











Here are the scores for your site:

# ACCURATEMTS.COM

	User Experience	100/100		<b>GREAT</b>
	Lead Generation	35/100		<b>POOR</b>
	Content Format & Copy	70/100		<b>FAIR</b>
	SEO / Online Visibility	63/100		<b>POOR</b>
	Performance & Security	100/100		<b>GREAT</b>

## Impact Rating:

Our **Website Inspection Report** factors range from high impact to low impact based on how much they can influence the way your website converts visitors into leads and customers, performance, security and your rankings in search engine results.

Apply the recommendations below to help your site look nicer, run faster, rank better and start converting more visitors into customers.

# User Experience

YOUR SCORE

100 / 100

User experience is the combination of design, branding, and website flow. Improving your website's usability ensures that it is friendly and easy to use.

## Professional Website Design

✔ Passed

📈 High Impact

Your website is often your customer's first impression of your business. Your site should look professional, be simple and intuitive to use, and clearly explain what you do.

### ! Learn More

Today's online visitor is savvy and will judge your whole business by what he or she sees in the first 3 seconds. Make your first impression count!

## Relevant Headlines & Page Copy

✔ Passed

📈 High Impact

Your headline should be attention-getting, and your page copy should be clear and concise. It should effectively explain what you do, who you do it for, and why they should buy.

### ! Learn More

Most buyers are nearly done with their decision before they ever contact you. By making sure you have excellent page copy and headlines, you can help bias that decision in your favor.

## Mobile-Friendly Website

✔ Passed

📈 High Impact

On average, visitors now spend more than half of their time online on a mobile device. That means a mobile-friendly website is now a critical part of your online presence.

### ! Learn More

You can have Google test your website by using their [Mobile-Friendly Test Tool](#)

## Professional Digital Branding

✔ Passed

📈 Medium Impact

Your website's brand comprises your logo, color scheme, images, fonts, and other visual elements on your website. The site's branding should complement your offline branding.

## Learn More

Creating a brand identity allows prospects and customers to associate themselves with your company both online and offline. By creating a well-designed identity you can create customer loyalty and a trusted association for a specific product or service.

## User Friendly Navigation

 Passed

 Medium Impact

A simplified navigation system will intuitively help your website visitors know where they are on their site, where they can go, and how to get back again.

## Learn More

We recommend implementing a mobile friendly menu and arranging both your main and mobile menu so that there are no more two sub-levels beneath the main level.

## Relevant Use of Images

 Passed

 Medium Impact

High-quality, relevant images can increase user engagement on your website, help with branding, bring your product or service to life and help improve your search engine rankings.

## Learn More

Images have another advantage—they're easier to consume than text. This is one of the reasons why a majority of users prefer them.

## Relevant Use of Video

 Passed

 Medium Impact

High-quality, relevant video can increase user engagement on your website, quickly deliver your message, help improve your position in search engines like Google, and increase your reach when leveraged across platforms.

## Learn More

Video have another advantage—they're easier to consume than text. This is one of the reasons why a majority of users prefer them.

# Lead Generation

YOUR SCORE

35 / 100

Lead Generation Optimization is the process of increasing the percentage of website visitors who take the desired action — be that filling out a form, calling your business, or making a purchase.

## Noticeable Phone No.

✘ Failed

📈 High Impact

Your website should display your phone number in a prominent place—for example, in the top right corner or in the mobile header—to make it easy for web visitors to contact you.

### Recommended Action

Place your phone number in a larger font and bold in the top right or in a prominent place, high enough on your website that users don't have to scroll to find it.

### Learn More

Many people don't have the patience to click through to a contact us page anymore (especially if they're on a mobile device and your menu links are too small to click). You could be losing a lot of potential customers right now by making it hard to contact you.

## Primary Call To Action (CTA)

✘ Failed

📈 High Impact

A call-to-action asks visitors to take a specific action on your site—buy, contact you, learn more, and so on. Every site needs at least one effective CTA in a noticeable place.

### Recommended Action

Prominently place and use compelling text, special offers, and buttons to entice your website visitor to take the desired action you want.

## Lead Capture Forms

✔ Passed

📈 High Impact

An intuitive form will help you capture high-quality lead information or, at the very least, an email address from visitors who aren't interested in calling you.

### Learn More

It's important to have your forms in an easy to find place—usually before a visitor has to scroll. Keep the number of fields to a minimum, and use field validations to make sure your visitors' information is submitted properly.

## Relevant Trust Factors

 Failed

 High Impact

"Trust factors"—such as awards, associations, certifications, case studies, and guarantees—help position your business as knowledgeable experts who can be relied on.

### Recommended Action

Prominently display awards, affiliations, certifications, case studies, guarantees and other things that can build trust in the eyes of the visitor.

### Learn More

Trust factors are sometimes called “proof points” because they prove to your visitor that you know what you’re talking about and can be trusted with their money.

## Unique Selling Proposition (USP)

 Passed

 Medium Impact

Your USP clearly describes how your product or service solves your customer's needs or desires better than the competition.

### Learn More

Here's an example USP formula to get you started: **We are a \_\_\_\_\_ who help \_\_\_\_\_ with \_\_\_\_\_.** Unlike our competitors, \_\_\_\_\_.

## Testimonials / Reviews

 Failed

 Medium Impact

Reviews and testimonials help convince people to buy, because they are honest recommendations from people your visitors trust the most—other customers.

### Recommended Action

Start collecting testimonials and reviews from your customer—for example with Google or Yelp—and then prominently add them onto your website.

## Learn More

According to a Bright Local study, 84% of people trust online reviews as much as a personal recommendation. 74% of consumers surveyed also said that positive reviews make them trust a local business more.

## Social Media Share Buttons

 Passed

 Low Impact

Make your content easily shareable across different social media platforms with just one click. You'll improve your branding and increase your traffic and exposure.

# Content Format & Copy

YOUR SCORE

70 / 100

To set your business apart, your website content needs to be well written, formatted so that it is easy to read, SEO friendly, and focused on your ideal target customer.

## Compelling Messaging / Calls to Action

✖ Failed

📈 High Impact

If you fail to provide a strong call to action, your prospects are simply going to click away without taking action. A good call to action tells your readers exactly what you want them to do next. This boosts your opt-ins, generates more sales, and increases your conversions.

### 💡 Recommended Action

Provide a strong call to action that tells people exactly what you want them to do next. Whenever possible, give prospects a good reason to act now. Creating urgency works particularly well.

E.G., "Click here to order – and do it now before this sale ends!" or "Click to Order – Limited Time Offer"

## Easily Readable

✖ Failed

📈 High Impact

If your content is difficult to read, you can guess what happens: your visitors aren't going to read it. In most cases, they'll just click away to your competitor's site instead. That's why you'll want to make sure your web pages are easy to read.

### 💡 Recommended Action

There are various ways to make your content easier to read, including:

- Choosing a font and font sizes that are easy to read.
- Creating high contrast (black text on a white background).
- Ensuring your web pages are coded correctly so that content displays cleanly.
- Using language your audience understands.
- Creating content at a high school reading level (which is highly accessible for most people).
- Removing clutter from your webpages (like unnecessary ads).

You can make these changes yourself, and/or consult with your web designer for the formatting issues.

## Captivating Headlines

✔ Passed

 High Impact

The job of any headline is to captivate your reader and get their attention. If your headline fails to do this, your reader will simply click away. And you'll lose an opportunity to generate a lead or even a sale.

## Relevant Headlines

✔ Passed

 High Impact

Often, one of the first things a new visitor sees on your website is a headline. If the headline isn't relevant to them, they're going to click away without reading anything else. That's why you'll want to make sure your headlines are relevant and speak directly to your ideal customer.

## Consistent Formatting

✔ Passed

 Medium Impact

Consistent formatting is important because it makes your content more readable and easier-to-understand. Inconsistent formatting looks sloppy and may even have some readers clicking away before they finish reading your webpage.

## Spelling

✔ Passed

 Medium Impact

Spelling errors on your website create a poor impression, damage your credibility, and may even get people clicking away from your site. Many people judge the quality of your business by the quality of your content. If your site has misspellings, people are going to view your business as sloppy and amateurish.

## Easy to Scan

✔ Passed

 Medium Impact

While we'd love for every visitor to read every word on our webpages, the truth is most won't. Make sure visitors can extract the highlights of your content just by scanning. This helps engage visitors, keeps them on your site longer, and read it more of it.



## No Placeholder Text / Lorem ipsum

✔ Passed

 Medium Impact

Placeholder text makes your site look like it's unfinished. At worst, it can give the impression that your business is sloppy and amateurish. Placeholder text also hurts your search engine rankings.

### Learn More

Ask your current web agency if they offer this service or can refer someone to you to help write the pending content.

Search Engine Optimization (or SEO) is the ability for your website to rank on search engines like Google.

## Keyword Ranking on Page #1

✖ Failed

📈 High Impact

When your site shows on the first page of the search engines, it puts your business in front of prospective customers. This leads to increased visibility, traffic and revenue.

### 💡 Recommended Action

Our website floorplans include everything your business needs to have a strong foundation for SEO.

### ⚠ Learn More

Google, for example, is the #1 search engine and it processes nearly 3.5 billion searches per day!

### ⚠ Google Search Results

The google search results for “CNC Machine Parts” in Muskego, Wisconsin, United States, 53150 are shown below.

1 CNC Parts - Amazon.com  
<https://www.amazon.com/CNC-Parts/s?k=CNC+Parts>

2 CNC Machining | Service | Prototype Parts | CNC Shop  
<https://www.xometry.com/capabilities/cnc-machining-service/>

3 CNC Milling Machine Parts [Complete DIY Guide ...  
<https://www.cnccookbook.com/diy-cnc-milling-machine-parts/>

4 CNC Lathe Main Parts - Helman CNC  
<http://www.helmancnc.com/cnc-lathe-main-parts/>

5

CNC Accessories – CNC-STEP.com – CNC Machine ...

<https://www.cnc-step.com/cnc-accessories/>

6

CNC Machining Service | Get an Online CNC Quote | Metal ...

<https://www.protolabs.com/services/cnc-machining/>

7

Avid CNC

<https://www.avidcnc.com/>

8

CNC Machined Parts and Components - USA Based CNC ...

<https://www.bdeinc.com/industries/cnc-machined-parts/>

9

CNC Machining Parts On Demand | Stratasys Direct

<https://www.stratasysdirect.com/technologies/cnc-machining>

10

CNC Machined Parts - Matenaer Corporation

<https://www.matenaer.com/Products/CNC-Machined-Parts.htm>

## Accessible to Search Engines

 Passed High Impact

To rank in search results, search engines have to be able to access your site—or “crawl” it—to find out what information is on it. Describing that information is called “indexing.”

### Learn More

You can test your robots.txt file to see if it’s blocking your site from being crawled using [Google's Robot.txt Tester](#). You can also see what Google sees when it tries to access your website by using the [Fetch As Google Tool](#). When ready you can follow [these directions](#) to have Google crawl your site.

## Keyword Used in Page Title

✔ Passed

📈 High Impact

Using a keyword in your title helps search engines associate your page with a topic. Higher search engine positions are strongly correlated to keyword use here.

## Use of Keywords in H1 Tags

✘ Failed

📈 High Impact

H1 tags can help improve your site's search engine ranking. They are also a best practice for accessibility, and help potential visitors determine your page's content.

### 💡 Recommended Action

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

### ⓘ Learn More

The H1 tag helps not only with your onsite SEO but it also effectively engage users and captures their attention since it is larger and most often bolder. To adhere to search engine best practices headlines should contain the relevant keyword target and be treated with the same importance as title tags.

### ⓘ Your Website Headings

Headings	
H1	Servicing All Makes & ModelsOf CNC Equipment.

Subheadings	
H3	Our Vision
	To provide a complete and total service to our customers with a knowledge and compassion they can trust. All while maintaining a manner that is Accurate, Timely, Efficient, and Professional.
	who we are
	No Job Too Big Or Too Small

## Google Analytics / Tag Manager

 Passed

 High Impact

Analytics help you better understand your visitors and customers to improve engagement, usability and drive sales. Google Analytics & Tag Manager are popular free service.

### Learn More

Visit the [Google Analytics](#) site or [Google Tag Manager](#) page to learn more about how it can help your business.

## WWW Resolve/Redirect

 Passed

 High Impact

Search engines consider `example.com` and `www.example.com` to be different. Unless you use a WWW Resolve, you could be penalized for duplicate content.

## Map & Address

 Failed

 Medium Impact

Listing your address on all your pages and having a Google location map on your contact us page is critical to showing up in local search engine results.

### Recommended Action

Make sure to include your address in the footer of all your pages and integrate a Google map with directions on your contact page.

## Optimal Page Title Length

 Failed

 Medium Impact

Page titles are an important factor in your search engine position. Note that search engines often only show about the first 60 characters of your title in their search results.

### Recommended Action

Limit your meta title length 60 characters or less.

### Learn More

Optimizing it can help boost your search engine rankings.

### Your Website Title

✖ **Title** - CNC Machine Parts | Accurate Machine Tool Services | OKK Parts (62<sup>+2</sup>)

## Meta Title & Descriptions

✔ Passed

🌈 Medium Impact

This search-engine facing text can influence a page's position in search results. On the results page, it also provides context to searchers about your page's topic and focus.

### ! Learn More

When users share your page on social media sharing sites like Facebook and Google+ the site will show your meta titles & descriptions tags.

### ! Meta Title & Description

✔ Title	CNC Machine Parts   Accurate Machine Tool Services   OKK Parts
✔ Description	Our expertise is helping businesses that utilize CNC machine parts automate their operations. We are als an authorized OKK Parts Distributor.

## Meta Description Length

✔ Passed

🌈 Medium Impact

Search engines use this description to describe your page. Its maximum length is usually 160 characters. A good description can convince more searchers to click on your link.

### ! View Description

✔ **Description** - Our expertise is helping businesses that utilize CNC machine parts automate their operations. We are als an authorized OKK Parts Distributor. (141)

## Keywords in the Meta Description

✔ Passed

🌈 Medium Impact

Make sure to use relevant keywords in your meta description for your website pages. This can help increase your page's prominence and visibility when users search for the specific keyword and will likely lead to more website clicks.

## Sitemap.xml File

✔ Passed

🌈 Medium Impact

A sitemap is a file that lists the pages in your site to help search engines find them easily. The sitemap is generated automatically so you don't have to manually update it.

### ! Learn More

Most content management systems like WordPress, Joomla and Drupal have plugins or addons to dynamically create sitemaps. You can also use a free service like [XML-Sitemaps](#) to create a sitemap.xml file and submit it to search engines.

## Alt Image Attribute

✘ Failed

🌈 Medium Impact

This piece of website code is used to tell visually impaired people what an image is about. It can also help search engines understand why you're using an image.

### 💡 Recommended Action

Add ALT attribute in image tag. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

### ! Learn More

You can learn more about what alt tags are, why they are important and how to add them on your site [here](#).

## Website Found On Google

✔ Passed

🌈 Medium Impact

Having your site show up on search engines is critical for your business. Your listing needs to tell search engines and visitors what your website is about.

### ! Google Website Listing Preview

CNC Machine Parts | Accurate Machine Tool Services | OKK Parts  
<https://accuratemts.com>

Our expertise is helping businesses that utilize CNC machine parts automate their operations. We are also an authorized OKK Parts Distributor.

## Blog / Resource Center

 Failed

 Medium Impact

An effective blog can improve your search engine position, drive more traffic to your website, position you as an industry leader and help generate more leads and customers.

### Recommended Action

We include a projects section or a blog with your Website Floorplan!

## Sufficient Page Content

 Passed

 Low Impact

Search engines seek pages that contain relevant and unique content that best serves a searcher's intent. Longer content has been shown to rank higher in Google's search results.

### Learn More

Based on SERP data from SEMRush, according to a case study of 1 million search results Backlinko found that longer content tends to rank higher in Google's search results. The average Google first page result contains 1,890 words.

## Facebook(FB) Tracking Pixel

 Failed

 Low Impact

It's code FB provides that goes on your site so you can show ads on FB to people who have visited your site. It also tracks actions that can be used for optimizing your FB ads.

### Recommended Action

We will add your FB pixel onto your website.

### Learn More

The FaceBook pixel is critical for any company using or planning to use Facebook for Advertising. You can learn more by visiting the [Facebook Business](#) resource page.



# Performance & Security

YOUR SCORE

100 / 100

Securing your website builds trust. Slow loading pages hurt your user experience + SEO. Optimizing the performance of your website will improve your visitor experience and increase your conversion rates.

## Secure Website Connection (HTTPS)

✔ Passed

🚩 High Impact

Security technology called an SSL certificate protects websites from attacks—and gives visitors confidence that your site is authentic and trustworthy.

### ! Learn More

SSL is important because the info you send on a web page is passed across multiple devices on different networks before it gets to the destination server. If things like credit card numbers, usernames and passwords, and other sensitive information aren't encrypted with SSL, hackers and malicious scripts can steal that data.

### ! HTTPS Test Results

✔ We've identified that the site is running on <https://accuratements.com/>.

## CAPTCHA

✔ Passed

🚩 High Impact

A system for identifying if humans or bots are inputting info on your website forms. The benefit of installing CAPTCHA is that you'll reduce unwanted actions by bots from spam emails to injection attacks on your forms.

### ! Learn More

You can learn more about Google reCAPTCHA here: <https://www.google.com/recaptcha/intro/v3.html>.

## GTmetrix Page Speed

✔ Passed

🚩 High Impact

Every second counts when a visitor is waiting for your landing page to load. Slow page speeds, lead to poor user experience. Stats show that your conversions drop for every second longer your visitor has to wait.

## ! Learn More

You can have [GTmetrix](#) test your page speed by using their page speed scan. Other popular page performance testing tools you can use are [Page Speed Insights Tool](#) and [Pingdom](#).

## ! Page Speed Results

### Performance Scores

Page Speed Score	YSlow Score
<b>C</b> (80%)	<b>B</b> (85%)

### Page Details












Fully Loaded Time	Total Page Size	Requests
<b>2.6s</b>	<b>5.04MB</b>	<b>85</b>

### Page Speed

RECOMMENDATION	GRADE	TYPE	PRIORITY
Optimize images	F (0)	IMAGES	HIGH
Leverage browser caching	B (87)	SERVER	HIGH
Minify JavaScript	B (88)	JS	HIGH
Defer parsing of JavaScript	B (90)	JS	HIGH
Specify image dimensions	A (97)	IMAGES	MEDIUM
Minify CSS	A (98)	CSS	HIGH
Combine images into CSS sprites	A (100)	IMAGES	HIGH

RECOMMENDATION	GRADE	TYPE	PRIORITY
Specify a character set	A (100)	CONTENT	MEDIUM
Specify a cache validator	A (100)	SERVER	HIGH
Serve scaled images	A (100)	IMAGES	HIGH
Serve resources from a consistent URL	A (100)	CONTENT	HIGH
Put CSS in the document head	A (100)	CSS	HIGH
Avoid bad requests	A (100)	CONTENT	HIGH
Minimize request size	A (100)	CONTENT	HIGH
Minimize redirects	A (100)	CONTENT	HIGH
Avoid a character set in the meta tag	A (100)	CONTENT	LOW
Inline Small JavaScript	A (100)	JS	HIGH
Inline Small CSS	A (100)	CSS	HIGH
Enable Keep-Alive	A (100)	SERVER	HIGH
Enable compression	A (100)	SERVER	HIGH
Avoid landing page redirects	A (100)	SERVER	HIGH
Avoid CSS @import	A (100)	CSS	MEDIUM
Prefer asynchronous resources	A (100)	JS	MEDIUM

## YSlow

RECOMMENDATION	GRADE	TYPE	PRIORITY
Make JavaScript and CSS external	 F (0)	CSS/JS	MEDIUM
Minify JavaScript and CSS	 F (40)	CSS/JS	MEDIUM
Add Expires headers	 F (45)	SERVER	HIGH
Make fewer HTTP requests	 D (68)	CONTENT	HIGH
Reduce DNS lookups	 B (85)	CONTENT	LOW
Use cookie-free domains	 B (90)	COOKIE	LOW
Avoid AlplmageLoader filter	 A (100)	CSS	MEDIUM
Avoid HTTP 404 (Not Found) error	 A (100)	CONTENT	MEDIUM
Reduce cookie size	 A (100)	COOKIE	LOW
Avoid CSS expressions	 A (100)	CSS	LOW
Use GET for AJAX requests	 A (100)	JS	LOW
Remove duplicate JavaScript and CSS	 A (100)	CSS/JS	MEDIUM
Reduce the number of DOM elements	 A (100)	CONTENT	LOW
Use a Content Delivery Network (CDN)	 A (100)	SERVER	MEDIUM
Make AJAX cacheable	 A (100)	JS	MEDIUM
Avoid URL redirects	 A (100)	CONTENT	MEDIUM
Configure entity tags (ETags)	 A (100)	SERVER	LOW

RECOMMENDATION	GRADE	TYPE	PRIORITY
Make favicon small and cacheable	A (100)	IMAGES	LOW
Compress components with gzip	A (100)	SERVER	HIGH

# Next Step To A Successful Website

Address the action items in these tabs to help your site look nicer, rank better and start converting more visitors into customers.

## Lead Generation

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### Noticeable Phone No.

 High Impact  Failed

Place your phone number in a larger font and bold in the top right or in a prominent place, high enough on your website that users don't have to scroll to find it.

### Primary Call To Action (CTA)

 High Impact  Failed



Prominently place and use compelling text, special offers, and buttons to entice your website visitor to take the desired action you want.

### Relevant Trust Factors

 High Impact  Failed

Prominently display awards, affiliations, certifications, case studies, guarantees and other things that can build trust in the eyes of the visitor.

### Testimonials / Reviews

 Medium Impact  Failed

Start collecting testimonials and reviews from your customer—for example with Google or Yelp—and then prominently add them onto your website.

## Content Format & Copy

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### Compelling Messaging / Calls to Action

 High Impact  Failed

Provide a strong call to action that tells people exactly what you want them to do next. Whenever possible, give prospects a good reason to act now. Creating urgency works particularly well.

E.G., "Click here to order – and do it now before this sale ends!" or " Click to Order – Limited Time Offer"

## Easily Readable

 High Impact  Failed

There are various ways to make your content easier to read, including:

- Choosing a font and font sizes that are easy to read.
- Creating high contrast (black text on a white background).
- Ensuring your web pages are coded correctly so that content displays cleanly.
- Using language your audience understands.
- Creating content at a high school reading level (which is highly accessible for most people).
- Removing clutter from your webpages (like unnecessary ads).

You can make these changes yourself, and/or consult with your web designer for the formatting issues.

## SEO / Online Visibility

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### Keyword Ranking on Page #1

 High Impact  Failed

Our website floorplans include everything your business needs to have a strong foundation for SEO.

### Use of Keywords in H1 Tags

 High Impact  Failed

Add your primary keyword at least once in your header tags (H1 and H2). Use variations of it in other titles whenever appropriate.

### Map & Address

 Medium Impact  Failed


Make sure to include your address in the footer of all your pages and integrate a Google map with directions on your contact page.

## Optimal Page Title Length

 Medium Impact  Failed

Limit your meta title length 60 characters or less.

## Alt Image Attribute

 Medium Impact  Failed

Add ALT attribute in image tag. Correctly describing your images using keywords helps visually impaired people using a text reader app to browse the web as well as tell search engines about your business and products.

## Blog / Resource Center

 Medium Impact  Failed

We include a projects section or a blog with your Website Floorplan!

## Facebook(FB) Tracking Pixel

 Low Impact  Failed

We will add your FB pixel onto your website.