods.com/...?&amp;page=25</a> 	
<a href="#">sweetened cranberries sucrose</a>	National	no data 	#47	--	<a href="http://ptcfoods.com/...s.cranberry.html">ptcfoods.com/...s.cranberry.html</a> 	
<a href="#">USA best peanuts supplier</a>	National	no data 	#51+	--		
<a href="#">USA best ice cream ingredients supplier</a>	National	no data 	#51+	--		
<a href="#">food trends usa</a>	National	0-10	#51+	--		
<a href="#">foods</a>	National	11.5k-30.3k	#51+	--		
<a href="#">shultz brownie filled pretzels</a>	National	11-50	#51+	--		
<a href="#">USA best chocolate supplier</a>	National	no data 	#51+	--		



You have no Critical Crawler Issues! Nice work.



















































You have no Crawler Warnings! Nice work.

# Pages with Redirect Issues

New	URL	Page Authority	Issue Type	Analyze	Preview
	<a href="http://ptcfoods.com">http://ptcfoods.com</a>	16	Temporary Redirect		



# Pages with Metadata Issues

New 	URL 	Page Authority 	Issue Type 	Analyze
PTC Foods   Home <a href="https://www.ptcfoods.com/">https://www.ptcfoods.com/</a> 	14	Description Too Short		
PTC Foods   Contact <a href="https://www.ptcfoods.com/en/contact">https://www.ptcfoods.com/en/contact</a> 	12	Description Too Short		
PTC Foods   Products <a href="https://www.ptcfoods.com/en/products">https://www.ptcfoods.com/en/products</a> 	12	Description Too Short		
PTC Foods   Register <a href="https://www.ptcfoods.com/en/register">https://www.ptcfoods.com/en/register</a> 	12	Description Too Short		
PTC Foods   Bakery and Snack <a href="https://www.ptcfoods.com/en/bakery-and-snack">https://www.ptcfoods.com/en/bakery-and-snack</a> 	10	Description Too Short		
PTC Foods   Beverage <a href="https://www.ptcfoods.com/en/beverage">https://www.ptcfoods.com/en/beverage</a> 	10	Description Too Short		
PTC Foods   Confectionery <a href="https://www.ptcfoods.com/en/confectionery">https://www.ptcfoods.com/en/confectionery</a> 	10	Description Too Short		
PTC Foods   Food Safety <a href="https://www.ptcfoods.com/en/food-safety">https://www.ptcfoods.com/en/food-safety</a> 	10	Description Too Short		
PTC Foods   Global Market Updates <a href="https://www.ptcfoods.com/en/global-market-updates">https://www.ptcfoods.com/en/global-market-updates</a> 	10	Description Too Short		
PTC Foods   Ice Cream and Dairy <a href="https://www.ptcfoods.com/en/ice-cream-and-dairy">https://www.ptcfoods.com/en/ice-cream-and-dairy</a> 	10	Description Too Short		
PTC Foods   Market Trends <a href="https://www.ptcfoods.com/en/market-trends">https://www.ptcfoods.com/en/market-trends</a> 	10	Description Too Short		
PTC Foods   Our Story <a href="https://www.ptcfoods.com/en/our-story">https://www.ptcfoods.com/en/our-story</a> 	10	Description Too Short		
PTC Foods   Services <a href="https://www.ptcfoods.com/en/services">https://www.ptcfoods.com/en/services</a> 	10	Description Too Short		
PTC Foods   Trade Shows <a href="https://www.ptcfoods.com/en/tradeshow">https://www.ptcfoods.com/en/tradeshow</a> 	10	Description Too Short		
PTC Foods   Home <a href="https://www.ptcfoods.com/home-en-page.html?id=33">https://www.ptcfoods.com/home-en-page.html?id=33</a> 	10	Description Too Short		
PTC Foods   Home <a href="https://www.ptcfoods.com/index.php">https://www.ptcfoods.com/index.php</a> 	10	Description Too Short		
PTC Foods   Marketing Materials <a href="https://www.ptcfoods.com/en/marketing_materials">https://www.ptcfoods.com/en/marketing_materials</a> 	10	Missing Description		
PTC Foods   Product Specs <a href="https://www.ptcfoods.com/en/product-specs">https://www.ptcfoods.com/en/product-specs</a> 	10	Missing Description		
PTC Foods   Resources <a href="https://www.ptcfoods.com/en/resources">https://www.ptcfoods.com/en/resources</a> 	10	Missing Description		
PTC Foods   USA-food-trends <a href="https://www.ptcfoods.com/en/usa-food-trends">https://www.ptcfoods.com/en/usa-food-trends</a> 	10	Missing Description		
PTC Foods   English <a href="https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=1&amp;page_i...">https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=1&amp;page_i...</a> 	10	Missing Description		



PTC Foods   English <a href="https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=2&amp;page_i...">https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=2&amp;page_i...</a>	10	Missing Description	
PTC Foods   English <a href="https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=1&amp;page_i...">https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=1&amp;page_i...</a>	10	Overly Dynamic URL	
PTC Foods   English <a href="https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=2&amp;page_i...">https://www.ptcfoods.com/english-en-page.html?id=83&amp;language_id=2&amp;page_i...</a>	10	Overly Dynamic URL	
PTC Foods   Category Details <a href="https://www.ptcfoods.com/en/category-details?category_id=1">https://www.ptcfoods.com/en/category-details?category_id=1</a>	10	Description Too Short	



# Pages with Content Issues

New	URL	Page Authority	Issue Type	Analyze	Preview
	PTC Foods   English <a href="https://www.ptcfoods.com/english-en-page.html?id=83&amp;language...">https://www.ptcfoods.com/english-en-page.html?id=83&amp;language...</a>	10	Duplicate Content		
	PTC Foods   Home <a href="https://www.ptcfoods.com/">https://www.ptcfoods.com/</a>	14	Duplicate Content		
	PTC Foods   Bakery and Snack <a href="https://www.ptcfoods.com/en/bakery-and-snack">https://www.ptcfoods.com/en/bakery-and-snack</a>	10	Duplicate Content		
	PTC Foods   Beverage <a href="https://www.ptcfoods.com/en/beverage">https://www.ptcfoods.com/en/beverage</a>	10	Duplicate Content		
	PTC Foods   Confectionery <a href="https://www.ptcfoods.com/en/confectionery">https://www.ptcfoods.com/en/confectionery</a>	10	Duplicate Content		
	PTC Foods   Food Safety <a href="https://www.ptcfoods.com/en/food-safety">https://www.ptcfoods.com/en/food-safety</a>	10	Duplicate Content		
	PTC Foods   Ice Cream and Dairy <a href="https://www.ptcfoods.com/en/ice-cream-and-dairy">https://www.ptcfoods.com/en/ice-cream-and-dairy</a>	10	Duplicate Content		
	PTC Foods   USA-food-trends <a href="https://www.ptcfoods.com/en/usa-food-trends">https://www.ptcfoods.com/en/usa-food-trends</a>	10	Duplicate Content		
	PTC Foods   USA-food-trends <a href="https://www.ptcfoods.com/en/usa-food-trends?page=65">https://www.ptcfoods.com/en/usa-food-trends?page=65</a>	10	Duplicate Content		
	PTC Foods   USA-food-trends <a href="https://www.ptcfoods.com/en/usa-food-trends?page=56">https://www.ptcfoods.com/en/usa-food-trends?page=56</a>	10	Duplicate Content		
	PTC Foods   USA-food-trends <a href="https://www.ptcfoods.com/en/usa-food-trends">https://www.ptcfoods.com/en/usa-food-trends</a>	10	Duplicate Titles		
	PTC Foods   English <a href="https://www.ptcfoods.com/english-en-page.html?id=83&amp;language...">https://www.ptcfoods.com/english-en-page.html?id=83&amp;language...</a>	10	Duplicate Titles		
	PTC Foods   Category Details <a href="https://www.ptcfoods.com/en/category-details?category_id=1">https://www.ptcfoods.com/en/category-details?category_id=1</a>	10	Duplicate Titles		
	PTC Foods   Home <a href="https://www.ptcfoods.com/">https://www.ptcfoods.com/</a>	14	Duplicate Titles		
	PTC Foods   Product Specs <a href="https://www.ptcfoods.com/en/product-specs">https://www.ptcfoods.com/en/product-specs</a>	10	Duplicate Titles		
	PTC Foods   Home <a href="https://www.ptcfoods.com/">https://www.ptcfoods.com/</a>	14	Missing or Invalid H1		
	PTC Foods   Contact <a href="https://www.ptcfoods.com/en/contact">https://www.ptcfoods.com/en/contact</a>	12	Missing or Invalid H1		
	PTC Foods   Products <a href="https://www.ptcfoods.com/en/products">https://www.ptcfoods.com/en/products</a>	12	Missing or Invalid H1		
	PTC Foods   Register <a href="https://www.ptcfoods.com/en/register">https://www.ptcfoods.com/en/register</a>	12	Missing or Invalid H1		
	PTC Foods   Bakery and Snack <a href="https://www.ptcfoods.com/en/bakery-and-snack">https://www.ptcfoods.com/en/bakery-and-snack</a>	10	Missing or Invalid H1		
	PTC Foods   Beverage <a href="https://www.ptcfoods.com/en/beverage">https://www.ptcfoods.com/en/beverage</a>	10	Missing or Invalid H1		



PTC Foods   Confectionery <a href="https://www.ptcfoods.com/en/confectionery">https://www.ptcfoods.com/en/confectionery</a> 	10	Missing or Invalid H1	
PTC Foods   Food Safety <a href="https://www.ptcfoods.com/en/food-safety">https://www.ptcfoods.com/en/food-safety</a> 	10	Missing or Invalid H1	
PTC Foods   Global Market Updates <a href="https://www.ptcfoods.com/en/global-market-updates">https://www.ptcfoods.com/en/global-market-updates</a> 	10	Missing or Invalid H1	
PTC Foods   Ice Cream and Dairy <a href="https://www.ptcfoods.com/en/ice-cream-and-dairy">https://www.ptcfoods.com/en/ice-cream-and-dairy</a> 	10	Missing or Invalid H1	



# Inbound Links - ptcfoods.com

Link Source:

Link Type:

Link State:

Limit Results:

☒ for feeds and proxy sites <sup>i</sup>  
☐ to one link per domain <sup>i</sup>

URL	Anchor Text <sup>i</sup>	PA <sup>i</sup> ▼	DA <sup>i</sup> ▼	Linking Domains <sup>i</sup> ▼	Spam Score <sup>i</sup> ▼	More Info
This International Marketing Firm Uses Small-... <a href="http://www.dreamhost.com/...ting-firm-plays-ball/">www.dreamhost.com/...ting-firm-plays-ball/</a>	[no anchor text]	50	89	12	1%	
This International Marketing Firm Uses Small-... <a href="http://www.dreamhost.com/...ting-firm-plays-ball/">www.dreamhost.com/...ting-firm-plays-ball/</a> <b>via redirect</b>	[no anchor text]	50	89	12	1%	
This International Marketing Firm Uses Small-... <a href="http://www.prod.dreamhost.com/...firm-plays-ball/">www.prod.dreamhost.com/...firm-plays-ball/</a>	[no anchor text]	42	89	0	1%	
This International Marketing Firm Uses Small-... <a href="http://www.prod.dreamhost.com/...firm-plays-ball/">www.prod.dreamhost.com/...firm-plays-ball/</a> <b>via redirect</b>	[no anchor text]	42	89	0	1%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"PTCFoods 2018"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"http://ptcfoods.com/englis..."	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"Ptcfoods.com"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"Beverage"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"Register"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"USA FOOD TRENDS"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"Product Specs"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"Products"	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a> <b>nofollow</b>	"http://ptcfoods.com/home-..."	31	32	0	12%	
Ptcfoods.com SEO Issues, Traffic and Optimiz... <a href="http://www.bombstat.com/...domain/ptcfoods.com">www.bombstat.com/...domain/ptcfoods.com</a>	"Marketing Materials"	31	32	0	12%	



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"About"

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"http://ptcf foods.com/index...."

31

32

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12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"Confectionery"

31

32

0

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nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"Global Market Updates"

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"Resources"

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"http://ptcf foods.com/englis...."

31

32

0

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nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"Contact"

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"Market Trends"

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"http://ptcf foods.com/robots...."

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"Food Safety"

31

32

0

12%



nofollow

Ptcfoods.com SEO Issues, Traffic and Optimiz...

[www.bombstat.com/...domain/ptcf foods.com](http://www.bombstat.com/...domain/ptcf foods.com)

"http://ptcf foods.com/downl...."

31

32

0

12%



nofollow

































# Linking Domains - ptcfoods.com

Link Type:

all links ▼

Link State:

active ▼






































Root Domain	DA <sup>i</sup> ▼	Linking Domains <sup>i</sup>	Spam Score <sup>i</sup> ▼	Top Links
<a href="#">dreamhost.com</a> 	89	287,936	1%	
<a href="#">datalounge.com</a> 	66	5,149	--	
<a href="#">bombstat.com</a> 	32	9,968	12%	
<a href="#">seoulfood.or.kr</a> 	31	491	49%	
<a href="#">dream.press</a> 	29	1,506	13%	
<a href="#">aljyyosh.org</a> 	24	200	35%	
<a href="#">atoseoul.com</a> 	24	131	19%	
<a href="#">reducecholesterolposmotri.blogspot.com</a> 	12	36	7%	
<a href="#">akhlakul.com</a> 	11	122	--	
<a href="#">ptcintl.com</a> 	10	32	13%	
<a href="#">sudopix.com</a> 	10	46	--	
<a href="#">chefsmaincourses.blogspot.com</a> 	5	11	8%	
<a href="#">kidneybeanspunyose.blogspot.com</a> 	5	4	7%	
<a href="#">kidneybeanskadar.blogspot.com</a> 	4	6	8%	
<a href="#">snichernews.com</a> 	1	18	--	



# Top Pages - ptcfoods.com

Status Code:

All status codes ▼

URL	PA <sup>i</sup> ▼	Linking Domains <sup>i</sup> ▼	External Links ▼	Outbound Domains <sup>i</sup>	Status Code	View Links
<a href="#">ptcfoods.com</a> 	16	5	15	0	302	
<a href="#">www.ptcfoods.com/...s/dbimages/pics/thumb_MixedBeans.jpg</a> 	15	4	8	0	--	
<a href="#">www.ptcfoods.com</a> 	14	7	40	0	--	
<a href="#">www.ptcfoods.com/...a-nuts-ingredients-en-page.html?id=111</a> 	13	2	2	0	--	
<a href="#">ptcfoods.com/en/services</a> 	12	1	1	0	302	
<a href="#">www.ptcfoods.com/...s/dbimages/pics/thumb_MixedGrains.jpg</a> 	12	1	1	0	--	
<a href="#">www.ptcfoods.com/...st_edible_nuts_korea_import_export.png</a> 	12	1	1	0	--	
<a href="#">ptcfoods.com/sitemap.xml</a> 	12	1	1	0	200	
<a href="#">ptcfoods.com/en/bakery-and-snack</a> 	12	1	1	0	302	
<a href="#">ptcfoods.com/en/ice-cream-and-dairy</a> 	12	1	1	0	302	
<a href="#">alpha.ptcfoods.com/index.php?id=94</a> 	12	1	1	0	401	
<a href="#">ptcfoods.com/en/tradeshaw</a> 	12	1	1	0	302	
<a href="#">ptcfoods.com/download-pdf-en-page.html?id=74</a> 	12	1	1	0	302	
<a href="#">ptcfoods.com/en/food-safety</a> 	12	1	1	0	302	
<a href="#">www.ptcfoods.com/en/products</a> 	12	1	1	0	500	
<a href="#">ptcfoods.com/robots.txt</a> 	12	1	1	0	--	
PTC Foods   Register <a href="#">www.ptcfoods.com/en/register</a> 	12	1	1	0	200	
<a href="#">ptcfoods.com/en/market-trends</a> 	12	1	1	0	302	
PTC Foods   Contact <a href="#">www.ptcfoods.com/en/contact</a> 	12	1	1	0	200	
<a href="#">ptcfoods.com/en/contact</a> 	12	1	1	0	302	
<a href="#">ptcfoods.com/...-page.html?id=83&amp;language_id=2&amp;page_id=33</a> 	12	1	1	0	302	
<a href="#">ptcfoods.com/en/resources</a> 	12	1	1	0	302	





















<a href="https://ptcfoods.com/en/global-market-updates">ptcfoods.com/en/global-market-updates</a>	12	1	1	0	302	
<a href="https://ptcfoods.com/en/confectionery">ptcfoods.com/en/confectionery</a>	12	1	1	0	302	
<a href="https://ptcfoods.com/index.php">ptcfoods.com/index.php</a>	12	1	1	0	302	



# Spam Score - ptcfoods.com

URL	Spam Score <sup>i</sup>	DA <sup>i</sup>	Date Crawled
Seoul Food 2020 <a href="https://2013.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA">2013.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA</a> 	49%	31	05/03/2020
Seoul Food 2020 <a href="https://2013.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA">2013.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA</a>  <a href="#">via redirect</a>	49%	31	05/03/2020
SEOUL FOOD 2020 <a href="https://seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA">seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA</a> 	49%	31	03/07/2020
SEOUL FOOD 2020 <a href="https://seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA">seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA</a>  <a href="#">via redirect</a>	49%	31	03/07/2020
Seoul Food 2020 <a href="https://seoulfood.or.kr/eng/viewer/country_view_d2019.asp?idx=456&amp;country=USA&amp;page=1">seoulfood.or.kr/eng/viewer/country_view_d2019.asp?idx=456&amp;country=USA&amp;page=1</a> 	49%	31	03/25/2020
Seoul Food 2020 <a href="https://seoulfood.or.kr/eng/viewer/country_view_d2019.asp?idx=456&amp;country=USA&amp;page=1">seoulfood.or.kr/eng/viewer/country_view_d2019.asp?idx=456&amp;country=USA&amp;page=1</a>  <a href="#">via redirect</a>	49%	31	03/25/2020
SEOUL FOOD 2020 <a href="https://seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1">seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1</a> 	49%	31	03/19/2020
SEOUL FOOD 2020 <a href="https://seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1">seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1</a>  <a href="#">via redirect</a>	49%	31	03/19/2020
SEOUL FOOD 2020 <a href="https://seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA">seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA</a> 	49%	31	03/04/2020
SEOUL FOOD 2020 <a href="https://seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA">seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA</a>  <a href="#">via redirect</a>	49%	31	03/04/2020
Seoul Food 2020 <a href="https://seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA">seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA</a> 	49%	31	02/25/2020
Seoul Food 2020 <a href="https://seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA">seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA</a>  <a href="#">via redirect</a>	49%	31	02/25/2020
Seoul Food 2020 <a href="https://www.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA">www.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA</a> 	49%	31	03/19/2020
Seoul Food 2020 <a href="https://www.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA">www.seoulfood.or.kr/eng/viewer/2019_country_view.asp?group2=FOOD&amp;country=USA</a>  <a href="#">via redirect</a>	49%	31	03/19/2020
SEOUL FOOD 2020 <a href="https://www.seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA">www.seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA</a> 	49%	31	03/24/2020
SEOUL FOOD 2020 <a href="https://www.seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA">www.seoulfood.or.kr/m/eng/search_list2.asp?group2=FOOD&amp;country=USA</a>  <a href="#">via redirect</a>	49%	31	03/24/2020



SEOUL FOOD 2020 <a href="http://www.seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1">www.seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1</a>	49%	31	04/10/2020
SEOUL FOOD 2020 <a href="http://www.seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1">www.seoulfood.or.kr/m/eng/search_view2.asp?idx=456&amp;country=USA&amp;page=1</a> <span>via redirect</span>	49%	31	04/10/2020
SEOUL FOOD 2020 <a href="http://www.seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA">www.seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA</a>	49%	31	03/27/2020
SEOUL FOOD 2020 <a href="http://www.seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA">www.seoulfood.or.kr/m/kor/search_list2.asp?group2=FOOD&amp;country=USA</a> <span>via redirect</span>	49%	31	03/27/2020
ptcfoods.com/source/kingskrupellos.html hacked by KingSkrupellos <a href="http://aljyyosh.org/mirror.php?id=203155">aljyyosh.org/mirror.php?id=203155</a> <span>nofollow</span>	35%	24	04/12/2020
ptcfoods.com/source/kingskrupellos.html hacked by KingSkrupellos <a href="http://aljyyosh.org/mirror.php?id=203155">aljyyosh.org/mirror.php?id=203155</a> <span>nofollow</span> <span>via redirect</span>	35%	24	04/12/2020
ptcfoods.com/source/kingskrupellos.html hacked by KingSkrupellos <a href="http://www.aljyyosh.org/mirror.php?id=203155">www.aljyyosh.org/mirror.php?id=203155</a> <span>nofollow</span>	35%	24	03/04/2020
ptcfoods.com/source/kingskrupellos.html hacked by KingSkrupellos <a href="http://www.aljyyosh.org/mirror.php?id=203155">www.aljyyosh.org/mirror.php?id=203155</a> <span>nofollow</span> <span>via redirect</span>	35%	24	03/04/2020
Welcome to the Agricultural Trade Office (ATO) of the U.S. Embassy in Seoul, Korea. <a href="http://atoseoul.com/board/board_view.asp?brdIdx=952&amp;brdId=buyer&amp;gotopage=2&amp;search=&amp;search_string=">atoseoul.com/board/board_view.asp?brdIdx=952&amp;brdId=buyer&amp;gotopage=2&amp;search=&amp;search_string=</a>	19%	24	04/18/2020