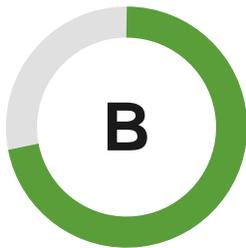


# Website Report for www.harlowandparkstudio.com

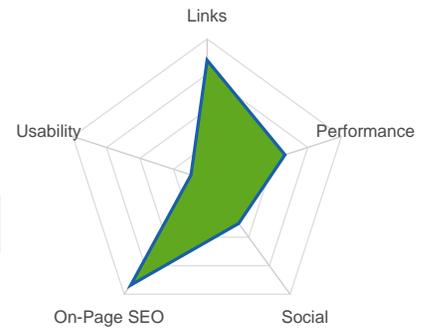
This report grades your website on the strength of a range of important factors such as on-page SEO optimization, off-page backlinks, social, performance, security and more. The overall grade is on a A+ to F- scale, with most major industry leading websites in the A range. Improving a website's grade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

## Audit Results for www.harlowandparkstudio.com

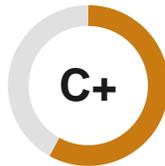


Your page could be better

Recommendations: 19



On-Page SEO



Links



Usability



Performance



Social

## Recommendations

Increase length of Title Tag

On-Page SEO

Medium Priority

Add Alt Attributes to all images

On-Page SEO

Low Priority

Create and link your Facebook Page

Social

Low Priority

Create and link your X Profile

Social

Low Priority

Increase Page Text Content

On-Page SEO

Low Priority

Optimize for Mobile PageSpeed Insights

Usability

Low Priority

|   |             |              |
|---|-------------|--------------|
| Optimize for Desktop PageSpeed Insights               | Usability   | Low Priority |
| Implement an Analytics Tracking Tool                  | On-Page SEO | Low Priority |
| Create and link an associated Instagram Profile       | Social      | Low Priority |
| Increase your YouTube Channel subscribers             | Social      | Low Priority |
| Add Business Address and Phone Number                 | Other       | Low Priority |
| Add Local Business Schema                             | Other       | Low Priority |
| Reduce Rendered Content                               | On-Page SEO | Low Priority |
| Install a Facebook Pixel                              | Social      | Low Priority |
| Remove Inline Styles                                  | Performance | Low Priority |
| Remove iFrames  | Usability   | Low Priority |
| Remove Clear Text Email Addresses                     | Usability   | Low Priority |
| Minify your CSS and JS Files                          | Performance | Low Priority |
| Improve Google Business Profile Rating & Review Count | Other       | Low Priority |

## On-Page SEO Results



### Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

#### Title Tag



You have a Title Tag, but ideally it should be between 50 and 60 characters in length (including spaces).

Harlow & Park Studio | Interior Design Charleston SC

Length : 52

Title Tags are very important for search engines to correctly understand and categorize your content.

### Meta Description Tag ✓

Your page has a Meta Description of optimal length (between 120 and 160 characters).

Harlow & Park Studio transforms residential and commercial spaces in Charleston, SC. Award-winning interior design with a timeless, Southern sensibility.

Length : 158

### SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

**Harlow & Park Studio | Interior Design Charleston SC**

<https://harlowandparkstudio.com>

Harlow & Park Studio transforms residential and commercial spaces in Charleston, SC. Award-winning interior design with a timeless...

### Hreflang Usage ■

Your page is not making use of Hreflang attributes.

### Language ✓

Your page is using the Lang Attribute.

Declared: en-US

### H1 Header Tag Usage ✓

Your page has a H1 Tag.

### H2-H6 Header Tag Usage ✓

Your page is making use of multiple levels of Header Tags.

#### HEADER TAG FREQUENCY

| H2 | H3 | H4 | H5 | H6 |
|----|----|----|----|----|
| 6  | 9  | 0  | 0  | 0  |

### Keyword Consistency

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

| KEYWORD    | TITLE | META DESCRIPTION TAG | HEADINGS TAGS | PAGE FREQUENCY |
|------------|-------|----------------------|---------------|----------------|
| harlow     | ✓     | ✓                    | ✓             | 7              |
| design     | ✓     | ✓                    | ✓             | 6              |
| interior   | ✓     | ✓                    | ✓             | 5              |
| charleston | ✓     | ✓                    | ✓             | 4              |
| studio     | ✓     |                      | ✓             | 3              |
| award      |       | ✓                    | ✓             | 3              |
| space      |       | ✓                    | ✓             | 3              |
| project    |       |                      | ✓             | 3              |

#### Phrases

| PHRASE          | TITLE | META DESCRIPTION TAG | HEADINGS TAGS | PAGE FREQUENCY |
|-----------------|-------|----------------------|---------------|----------------|
| interior design |       | ✓                    | ✓             | 3              |
| privacy policy  |       |                      |               | 2              |
| charleston sc   | ✓     | ✓                    |               | 2              |
| award winning   |       | ✓                    | ✓             | 2              |

#### Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 312

It has been well researched that higher text content volumes are related to better ranking ability in general.

#### Image Alt Attributes



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

We found 68 images on your page and 51 of them are missing the attribute.

Alt Attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

#### Canonical Tag



Your page is using the Canonical Tag.

<https://harlowandparkstudio.com/>

#### Noindex Tag Test



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

### Noindex Header Test



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

---

### SSL Enabled



Your website has SSL enabled.

---

### HTTPS Redirect



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

---

### Robots.txt



Your website appears to have a robots.txt file.

<https://www.harlowandparkstudio.com/robots.txt>

---

### Blocked by Robots.txt



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

---

### Llms.txt



Your website does not appear to have a llms.txt file.

Llms.txt is a proposed standard for websites to guide large language models (LLMs) to better understand your site's content.

---

### XML Sitemaps



Your website appears to have an XML Sitemap.

[https://harlowandparkstudio.com/sitemap\\_index.xml](https://harlowandparkstudio.com/sitemap_index.xml)

---

### Analytics



We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing and ultimately improving traffic to your page.

---

### Schema.org Structured Data



You are using JSON-LD Schema on your page.

[Organization](#)

Identity Schema — Organization or Person Schema identified on the page.

## Rendered Content (LLM Readability)



Your page has a high level of rendering (changes to the HTML).

Rendering Percentage: 58%

Dynamically rendering a lot of page content risks some important information being missed by LLMs that generally do not read this content.

## Links

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

42

Domain Strength

17

Page Strength

112

Total Backlinks

61

Nofollow Backlinks

0

Edu Backlinks

84

Referring Domains

51

Dofollow Backlinks

0

Gov Backlinks

## Top Backlinks

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

| DOMAIN STRENGTH | REFERRING PAGE URL  |
|-----------------|---|
| 96              | <a href="https://www.architecturaldigest.com/story/charleston-interior-design">https://www.architecturaldigest.com/story/charleston-interior-design</a>         |
| 92              | <a href="https://www.elledecor.com/design-decorate/house-interiors/charleston">https://www.elledecor.com/design-decorate/house-interiors/charleston</a>         |
| 88              | <a href="https://www.houzz.com/professionals/interior-designers/harlow-park">https://www.houzz.com/professionals/interior-designers/harlow-park</a>             |
| 85              | <a href="https://charlestonmag.com/features/best-interior-designers-charleston">https://charlestonmag.com/features/best-interior-designers-charleston</a>       |
| 83              | <a href="https://www.theknot.com/marketplace/harlow-and-park-studio-charleston">https://www.theknot.com/marketplace/harlow-and-park-studio-charleston</a>       |
| 80              | <a href="https://www.bhg.com/home-improvement/interior-design/charleston-studios">https://www.bhg.com/home-improvement/interior-design/charleston-studios</a>   |
| 76              | <a href="https://palmettoscene.com/best-interior-designers-south-carolina">https://palmettoscene.com/best-interior-designers-south-carolina</a>                 |
| 74              | <a href="https://www.localcharlestonguide.com/home-design/harlow-park-studio">https://www.localcharlestonguide.com/home-design/harlow-park-studio</a>           |
| 71              | <a href="https://southernliving.com/home/decorating/charleston-interior-designers">https://southernliving.com/home/decorating/charleston-interior-designers</a> |

## Top Pages by Backlinks

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

| URL   | BACKLINKS |
|---|-----------|
| <a href="https://harlowandparkstudio.com/">https://harlowandparkstudio.com/</a> | 68        |

|   |    |
|---|----|
| <a href="https://harlowandparkstudio.com/portfolio/">https://harlowandparkstudio.com/portfolio/</a> | 19 |
| <a href="https://harlowandparkstudio.com/about/">https://harlowandparkstudio.com/about/</a>         | 11 |
| <a href="https://harlowandparkstudio.com/services/">https://harlowandparkstudio.com/services/</a>   | 8  |
| <a href="https://harlowandparkstudio.com/journal/">https://harlowandparkstudio.com/journal/</a>     | 4  |
| <a href="https://www.harlowandparkstudio.com/">https://www.harlowandparkstudio.com/</a>             | 2  |

## Top Anchors by Backlinks

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

| ANCHOR  | BACKLINKS |
|---|-----------|
| harlowandparkstudio.com   | 48        |
| Harlow & Park Studio  | 21        |
| Harlow & Park   | 14        |
| <a href="https://www.harlowandparkstudio.com">https://www.harlowandparkstudio.com</a> | 6         |
| Visit Website   | 5         |
| Website   | 4         |
| Interior Design Charleston  | 4         |
| Best Interior Designers Charleston SC   | 3         |
| Award-Winning Interior Design   | 3         |

## Top Referring Domain Geographies

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

|                                  |                               |                              |                                    |
|----------------------------------|-------------------------------|------------------------------|------------------------------------|
| com 47 net 9 org 6 co 5 Other 17 | Top TLDs 84 Referring Domains | US 58 UK 9 CA 7 AU 4 Other 6 | Top Countries 84 Referring Domains |
|----------------------------------|-------------------------------|------------------------------|------------------------------------|

## On-Page Link Structure



We found 64 total links. 8% 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.

|                                 |    |
|---------------------------------|----|
| <b>Internal Links</b>           | 59 |
| <b>External Links: Follow</b>   | 5  |
| <b>External Links: Nofollow</b> | 0  |
| <b>On-Page Links Total</b>      | 64 |

## Friendly Links



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

## Usability



### Your usability could be better

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

#### Device Rendering ■

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

#### Google's Core Web Vitals ■

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

#### Use of Mobile Viewports ✓

Your page specifies a Viewport matching the device's size, allowing it to render appropriately across devices.

### Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation. Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report. Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

#### LAB DATA

| LAB DATA                 | VALUE  |
|--------------------------|--------|
| First Contentful Paint   | 5.1 s  |
| Speed Index              | 5.4 s  |
| Largest Contentful Paint | 7.2 s  |
| Time to Interactive      | 8.1 s  |
| Total Blocking Time      | 0.02 s |
| Cumulative Layout Shift  | 0.08   |

#### OPPORTUNITIES

| OPPORTUNITIES                 | EST. SAVINGS |
|-------------------------------|--------------|
| Avoid multiple page redirects | 0.71 s       |
| Minify JavaScript             | 0.18 s       |
| Reduce unused JavaScript      | 0.14 s       |

### Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation. Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

| LAB DATA                 | VALUE  | OPPORTUNITIES                 | EST. SAVINGS |
|--------------------------|--------|-------------------------------|--------------|
| First Contentful Paint   | 1.2 s  |                               |              |
| Speed Index              | 2.1 s  |                               |              |
| Largest Contentful Paint | 2.4 s  | Avoid multiple page redirects | 0.22 s       |
| Time to Interactive      | 2.5 s  | Minify JavaScript             | 0.14 s       |
| Total Blocking Time      | 0.09 s |                               |              |
| Cumulative Layout Shift  | 0.015  |                               |              |

### Flash Used?



No Flash content has been identified on your page.

### iFrames Used?



Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

### Favicon



Your page has specified a Favicon.

### Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

### Legible Font Sizes



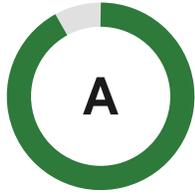
The text on your page appears to be legible across devices.

### Tap Target Sizing



The links and buttons on your page appear to be appropriately sized for a user to easily tap on a touchscreen.

## Performance Results



## Your performance is good

Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

### Website Load Speed ✓

Your page loads in a reasonable amount of time.

Server Response 0.6s

All Page Content Loaded 4.6s

All Page Scripts Complete 9.8s

### Website Download Size ✓

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

HTML 0.03 MB

CSS 0.07 MB

JS 0.54 MB

Images 2.18 MB

Other 0.30 MB

Download Page Size **3.12 MB**

<b>Total</b>

<b>3.12 MB</b>

### Compression Usage (Gzip, Deflate, Brotli) ✓

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

#### Compression Rate

<b>51%</b>

HTML 88% compressed of 0.19 MB

CSS 91% compressed of 0.67 MB

JS 77% compressed of 2.11 MB

Images 14% compressed of 2.41 MB

Other 12% compressed of 0.35 MB

Total 51% compressed of 5.73 MB

### Resources Breakdown

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

|                          |                               |                                  |                                   |                            |                          |
|--------------------------|-------------------------------|----------------------------------|-----------------------------------|----------------------------|--------------------------|
| <b>128</b> Total Objects | <b>3</b> Number of HTML Pages | <b>29</b> Number of JS Resources | <b>36</b> Number of CSS Resources | <b>52</b> Number of Images | <b>8</b> Other Resources |
|--------------------------|-------------------------------|----------------------------------|-----------------------------------|----------------------------|--------------------------|

### Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

### JavaScript Errors



Your page is not reporting any JavaScript errors.

### HTTP2 Usage



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

### Optimize Images



All of the images on your page appear to be optimized.

### Minification



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

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

### Deprecated HTML



No deprecated HTML tags have been found within your page.

### Inline Styles



Your page appears to be using Inline Styles.

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

## Social Results



### Your social needs improvement

You appear to have a weak 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 visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

### Facebook Page Linked



No associated Facebook Page found as a link on your page.

### Facebook Open Graph Tags



Your page is using Facebook Open Graph Tags.

### Facebook Pixel



We have not detected a Facebook Pixel on your page.

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

### X (formerly Twitter) Account Linked



No associated X Profile found as a link on your page.

### X Cards



Your page is using X Cards.

### Instagram Linked



No associated Instagram Profile found linked on your page.

### LinkedIn Page Linked



Your page has a link to a LinkedIn Profile.

<https://linkedin.com/company/harlow-park-studio>

### YouTube Channel Activity



You have a low number of YouTube Channel subscribers.

### YouTube Channel Linked



Your page has a link to a YouTube Channel.

<https://youtube.com/channel/UChpstudio2021>

44 Followers

1.8K View Count

## Local SEO

### Address & Phone Shown on Website



We can't identify one or both of these components on the page. Missing: Address

Phone [+1 843 556 2190](tel:+18435562190)

### Local Business Schema



No Local Business Schema identified on the page.

### Google Business Profile Identified



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

[Harlow & Park Studio](#)

### Google Business Profile Completeness



The important Business Details are present on the Google Business Profile.

Address 112 Wentworth St, Suite 4, Charleston, SC 29401  
Phone +1 843 556 2190  
Site <http://www.harlowandparkstudio.com/>

### Google Reviews



Your Google Business Profile has a low rating or low number of reviews.

4.8 ★★★★★ 6 reviews

## Technology Results

### Technology List

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

| TECHNOLOGY       | VERSION |
|------------------|---------|
| CookieYes        |         |
| Google Analytics |         |
| jQuery           |         |
| jQuery Migrate   |         |
| MySQL            |         |
| Nginx            |         |
| PHP              |         |
| reCAPTCHA        |         |
| Squarespace      | 7.1     |

Typekit

Yoast SEO

27.0

WordPress

WooCommerce

### Server IP Address



52.41.188.23

### DNS Servers



ns1.squarespace.com

ns2.squarespace.com

### Web Server



nginx

### Charset



text/html; charset=UTF-8

### DMARC Record



This site appears to have a valid DMARC record in place.

v=DMARC1; p=quarantine; aspf=r; adkim=r;

### SPF Record



This site appears to have an SPF record.

v=spf1 include:\_spf.google.com ~all