

Review of Yogabasics.com

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary

✔ **Title Tag** Yoga Basics: Yoga Poses, Meditation, History, Yoga Philosophy & More
⚙️⚙️⚙️
Length: 68 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

✔ **Meta Description** An award winning yoga resource for the exploration of yoga postures, meditation techniques, pranayama, yoga therapy, and the history & philosophy of yoga.
⚙️⚙️⚙️
Length: 154 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

⦿ **Meta Keywords** yoga
⚙️⚙️⚙️

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.

[Yoga Basics: Yoga Poses, Meditation, History, Yoga Philosophy & More
yogabasics.com/](#)

An award winning yoga resource for the exploration of yoga postures, meditation techniques, pranayama, yoga therapy, and the history & philosophy of yoga.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	7	33	5	0	0

<H1> YogaBasics </H1>
<H2> Explore our Latest Articles 📄 </H2>
<H2> Practice & Refine The Yoga Poses 🧘 </H2>
<H2> Delve into our Most Loved content 📖 </H2>
<H2> Featured: </H2>
<H2> Featured: The Three Ayurvedic Doshas: Vata, Pitta, and Kapha </H2>
<H2> Explore More </H2>
<H2> Yoga TipsAdviceArticlesPracticesBasicsTechniques </H2>
<H3> Yoga for Beginners → </H3>
<H3> 9 New Year Yoga Class Themes </H3>
<H3> 10 Ways Somatic Yoga Benefits the Mind and Body </H3>
<H3> Somatic Yoga: Definition, Core Principles, and Techniques </H3>
<H3> Yoga Sutra 1.1: Atha Yoga Anushasanam </H3>
<H3> Yoga Sutra 1.14: Creating Dedication, Depth, and Devotion </H3>
<H3> Yoga Sutra 1.3: Realization of Our True Nature </H3>
<H3> Standing Yoga Poses </H3>
<H3> Supine Yoga Poses </H3>
<H3> Prone Yoga Poses </H3>
<H3> Seated Yoga Poses </H3>
<H3> Bhakti Yoga: the Yoga of Devotion </H3>
<H3> Raja Yoga: Definition, Benefits and How to Practice </H3>
<H3> Mantra Yoga: Definition, Benefits and Technique </H3>
<H3> Wrist Pain in Yoga? 12 Tips to Prevent Sore Wrists </H3>
<H3> The Meaning and Use of Common Yoga Symbols </H3>
<H3> 24 Ways to Clear Negative Energy From Your Body and Home </H3>
<H3> 79 Yoga Words and Sanskrit Terms to Know for Class </H3>
<H3> The 5 Warrior Poses of Yoga </H3>
<H3> 11 Types Of Hot Yoga Explained (with Pros & Cons) </H3>
<H3> 10 Tips To Safely Nail Your Chaturanga! </H3>
<H3> 7 Ways to Find Equanimity Through Yoga </H3>
<H3> Should You Practice Yoga When Sick? </H3>

<H3> The Robotic Evolution of Yoga </H3>
<H3> 24 Common Yoga Mistakes and How to Fix Them </H3>
<H3> How to Use Yoga as a Self-Care Tool </H3>
<H3> Need More Intensity? 7 Ways to Amp Up Your Yoga </H3>
<H3> How Yoga Helps To Ease Suffering </H3>
<H3> The 6 Best Positions for Practicing Meditation </H3>
<H3> The Best Tips to Boost Your Balance in Yoga </H3>
<H3> Choosing Intentions, Resolutions & Affirmations for Positive Change </H3>
<H3> How to Choose a Yoga Teacher Training Program </H3>
<H3> How to Find Your Practice Community </H3>
<H4> YogaBasics Newsletter </H4>
<H4> Join Our Premium </H4>
<H4> Membership </H4>
<H4> Explore Our </H4>
<H4> Yoga Books </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

yoga 79 practice 11 yogic 11 through 9 poses 9
have 8 postures 8 mind 8 sutra 7 balance 6
energy 6 help 6 most 6 timothy 6 basic 5

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

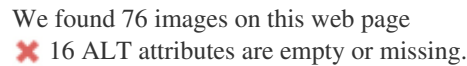
It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
yoga	79	✓	✓	✓
practice	11	✗	✗	✓
yogic	11	✗	✗	✗
through	9	✗	✗	✓
poses	9	✓	✗	✓
have	8	✗	✗	✗
postures	8	✗	✓	✗
mind	8	✗	✗	✓
sutra	7	✗	✗	✓
balance	6	✗	✗	✓
energy	6	✗	✗	✓
help	6	✗	✗	✓
most	6	✗	✗	✓
timothy	6	✗	✗	✗
basic	5	✓	✗	✓

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

[illegible]

Also, more information to help them understand images, which can help them to appear in Google Images search results.



A higher code to text ratio will increase your chances of getting a better rank in search engine results.



GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 510 KB to 60 KB (88.3 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 172.67.185.201 does not redirect to yogabasics.com


To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly


Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these_are_underscores) in your URLs


Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.



WWW Resolve



Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



XML Sitemap



Good, you have XML Sitemap file!
<http://yogabasics.com/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Robots.txt



Good, you have Robots.txt file!
<http://yogabasics.com/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe

Perfect, no Iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration

Exactly how many years and months



Domain Age: 23 Years, 55 Days

Created Date: 13th-Feb-2000

Updated Date: 13th-Feb-2023

Expiry Date: 13th-Feb-2024

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

2,660 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL



`http://yogabasics.com`

Length: 10 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., `http://www.mysite.com/en/products`).



Favicon



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page



Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size

271 KB (World Wide Web average is 320 Kb)



Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time

0.33 second(s)



Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language

Good, you have declared your language

Declared Language: EN-US



Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.



Domain Availability



Domains (TLD)	Status
yogabasics.net	Available
yogabasics.org	Already Registered
yogabasics.biz	Already Registered
yogabasics.us	Available
yogabasics.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.



Typo Availability



Domains (TLD)	Status
togabasics.com	Available
gogabasics.com	Available
hogabasics.com	Available
jogabasics.com	Available
uogabasics.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



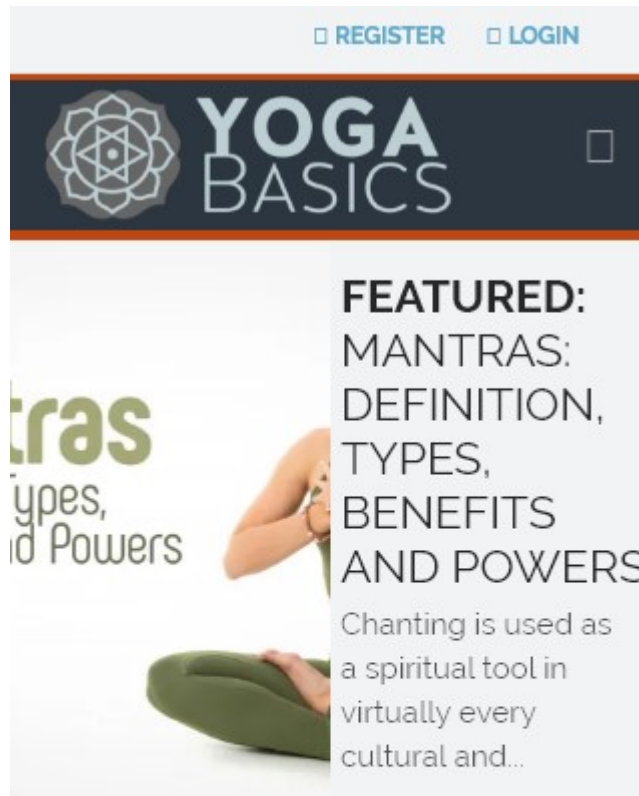
Mobile Compatibility



Perfect, no embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP



Server IP	Server Location	Service Provider
172.67.185.201	Not Available	Not Available





Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips



Tips for authoring fast-loading HTML pages:

-  Too bad, your website has too many CSS files.
-  Too bad, your website has too many JavaScript files.
-  Perfect, your website doesn't use nested tables.
-  Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics



Perfect, We detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website.

You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  Yogabasicscom

 Twitter:  Yoga

 Instagram:  Yoga

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Traffic Rank

No Global Rank



A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:



Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

\$60 USD



Just a estimated worth of your website based on Alexa Rank.



In-Page Links



We found a total of 81 links including both internal & external links of your site

Anchor	Type	Follow
Register	Internal Links	Dofollow
Login →	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Practice	Internal Links	Dofollow
Yoga for Beginners Our Yoga for Beginners guide will give you the basic tips, guidelines and recommendations you will need to start a successful yoga practice.	Internal Links	Dofollow
Meditation Basics Meditation is a focusing of the mind on a single object, creating the cessation of all thought. As thoughts dissipate, the mind becomes quiet, and we are able to be fully in the present moment. The techniques of meditation are simple and easy to learn, but the ability to keep the mind focused takes time, patience and practice. The benefits of a regular meditation practice include reduction of stress, tension, anxiety and frustration, as well as improved memory, concentration, inner peace and whole body well-being.	Internal Links	Dofollow
Pranayama Pranayama are breathing exercises developed by the ancient yogis for purification. Prana translates into “life force energy” and Yama translates into “control or mastery of”. Thus, Pranyama is used to control, cultivate, and modify the Prana in the body. Prana is taken in through the air we breathe, and since the pranayama exercises increase the amount of air we take in, they also increase our intake of Prana. For all pranayama (except Kapalabhati), the breath is slow and steady, breathed in and out of the nose and down into the belly. Always sit with a straight spine and a relaxed body. While you are practicing pranayama, let go of any thoughts by focusing on the breathing involved with the pranayama.	Internal Links	Dofollow
Yoga Postures	Internal Links	Dofollow
Seated Yoga Poses	Internal Links	Dofollow
Standing Yoga Poses	Internal Links	Dofollow
Prone Yoga Poses	Internal Links	Dofollow
Supine Yoga Poses	Internal Links	Dofollow
Yoga Posture Sequences	Internal Links	Dofollow
Warm-up Sequences Use these sequences of simple stretches to warm up prior to any of the pose sequences.	Internal Links	Dofollow
Basic Sequences Where to start if you are new or a beginner. These posture flows are simple, short and only contain basic postures.	Internal Links	Dofollow
Beginning Sequences Where to start if you have some previous experience with yoga. Build on the basic pose sequences by adding more length and challenge to the flow. For more beginning level sequences, check out the Sun Salutations and the Special Sequences sections.	Internal Links	Dofollow
Sun Salutations Often considered the core of hatha yoga practice, Sun Salutations are traditionally practiced at sunrise to warm and energize the body. We have several Sun Salutation sequences available with varying levels of difficulty, from basic to intermediate.	Internal Links	Dofollow
Intermediate Sequences By adding challenging postures to the beginning sequences, these posture flows are the most complex, vigorous and long. For more intermediate level sequences, check out the Sun Salutations and the Special Sequences sections.	Internal Links	Dofollow
Special Sequences Looking for something different? These sequences are designed for specific applications, using combinations of yoga postures for their effects on the physical, mental, emotional and energetic bodies.	Internal Links	Dofollow
Learn	Internal Links	Dofollow

Yoga 101: The Basics Yoga is a vast collection of spiritual techniques and practices aimed at integrating mind, body and spirit to achieve a state of enlightenment or oneness with the universe. What is normally thought of as “yoga” in the West is really Hatha Yoga, one of the many paths of yoga. The different paths of yoga emphasize different approaches and techniques, but ultimately lead to the same goal of unification and enlightenment. Though yoga’s ultimate aim is lofty, its essence is practical and scientific as it emphasizes direct experience and observable results. It is not a religion, but a practice of personal inquiry and exploration. As the cultural and religious diversity of practitioners attest, yogic philosophy speaks to universal truths that can be incorporated within any belief system.	Internal Links	Dofollow
Philosophy of Yoga The main philosophy of yoga is simple: mind, body and spirit are all one and cannot be clearly separated. Yet there is a multitude of philosophical ideas developed by looking into the deeper dimensions of the body, mind and spirit.	Internal Links	Dofollow
Energy Anatomy The foundation of all life, of the whole universe, is the subtle life force energy the yogis call ‘prana.’ This mystical energy flows through our bodies and generates our every action – from gross physical movements to minute biochemical processes. Hatha and Tantra yogas have developed a rich description of the anatomy of the subtle or energy body, including the different types of energies, the nadi energy channels and chakra energy centers. These yogas have also developed various methods to increase, cultivate and direct this spiritual energy.	Internal Links	Dofollow
Articles on Hatha Yoga	Internal Links	Dofollow
Yoga Therapy Yoga Therapy is the use of yoga postures, meditation and pranayama to help the body naturally heal and balance itself. Certain yogic practices have been shown to have specific healing qualities in addition to yoga’s inherent ability to create wellness and good health. These pages are not intended to treat or diagnose any medical conditions. A yoga practice should be used to supplement conventional therapy. Please consult with a health care professional before starting a yoga program, as some yogic techniques can be harmful if practiced with certain conditions. Please see our site’s terms and conditions for our complete disclaimer. The postures listed under each condition are for general use and will be most effective if professionally modified for personal use by a yoga therapist. Not all of the postures listed are required for practice, use only what feels right for your physical condition and ability. These pages are only a starting point to help your body heal. Experiment and pay attention to what practices make you feel better and improve your condition. Practice slowly and gently as over exertion could cause your condition to worsen. Yoga Therapy Guides:	Internal Links	Dofollow
Explore	Internal Links	Dofollow
Yogic Lifestyle	Internal Links	Dofollow
Ayurveda Explore how the yogic science of Ayurveda can enhance, strengthen and heal the body, mind and heart.	Internal Links	Dofollow
Yogic Diet and Nutrition Explore food and dietary options that support the lifestyle of a yogi.	Internal Links	Dofollow
Yoga Lessons Need inspiration for your yoga class or practice? Use the themes in our Yoga Lessons for focus, intention and guidance. Our Yoga Lessons are not lesson plans, but general outlines with spiritual quotes, focused intentions, lists of yoga practices and further off-the-mat homework exercises. Want to share a yoga lesson with us? Post it here!	Internal Links	Dofollow
Yoga Giveaways	Internal Links	Dofollow
Member Articles	Internal Links	Dofollow
Downloads Our Yoga Media Downloads are available only for YogaBasics.com Premium Members. Please signup for a premium membership or upgrade your membership to view this content.	Internal Links	Dofollow
Connect	Internal Links	Dofollow
Yoga Blog	Internal Links	Dofollow
Inspiration Inspiration is an essential component to a healthy and vibrant yoga practice. We actively seek out inspirational teachers, photographers, places, videos and stories to share with you. Please let us know what inspires you!	Internal Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links. Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.