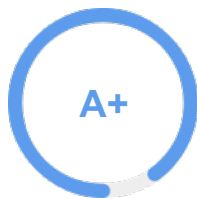


Website Report for calibreone.com

This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F-scale, with most major industry leading websites in the A range. Improving a website's grade is recommended to ensure a better website experience for your users and improved ranking and visibility by search engines.

Audit Results for calibreone.com



Your page is very good!

You have 5 Improvements Recommended



SEO



Usability



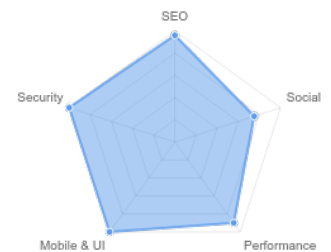
Performance



Social



Security



Child Pages

Page

/author/calibre-one

/calibre-one-partner-amanda-grant-is-named-a-champion-for-women

/calibre-one-q2-executive-search-results

/contact

/insights

/insights/news

/mission-and-values

/our-own-amanda-grant-participates-in-discussion-to-calm-layoff-fears

/our-team

/our-team/our-history

/privacy-policy

/track-record

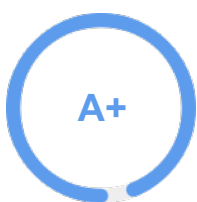
/track-record/testimonials

/what-we-do

/what-we-do/cq-culture-quotient

/what-we-do/our-process

SEO Results



Your SEO is very good!

Congratulations, your page is well optimized for SEO performance. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines. You can continue to build on your strong position through further application of SEO strategies like content generation and link building.

HTML HEADER

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

Calibre One: Global Executive Search That Leaves No Stone Unturned

Length : 66

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 320 characters).

We specialize in building leadership teams for technology businesses, and businesses across all sectors undergoing digital transformation.

Length : 138

BODY CONTENT

Header Tags



Your page is making good use of header tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency
H1	17
H2	5
H3	5
H4	3
H5	0
H6	0

Tag Value

H1 Leading Transatlantic Executive Search Boutique Building Diverse Leadership Teams For Innovators, Entrepreneurs, and Companies Undergoing a Technology or Digital Transformation

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H1 Leading Transatlantic Executive Search Boutique Building Diverse Leadership Teams For Innovators, Entrepreneurs, and Companies Undergoing a Technology or Digital Transformation

H2 Global Executive Search. Covered.

H2 What Clients Say About Us

H2 Calibre One Q2 Executive Search Results

H2 Calibre One Partner Amanda Grant Is Named A Champion for Women

H2 Our Own Amanda Grant Participates In Discussion To Calm Layoff Fears

H3 WHAT WE DO

H3 TESTIMONIALS

H3 NEWS & BLOG

H3 INSIGHTS

H3 Our Track Record Speaks For Itself

H4 NEWS

H4 NEWS

H4 NEWS

Keyword Consistency



Your page's main keywords are distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
executive	✓	✗	✓	19	
search	✓	✗	✓	19	
leadership	✗	✓	✓	18	
companies	✗	✗	✓	17	
transatlantic	✗	✗	✓	17	
teams	✗	✓	✓	17	
diverse	✗	✗	✓	17	
building	✗	✓	✓	17	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
executive search	✓	✗	✓	19	
leading transatlantic executive	✗	✗	✓	17	
technology or digital	✗	✗	✓	17	
undergoing a technology	✗	✗	✓	17	
transatlantic executive search	✗	✗	✓	17	
entrepreneurs and companies	✗	✗	✗	17	
teams for innovators	✗	✗	✗	17	
diverse leadership teams	✗	✗	✓	17	

Amount of Content



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

Word Count: 719

Image Alt Attributes



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

We found 31 images on your page and 6 of them are missing the attribute.

Image link

- | | |
|---|---|
| 1 | xRobertMann.jpg.pagespeed.ic.zpOkCloGvl.webp |
| 2 | xLinkfresh.png.pagespeed.ic.8rgX0E0nNM.webp |
| 3 | xBenNelson.jpg.pagespeed.ic.5liTTSTfFD.webp |
| 4 | xminerva.png.pagespeed.ic.SuOhcnOS7v.webp |
| 5 | xBrianAscher.jpg.pagespeed.ic.VtMfz16a4r.webp |
| 6 | xvenrock-testimonial.png.pagespeed.ic.P0nLAO5yPr.webp |

LINKS

Number of Backlinks



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

Backlink data provided by [MOZ](#)



7.8k

External
Backlinks



1.1k

Referring
Domains



26

Moz Domain
Authority

Top Backlinks



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

Domain Authority	URL
93	techcrunch.com/2009/04/14/european-tech-investment-drops-by-a-quarter/
68	content.yudu.com/A1pe2d/C1IndexQ32010/resources/50.htm
68	content.yudu.com/A1tfq4/IndexQ22011/resources/36.htm
50	www.similartech.com/websites/calibreone.com
48	www.growvc.com/blog/2010/10/podcast-recruiting-the-right-fit/?print=print
46	www.clearlyrated.com/staffing/ca-usa/menlo-park-ca/calibre-one-inc-menlo-park-ca
46	www.clearlyrated.com/staffing/ca-usa/san-francisco-ca/calibre-one-inc-san-francisco-ca
46	www.clearlyrated.com/staffing/ny-usa/new-york-ny/calibre-one-inc-new-york-ny
44	public.nudge.ai/company/Calibre-One
44	spotlight.nudge.ai/company/Calibre-One

On-Page Link Structure



We found 44 total links. 39% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://www.calibreone.com	Internal	Follow
https://www.calibreone.com/our-team	Internal	Follow
https://www.calibreone.com/our-team/our-history	Internal	Follow
https://www.calibreone.com/mission-and-values	Internal	Follow
https://www.calibreone.com/what-we-do	Internal	Follow
http://calibreone.com/what-we-do	Internal	Follow
https://www.calibreone.com/what-we-do/cq-culture-quotient	Internal	Follow
https://www.calibreone.com/what-we-do/our-process	Internal	Follow
https://www.calibreone.com/track-record	Internal	Follow
https://www.calibreone.com/track-record/testimonials	Internal	Follow
https://www.calibreone.com/insights	Internal	Follow

https://www.calibreone.com/insights/news	Internal	Follow
https://www.calibreone.com/contact	Internal	Follow
https://www.linkedin.com/company/calibre-one	External	Follow
https://twitter.com/Calibre1Search	External	Follow
https://www.facebook.com/Calibre-One-218570301820383	External	Follow
https://plus.google.com/113179496863652173561	External	Follow
https://notactivelylooking.com/connect/calibre-one	External	Follow
https://www.calibreone.com/calibre-one-q2-executive-search-results	Internal	Follow
https://www.calibreone.com/author/calibre-one	Internal	Follow
https://www.calibreone.com/calibre-one-partner-amanda-grant-is-named-a-champion-for-women	Internal	Follow
https://www.calibreone.com/our-own-amanda-grant-participates-in-discussion-to-calm-layoff-fears	Internal	Follow
https://calibre-one.passe.net/post/102gcuk/youve-got-until-sept-15th-tiktok-tiktok	External	Follow
https://calibre-one.passe.net/u/102d0j3/thomas-green	External	Follow
https://calibre-one.passe.net/post/102gcn0/updated-observations-from-a-silicon-valley-headhunter-on-the-c-level-in-the-cov	External	Follow
https://calibre-one.passe.net/u/102d527/dan-grosh	External	Follow
https://calibre-one.passe.net/post/102gcim/congress-v-tech-spot-the-elephant-not-in-the-room	External	Follow
http://calibreone.com/privacy-policy	Internal	Follow
http://visualidentitygroup.com	External	Follow

Broken Links

We have not detected any broken links on your page.



Friendly URLs

Your page links appear friendly (easily human or search engine readable).



INDEXING

Noindex Tag Test

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



Noindex Header Test

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



OTHER

Robots.txt

Your website appears to have a robots.txt file.



<http://calibreone.com/robots.txt>

XML Sitemaps

Your website appears to have an XML sitemap.



https://www.calibreone.com/sitemap_index.xml

Analytics

Your page is using an analytics tool.



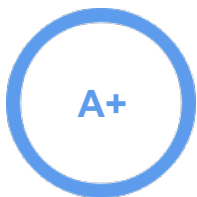
 Google Analytics

Schema.org Structured Data

Your page is using Schema.org structured data.



Usability



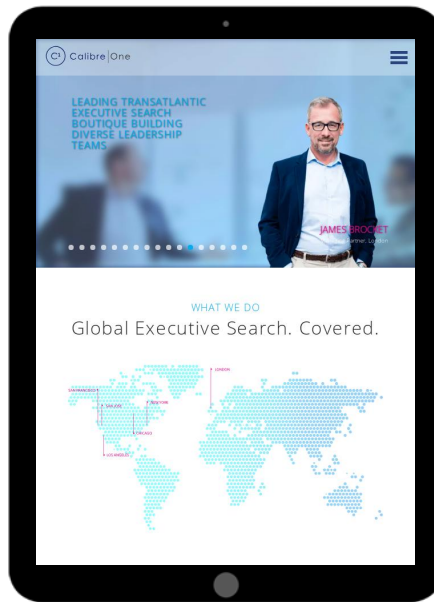
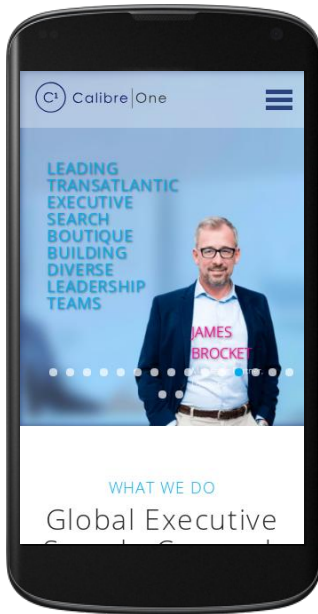
Your usability is very good!

Your page is highly usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).



Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.

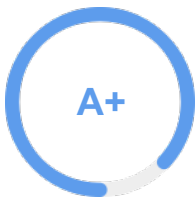


Favicon

Your page has specified a favicon.



Performance Results



Your performance is very good!

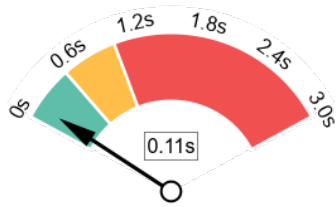
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

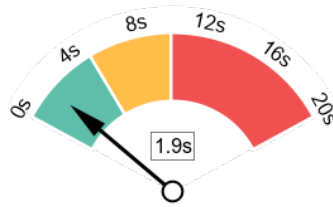
Your page's server response time is reasonably low which is good for load speed and user experience.



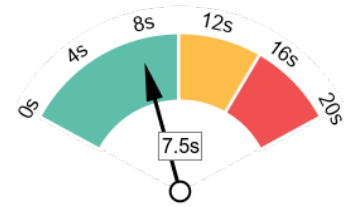
Server Response



All Page Content Loaded



All Page Scripts Complete

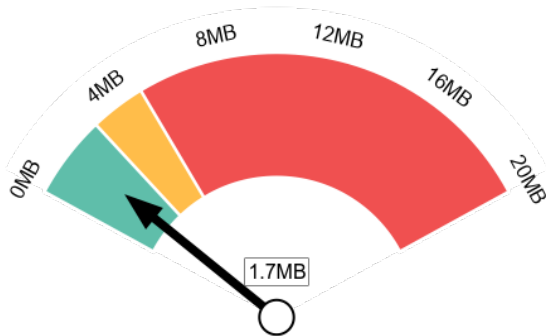


Page Size Info

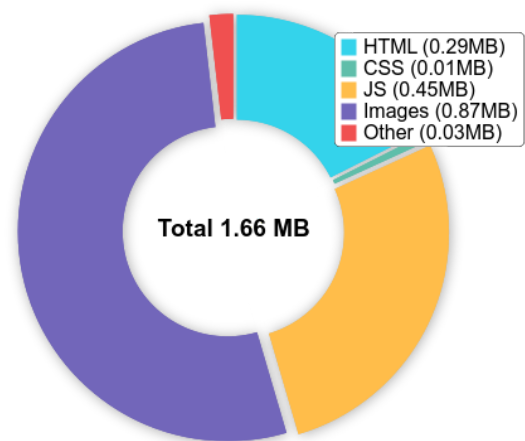
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Total Page Size



Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page. As a general rule, having more files to retrieve increases the number of server requests and can subsequently increase page load time. It is a good idea to removing unnecessary files or consolidate files like styles and scripts where possible.



48

Total Objects



4

Number of HTML Pages



7

Number of JS Resources



1

Number of CSS Resources



33

Number of Images



3

Other Resources

JavaScript Errors

Your page is not reporting any JavaScript errors.



Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



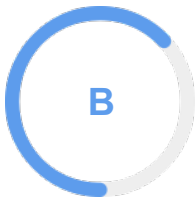
Inline Styles



Your page appears to be using inline styles. Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line	Style
1	background-image:url(/wp-content/uploads/2016/03/xbkgd_home-hero.jpg.pagespeed.ic.VYkeSJdWA.webp)
18	text-align: center;
18	text-align: center;
18	background-image:url(/wp-content/uploads/2016/03/xbkgd_cta.png.pagespeed.ic.KwCXdSANPn.webp)
18	text-align: center; min-width:250px; margin:auto;
18	padding:10px; display:inline-block;
18	padding:10px; display:inline-block;
18	text-align: center;padding-bottom:50px;

Social Results



Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags



Your page is using Facebook Open Graph Tags.

Tag	Content
og:locale	en_US
og:type	website
og:title	Calibre One: Global Executive Search That Leaves No Stone Unturned
og:description	We specialize in building leadership teams for technology businesses, and businesses across all sectors undergoing digital transformation.
og:url	https://www.calibreone.com/
og:site_name	Calibre One
og:image	https://www.calibreone.com/wp-content/uploads/2018/08/CalibreOne-Social-logo.jpg
og:image:width	275
og:image:height	275

Facebook Pixel



We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a piece of analytics code that allows you to track users retarget them with Facebook Ads in future.

Twitter Connected



Your page has a link to a Twitter profile.

Twitter Activity



You have a strong following on Twitter.



257
Followers

Twitter Cards



Your page is using Twitter Cards.

Tag	Content
twitter:card	summary
twitter:creator	@Calibre1Search
twitter:site	@Calibre1Search

Instagram Connected



No associated Instagram profile found linked on your page

YouTube Connected

No associated YouTube channel found linked on your page.

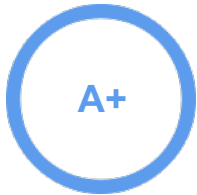


LinkedIn Connected

Your page has a link to a LinkedIn profile.



Security Results



Your security looks very good!

We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.

SSL Enabled

Your website has SSL enabled.



Malware Check

Your website has been flagged as safe by popular malware scanners



Google Safe Browsing



Email Privacy

No email addresses have been found in plain text on your page.








Technology Results

Technology List

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



Technology	Version
Apache	
 Google Analytics	
 Google Font API	
 Google PageSpeed	1.13.35.2
 jQuery	2.2.4
 MySQL	

php PHP

 WordPress

5.4.2

Server IP Address

165.227.12.74

i

DNS Servers

ns44.worldnic.com

ns43.worldnic.com

i

Web Server

Apache

i

Charset

text/html; charset=UTF-8

i

Recommendations

SEO

Add ALT attributes to all images

Low Priority

Performance

Remove inline styles

Low Priority

Social

Setup & Install a Facebook Pixel

Low Priority

Social

Create and link associated Instagram profile

Low Priority

Social

Create and link an associated YouTube channel

Low Priority