



Website Optimization & SEO Analysis for www.pacificpoolsorlando.com

This report grades your business website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more against your top two competitors. The overall Grade is on a A+ to F- scale, with most major, industry-leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website in the report. We utilize this data to obtain a competitive advantage by looking at what SEO practices your top competitors are doing that is obtaining them organic search volume so you can outperform them.

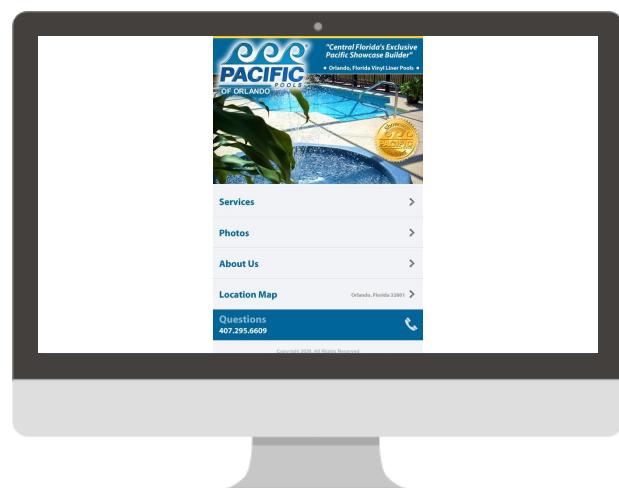
Audit Results for www.pacificpoolsorlando.com



C+
premierpoolsofcentralfl.com
B
kuradesignpools.com

Your page needs improvement

Recommendations: 32



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Implement a XML sitemaps file

On-Page SEO

Medium Priority

Implement a robots.txt file	On-Page SEO	Medium Priority
Reduce length of title tag (to between 50 and 60 characters)	On-Page SEO	Medium Priority
Lengthen meta description (to between 120 and 160 characters)	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Add Target Keyword to Title Tag	On-Page SEO	Medium Priority
Add Target Keyword to Meta Description	On-Page SEO	Medium Priority
Add Target Keyword to H1 text	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Add Target Keyword to your URL	On-Page SEO	Low Priority
Add Target Keyword to your Alt text	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority

Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Add lang attribute	On-Page SEO	Low Priority
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Add a DMARC mail record	Other	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add business address and phone number	Other	Low Priority
Add Local Business Schema	Other	Low Priority
Improve Google Business Profile Rating & Review Count	Other	Low Priority

On-Page SEO Results



Your On-Page SEO needs improvement

Your page is not well optimized from an On-Page SEO perspective. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag



● www.pacificpoolsorlando.com

You have a title tag, but ideally it should be shortened to between 50 and 60 characters (including spaces).

Pacific Pools Orlando FL - Vinyl Liner Replacement Pool Builders

Length : 64

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

● premierpoolsofcentralfl.com



You have a title tag of optimal length (between 50 and 60 characters).

Pool Builder Orlando | Premier Pools of Central FL

Length : 50

● kuradesignpools.com



You have a title tag of optimal length (between 50 and 60 characters).

Orlando Luxury Pool Builder | Winter Garden Pool Design

Length : 55

Target Keyword in Title



● www.pacificpoolsorlando.com

We have not identified the Target Keyword in your Title Tag.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● premierpoolsofcentralfl.com



We have not identified the Target Keyword in your Title Tag.

● kuradesignpools.com



We have not identified the Target Keyword in your Title Tag.

Meta Description Tag



● www.pacificpoolsorlando.com

Your page has a meta description tag however, your meta description should ideally be between 120 and 160 characters (including spaces).

Vinyl liner swimming pool replacement, contractors and best builders in Orlando FL.

Length : 83

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

● **premierpoolsofcentralfl.com** ✓

Your page has a meta description of optimal length (between 120 and 160 characters).

Want the best Orlando pool company? Choose Premier Pools of Central Florida. Our expert pool builders specialize in award-winning custom inground pools.

Length : 152

● **kuradesignpools.com** ✓

Your page has a meta description of optimal length (between 120 and 160 characters).

Kura Design Pools is a luxury pool builder serving Winter Garden, Orlando, Clermont, Central FL, & the surrounding areas

Length : 124

Target Keyword in Meta Description Tag ✗

● **www.pacificpoolsorlando.com**

We have not identified the Target Keyword in your Meta Description tag.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● **premierpoolsofcentralfl.com** ✗

We have not identified the Target Keyword in your Meta Description tag.

● **kuradesignpools.com** ✗

We have not identified the Target Keyword in your Meta Description tag.

SERP Snippet Preview i

● **www.pacificpoolsorlando.com**

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.

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

Pacific Pools Orlando FL - Vinyl Liner Replacement Pool Builders

Vinyl liner swimming pool replacement, contractors and best builders in Orlando FL.

● **premierpoolsofcentralfl.com** i

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.

<https://premierpoolsofcentralfl.com> :

Pool Builder Orlando | Premier Pools of Central FL

Want the best Orlando pool company? Choose Premier Pools of Central Florida. Our expert pool builders specialize in award-winning custom inground ...

● kuradesignpools.com

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.

<https://kuradesignpools.com> :

Orlando Luxury Pool Builder | Winter Garden Pool Design

Kura Design Pools is a luxury pool builder serving Winter Garden, Orlando, Clermont, Central FL, & the surrounding areas

Hreflang Usage

● www.pacificpoolsorlando.com

Your page is not making use of Hreflang attributes.

● premierpoolsofcentralfl.com

Your page is not making use of Hreflang attributes.

● kuradesignpools.com

Your page is not making use of Hreflang attributes.

Language

● www.pacificpoolsorlando.com

Your page is not using the lang attribute in it's HTML tag.

The lang attribute tells browsers and search engines the intended language of your page and is strongly recommended to avoid misinterpretation and as part of accessibility guidelines.

● premierpoolsofcentralfl.com

Your page is using the lang attribute.

Declared: en-US

● kuradesignpools.com

Your page is using the lang attribute.

Declared: en-US

H1 Header Tag Usage

● www.pacificpoolsorlando.com

Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

● premierpoolsofcentralfl.com

Your page does not have an H1 Header Tag.

● kuradesignpools.com

Your page has a H1 Tag.

Target Keyword in H1



- www.pacificpoolsorlando.com

We have not identified the Target Keyword in your H1 Header text.

It is good practice to the the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

- premierpoolsofcentralfl.com



We have not identified the Target Keyword in your H1 Header text.

- kuradesignpools.com



We have not identified the Target Keyword in your H1 Header text.

H2-H6 Header Tag Usage



- www.pacificpoolsorlando.com

Your page is not making use of multiple levels 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

Header Tag	Frequency
H2	0
H3	0
H4	0
H5	0
H6	0

- premierpoolsofcentralfl.com



Your page is making use multiple levels of Header Tags.

Header Tag Frequency

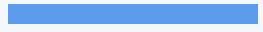
H2	5	
H3	16	
H4	3	
H5	0	
H6	0	

- kuradesignpools.com



Your page is making use multiple levels of Header Tags.

Header Tag Frequency

H2	5	
H3	3	
H4	0	
H5	0	
H6	0	

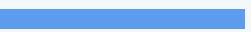
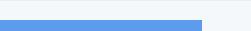
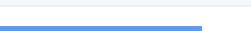
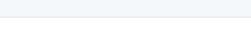
Keyword Consistency

● www.pacificpoolsorlando.com

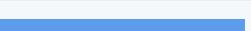
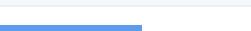
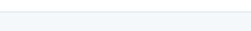
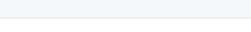
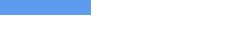
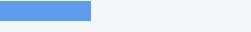
Your page's main keywords are distributed well across the important HTML tags.



Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
orlando	✓	✓	✗	6	
pool	✓	✓	✗	5	
vinyl	✓	✓	✗	5	
liner	✓	✓	✗	5	
pools	✓	✗	✗	4	
pacific	✓	✗	✗	3	
swimming	✗	✓	✗	3	
all	✗	✗	✗	2	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
vinyl liner	✓	✓	✗	5	
pacific pools	✓	✗	✗	3	
swimming pool	✗	✓	✗	3	
pools of orlando	✗	✗	✗	3	
orlando -	✗	✗	✗	2	
orlando fl	✓	✓	✗	2	
mobile website	✗	✗	✗	2	
liner replacement	✓	✗	✗	2	

● premierpoolsofcentralfl.com

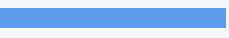
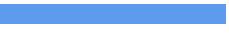
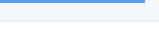
Your page's main keywords are distributed well across the important HTML tags.



Individual Keywords

Keyword	Title	Meta Description	Headings	Page Frequency
		Tag	Tags	
pool	✓	✓	✓	14 
features	✗	✗	✓	6 
premier	✓	✓	✗	5 
pools	✓	✓	✓	5 
custom	✗	✓	✓	5 
luxury	✗	✗	✓	5 
outdoor	✗	✗	✓	5 
designs	✗	✗	✓	5 

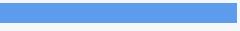
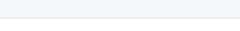
Phrases

Phrase	Title	Meta Description	Headings	Page Frequency
		Tag	Tags	
pool company	✗	✓	✓	3 
pool designs	✗	✗	✓	3 
premier portfolio	✗	✗	✗	2 
orlando pool	✗	✓	✓	2 
special features	✗	✗	✓	2 
outdoor space	✗	✗	✓	2 
get a quote	✗	✗	✓	2 
orlando pool company	✗	✓	✓	2 

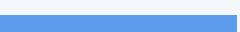
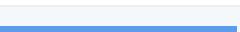
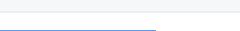
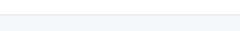
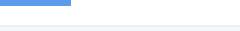
● **kuradesignpools.com** 

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

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
pools	✗	✓	✓	10	
pool	✓	✓	✓	10	
kura	✗	✓	✓	7	
custom	✗	✗	✓	6	
design	✓	✓	✓	6	
learn	✗	✗	✗	6	
get	✗	✗	✓	5	
winter	✓	✓	✓	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
kura design	✗	✓	✓	6	
design pools	✗	✓	✓	6	
kura design pools	✗	✓	✓	6	
winter garden	✓	✓	✓	4	
custom pools	✗	✗	✗	3	
old winter	✗	✗	✗	2	
garden rd	✗	✗	✗	2	
rd ocoee	✗	✗	✗	2	

Amount of Content



● www.pacificpoolsorlando.com

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

Word Count: 142

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

● premierpoolsofcentralfl.com



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

Word Count: 393

● kuradesignpools.com



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

Word Count: 387

Image Alt Attributes

● www.pacificpoolsorlando.com

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

We found 7 images on your page and 5 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.

● premierpoolsofcentralfl.com

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

We found 73 images on your page and 50 of them are missing the attribute.

● kuradesignpools.com

You do not have any images missing Alt attributes on your page.

Target Keyword in Image Alt Attributes

● www.pacificpoolsorlando.com

We have not identified your Target Keyword in any image Alt attributes.

It is good practice to use the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

● premierpoolsofcentralfl.com

We have not identified your Target Keyword in any image Alt attributes.

● kuradesignpools.com

We have not identified your Target Keyword in any image Alt attributes.

Noindex Tag Test

● www.pacificpoolsorlando.com

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

● premierpoolsofcentralfl.com

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

● kuradesignpools.com

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

Noindex Header Test

● www.pacificpoolsorlando.com

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

● premierpoolsofcentralfl.com

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

● kuradesignpools.com

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

SSL Enabled

- www.pacificpoolsorlando.com

Your website has SSL enabled.



- premierpoolsofcentralfl.com

Your website has SSL enabled.



- kuradesignpools.com

Your website has SSL enabled.



HTTPS Redirect

- www.pacificpoolsorlando.com

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



- premierpoolsofcentralfl.com

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



- kuradesignpools.com

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



Robots.txt



- www.pacificpoolsorlando.com

We have not detected or been able to retrieve a robots.txt file successfully.

A robots.txt file is recommended as it can provide important instructions to a search engine for how to most appropriately crawl your website as well as site areas that should be ignored.

- premierpoolsofcentralfl.com



Your website appears to have a robots.txt file.

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

- kuradesignpools.com



Your website appears to have a robots.txt file.

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

Blocked by Robots.txt



- www.pacificpoolsorlando.com

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

- premierpoolsofcentralfl.com



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

- kuradesignpools.com



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

XML Sitemaps



● www.pacificpoolsorlando.com

We have not detected or been able to retrieve a XML sitemaps file successfully.

Sitemaps are recommended to ensure that search engines can intelligently crawl all of your pages.

● premierpoolsofcentralfl.com



Your website appears to have an XML sitemap.

https://premierpoolsofcentralfl.com/sitemap_index.xml

● kuradesignpools.com



Your website appears to have an XML sitemap.

https://kuradesignpools.com/sitemap_index.xml

Schema.org Structured Data



● www.pacificpoolsorlando.com

We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

● premierpoolsofcentralfl.com



You are using JSON-LD Schema on your page.

● kuradesignpools.com



You are using JSON-LD Schema on your page.

Rankings

Top Keyword Rankings

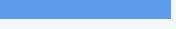
● www.pacificpoolsorlando.com

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic
pacific pool service		80	90	0
pool pleaser orlando		34	30	0

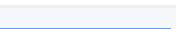
● premierpoolsofcentralfl.com

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
premier pools	🇺🇸	2	5,400	875	
pool builders orlando	🇺🇸	1	1,000	304	
pool companies orlando	🇺🇸	1	390	119	
premier pools of central florida	🇺🇸	1	390	119	
premier pools and spas	🇺🇸	11	8,100	74	
pool contractor	🇺🇸	90	27,100	57	
orlando pool installation	🇺🇸	1	170	52	
orlando pool installers	🇺🇸	1	170	52	
orlando swimming pool contractor	🇺🇸	1	170	52	
orlando swimming pool contractors	🇺🇸	1	170	52	

● kuradesignpools.com

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
kura design pools	🇺🇸	1	390	119	
kura design pools reviews	🇺🇸	5	140	7	
pool builders orlando	🇺🇸	32	1,000	2	
pool companies orlando	🇺🇸	45	390	1	
pool design	🇧🇷	59	260	1	
florida pool designs	🇺🇸	88	210	0	
kura orlando	🇺🇸	49	210	0	
design your own pool	🇺🇸	59	170	0	
orlando pool installers	🇺🇸	54	170	0	
orlando swimming pool contractor	🇺🇸	41	170	0	

Keyword Positions

● www.pacificpoolsorlando.com

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	0
Position 2-3	0
Position 4-10	0
Position 11-20	0
Position 21-30	0
Position 31-100	2

● premierpoolsofcentralfl.com

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	18
Position 2-3	1
Position 4-10	10
Position 11-20	10
Position 21-30	14
Position 31-100	55

● kuradesignpools.com

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	1
Position 2-3	0
Position 4-10	1
Position 11-20	1
Position 21-30	3
Position 31-100	31

Links

Backlink Summary



● www.pacificpoolsorlando.com

You have a reasonably weak level of backlink activity to this page.

Search Engines use backlinks as a strong indicator of a page's authority, relevance and ranking potential. There are various strategies available to gain links to a page to improve this factor



Domain Strength Page Strength

366	104
Backlinks	Referring Domains

232	134	0	0	96	109
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

● premierpoolsofcentralfl.com



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



Domain Strength Page Strength

810	209
Backlinks	Referring Domains

484	326	0	0	188	224
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

● kuradesignpools.com ✖

You have a reasonably weak level of backlink activity to this page.



Domain Strength Page Strength

 123	 51
Backlinks	Referring Domains

 44	 79	 0	 0	 50	 52
Nofollow Backlinks	Dofollow Backlinks	Edu Backlinks	Gov Backlinks	Subnets	IPs

Top Backlinks i

● www.pacificpoolsorlando.com

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

Domain Referring Page URL
strength

90	https://www.expertise.com/fl/orlando/swimming-pools
82	https://www.dexknows.com/orlando-fl/bp/pacific-pools-of-orlando-14242579
79	http://www.yellowpagecity.com/US/FL/Orlando/Search/+Office+Furniture+Repairing+and+Refinishing/
78	https://www.ispionage.com/Competitive_Intelligence_directory/p/719/pacificpoolsorlando_com_70616369666963706F6F6C736F726C616E646F2E636F6D
74	https://www.sitelike.org/similar/a1hottub.com/
73	https://www.websitescrawl.com/domain-list-17144
72	https://www.mylocalservices.com/Pacific+Pools+Of+Orlando-Orlando-Florida-22488970.html

● [premierpoolsofcentralfl.com](https://www.premierpoolsofcentralfl.com) i

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

Domain Referring Page URL
strength

97	https://www.bbb.org/us/fl/winter-park/profile/pool-contractors/premier-pools-of-central-florida-inc-0733-1023732
90	https://www.yellowpages.com/altamont-fl/swimming-pool-dealers
90	https://www.expertise.com/fl/orlando/swimming-pools
86	https://adzbusiness.com/website-list-189/
84	https://www.acg.org/orlando/events/acg-orlando-16th-annual-smart-awards/2024-smart-awards-finalists
80	https://s.gmx.com/find?q=best%20pool%20companies&devi=02&mkt=IT-IT&lang=en&origin=9999999999999999&ae=
80	https://app.crayon.co/f/?query=pool
80	https://www.lyonfinancial.net/dealer/premier-pools-of-central-florida-fl/
79	https://www.orlandomagazine.com/best-of-orl-2021-home-shopping/

● [kuradesignpools.com](https://www.kuradesignpools.com) i

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

Domain Referring Page URL
strength

80	https://www.lyonfinancial.net/dealer/kura-design-pools/
79	https://www.americantowns.com/montverde-fl/yp/swimming-pool-coping-plastering-and-tiling/
74	https://app.mykukun.com/contractor/profile/Kura-Design-Pools-Inc-993459
74	https://www.golocal247.com/b/cooper-city-fl/deck-builders/5?extra=eyJjYXRIZ29yaWVzTWF0Y2hjZHMiOlSiMjgzMSIsIjI4NDIiXSwibG9jYXRpb25NYXRjaElkIjoiZmxjb29wZXJfY2l0eSIsImV4cGFuc2lvbiI6dHJ1ZX0=
73	https://www.websitescrawl.com/domain-list-14097
65	https://p.eurekster.com/?id=&apdiv=Submit&search=Pool%20Contractors
62	https://wochamber.com/uncategorized/august-2021-new-renewed-members/
49	https://landscape.directory/florida/listing/kura-design-pools/
45	https://bye.fyi/keyword-ranking/1491499/who+owns+jandy+pool+products

Top Pages by Backlinks

i

● www.pacificpoolsorlando.com

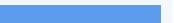
These are the pages on your site with the most the backlinks from other sites.

URL	Backlinks
http://www.pacificpoolsorlando.com/	143 
https://pacificpoolsorlando.com/	41 
https://pacificpoolsorlando.com/orlando_vinyl_liner_replacement_leak_p...	29 
http://pacificpoolsorlando.com/	24 
https://www.pacificpoolsorlando.com/images/orlando-fl-spas-vinyl-pools...	15 
https://www.pacificpoolsorlando.com/new_pool_kit_inground_fiberglass_d...	11 
https://pacificpoolsorlando.com/orlando_florida_best_swimming_pool_con...	10 
https://pacificpoolsorlando.com/equipment_orlando_vinyl_liner_replacem...	8 
https://www.pacificpoolsorlando.com/	8 
https://pacificpoolsorlando.com/new_pool_kit_inground_fiberglass_do_it...	7 

● premierpoolsofcentralfl.com

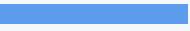
i

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

URL	Backlinks
https://premierpoolsofcentralfl.com/	147 
https://premierpoolsofcentralfl.com/swimming-pool-design/	114 
http://www.premierpoolsofcentralfl.com/	89 
https://premierpoolsofcentralfl.com/swimming-pool-design/pool-pictures...	44 
https://www.premierpoolsofcentralfl.com/Repository/PoolDesigns/0bd...	39 
https://premierpoolsofcentralfl.com/swimming-pool-design/pool-pictures...	30 
http://premierpoolsofcentralfl.com/	23 
https://www.premierpoolsofcentralfl.com/	22 
https://www.premierpoolsofcentralfl.com/Repository/Portfolios/e8e5...	17 
https://premierpoolsofcentralfl.com/swimming-pool-design/our-process/	16 

● kuradesignpools.com i

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

URL	Backlinks
https://www.kuradesignpools.com/	33 
https://www.kuradesignpools.com/wp-content/uploads/2019/11/kura-pool-b...	28 
https://www.kuradesignpools.com/winter-garden-pool-builder-lake-nona/o...	10 
https://www.kuradesignpools.com/wp-content/uploads/2019/08/Custom-Po...	6 
https://www.kuradesignpools.com/orlando-custom-pool-builder/	6 
http://www.kuradesignpools.com/	6 
https://www.kuradesignpools.com/wp-content/themes/kura-design-pools/i...	5 
http://kuradesignpools.com/	4 
https://www.kuradesignpools.com/wp-content/uploads/2019/11/freeform-p...	4 
https://www.kuradesignpools.com/winter-garden-pool-builder-lake-nona/c...	3 

Top Anchors by Backlinks i

● www.pacificpoolsorlando.com

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

Anchor	Backlinks
Website	85 
Go Now	65 
Visit Website	15 
Orlando Pools Spas Hot Tubs Swimming Pool Spa Contractors	13 
pacificpoolsorlando.com	12 
https://pacificpoolsorlando.com/orlando_vinyl_liner_replacement_leak_pool_pools_repair_florida.html	11 
www.pacificpoolsorlando.com	11 
Start Own SEO business	11 
pacificpoolsorlando.com/orlando_vinyl_liner_replacement_leak_pool_pools_repair_florida...	6 

● premierpoolsofcentralfl.com i

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

Anchor	Backlinks
Go Now	286
.	63
www.premierpoolsofcentralfl.com	38
premierpoolsofcentralfl.com	33
Go Companies	23
premierpoolsofcentralfl	23
Website	16
Go Company	13
https://premierpoolsofcentralfl.com/	11

● kuradesignpools.com i

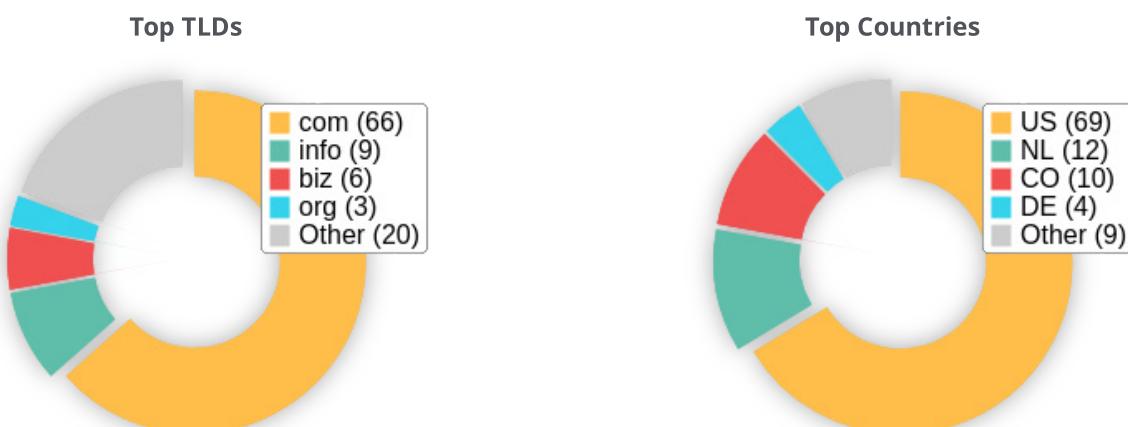
These are the top pieces of Anchor Text we found used to link to your site.

Anchor	Backlinks
Go Now	17
Pool Design Clermont Pool Builder Clermont Pool Construction	12
Your luxury custom pool builder in Orlando	10
Outdoor Kitchens Orlando Winter Garden Outdoor ...	9
winter garden pool builder	7
Pool Design Orlando Pool Builder	5
Website	4
freeform pools kura design pools	4
orlando pool builder winter garden	4

Top Referring Domain Geographies i

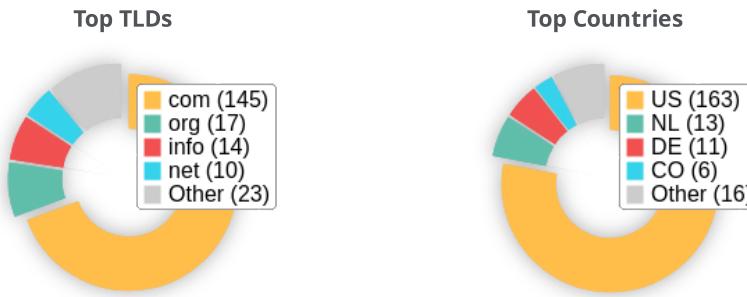
● www.pacificpoolsorlando.com

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



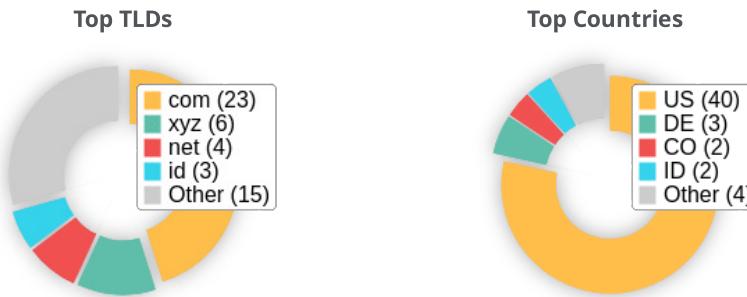
● [premierpoolsofcentralfl.com](#)

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



● [kuradesignpools.com](#)

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



On-Page Link Structure

● [www.pacificpoolsorlando.com](#)

We found 7 total links. 43% 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.

● [premierpoolsofcentralfl.com](#)

We found 61 total links. 20% 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.

● [kuradesignpools.com](#)

We found 42 total links. 19% 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.

Friendly Links

● [www.pacificpoolsorlando.com](#)

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

● [premierpoolsofcentralfl.com](#)

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

● [kuradesignpools.com](#)

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

Target Keyword in URL



- www.pacificpoolsorlando.com

We have not identified the Target Keyword in your URL.

It is good practice to use the Target Keyword in important parts of your page like Title, Meta, Header, URLs and Alt text.

- premierpoolsofcentralfl.com



We have not identified the Target Keyword in your URL.

- kuradesignpools.com



We have not identified the Target Keyword in your URL.

Usability



Your usability could be better

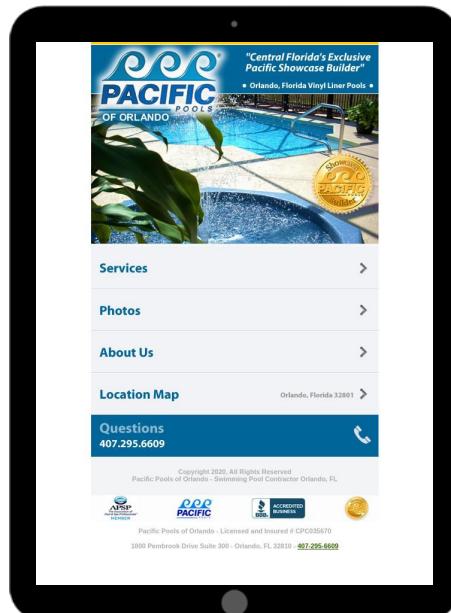
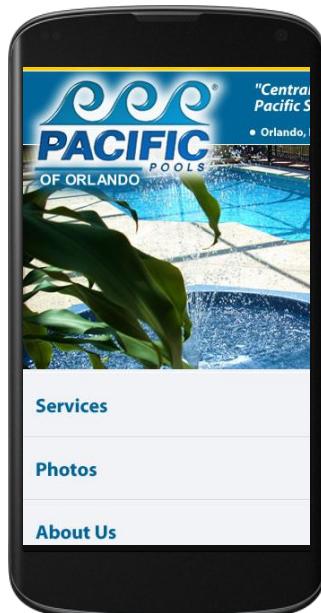
Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering



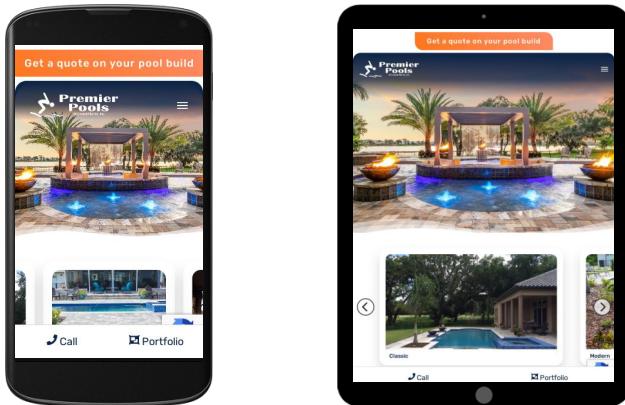
- www.pacificpoolsorlando.com

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.



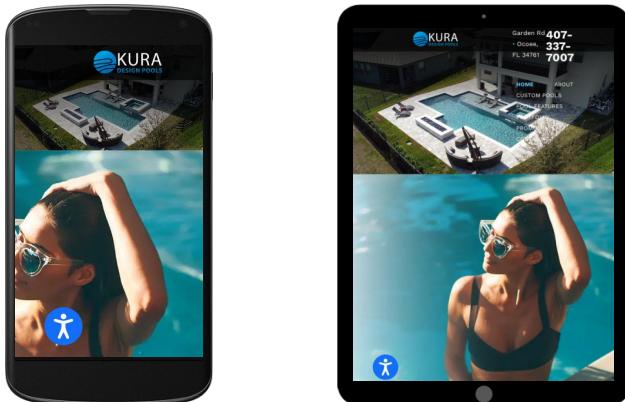
● premierpoolsofcentralfl.com

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.



● kuradesignpools.com

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

● www.pacificpoolsorlando.com

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 crawlable by Google.

● premierpoolsofcentralfl.com

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 crawlable by Google.

● kuradesignpools.com

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 crawlable by Google.

Use of Mobile Viewports

● www.pacificpoolsorlando.com

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



● premierpoolsofcentralfl.com

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



● kuradesignpools.com

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



Google's PageSpeed Insights - Mobile



● www.pacificpoolsorlando.com

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	Value	Opportunities	Estimated Savings
First Contentful Paint	2.4 s	Avoid multiple page redirects	1.98 s
Speed Index	2.4 s	Reduce unused JavaScript	0.3 s
Largest Contentful Paint	5.5 s	Serve images in next-gen formats	0.15 s
Time to Interactive	5.5 s		
Total Blocking Time	0.13 s		
Cumulative Layout Shift	0		

● premierpoolsofcentralfl.com



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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.2 s	Reduce unused JavaScript	1.2 s
Speed Index	7.1 s	Eliminate render-blocking resources	1.13 s
Largest Contentful Paint	11.1 s	Avoid multiple page redirects	0.63 s
Time to Interactive	14.6 s	Reduce unused CSS	0.33 s
Total Blocking Time	2.69 s		
Cumulative Layout Shift	0.001		

● kuradesignpools.com X

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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.1 s	Eliminate render-blocking resources	1.7 s
Speed Index	3.4 s	Reduce unused JavaScript	1.2 s
Largest Contentful Paint	5.7 s	Avoid multiple page redirects	0.63 s
Time to Interactive	7.8 s	Remove duplicate modules in JavaScript bundles	0.3 s
Total Blocking Time	0.8 s		
Cumulative Layout Shift	0		

Google's PageSpeed Insights - Desktop X

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	Estimated Savings
First Contentful Paint	0.6 s	Avoid multiple page redirects	0.19 s
Speed Index	1.8 s	Eliminate render-blocking resources	0.19 s
Largest Contentful Paint	1.1 s	Serve images in next-gen formats	0.16 s
Time to Interactive	1.1 s		
Total Blocking Time	0 s		
Cumulative Layout Shift	0.211		

● premierpoolsofcentralfl.com

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.9 s	Eliminate render-blocking resources	0.26 s
Speed Index	3.6 s	Reduce unused JavaScript	0.22 s
Largest Contentful Paint	1.6 s	Avoid multiple page redirects	0.19 s
Time to Interactive	31.5 s		
Total Blocking Time	14.85 s		
Cumulative Layout Shift	0.067		

● kuradesignpools.com

Google is indicating that your page is scoring well on their Desktop PageSpeed Insights evaluation.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.8 s	Eliminate render-blocking resources	0.25 s
Speed Index	1.3 s	Avoid multiple page redirects	0.19 s
Largest Contentful Paint	1.4 s	Reduce unused JavaScript	0.16 s
Time to Interactive	1.6 s		
Total Blocking Time	0.06 s		
Cumulative Layout Shift	0		

Flash Used?

● www.pacificpoolsorlando.com

No Flash content has been identified on your page.



● premierpoolsofcentralfl.com ✓

No Flash content has been identified on your page.

● kuradesignpools.com ✓

No Flash content has been identified on your page.

iFrames Used? ✓

● www.pacificpoolsorlando.com

There are no iFrames detected on your page.

● premierpoolsofcentralfl.com ✓

There are no iFrames detected on your page.

● kuradesignpools.com ✓

There are no iFrames detected on your page.

Favicon ✓

● www.pacificpoolsorlando.com

Your page has specified a favicon.

● premierpoolsofcentralfl.com ✓

Your page has specified a favicon.

● kuradesignpools.com ✓

Your page has specified a favicon.

Email Privacy ✓

● www.pacificpoolsorlando.com

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

● premierpoolsofcentralfl.com ✓

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

● kuradesignpools.com ✓

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

Legible Font Sizes ✓

● www.pacificpoolsorlando.com

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

● premierpoolsofcentralfl.com ✓

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

● kuradesignpools.com ✓

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

Tap Target Sizing ✓

● www.pacificpoolsorlando.com

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

● premierpoolsofcentralfl.com

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

● kuradesignpools.com

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

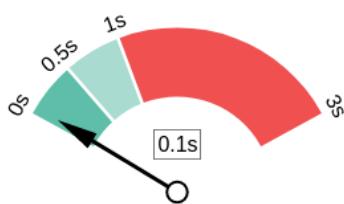
Your page has performed well in our testing meaning it should be reasonably responsive for your users, but there is still room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings).

Page Speed Info

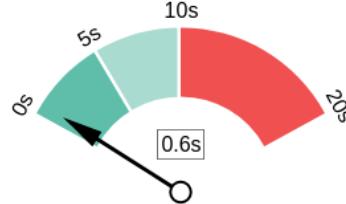
● www.pacificpoolsorlando.com

Your page loads in a reasonable amount of time.

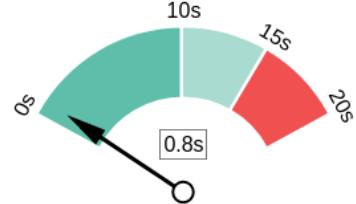
Server Response



All Page Content Loaded



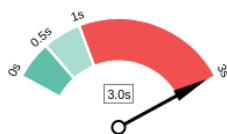
All Page Scripts Complete



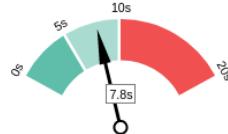
● premierpoolsofcentralfl.com

Your page loads slowly.

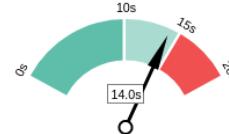
Server Response



All Page Content Loaded



All Page Scripts Complete



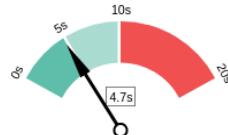
● kuradesignpools.com

Your page loads in a reasonable amount of time.

Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

- www.pacificpoolsorlando.com

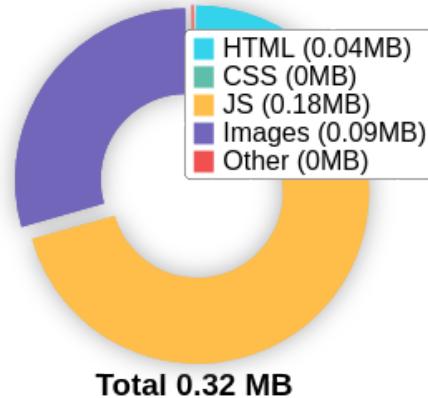
Your page's file size is reasonably low which is good for Page Load Speed and user experience.



Download Page Size



Download Page Size Breakdown



- premierpoolsofcentralfl.com

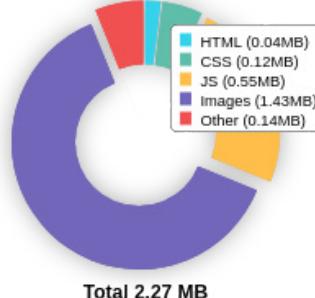


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown

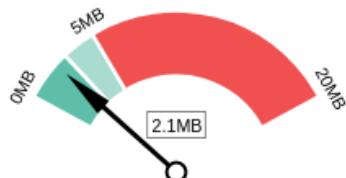


- kuradesignpools.com

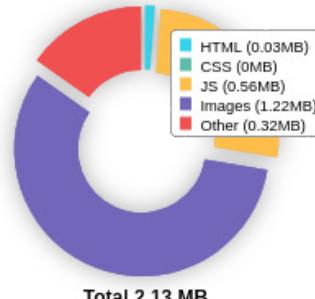


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown

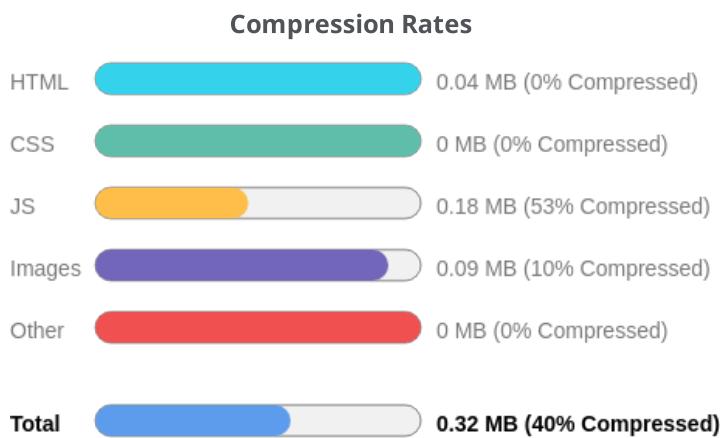


Website Compression (Gzip, Deflate, Brotli)

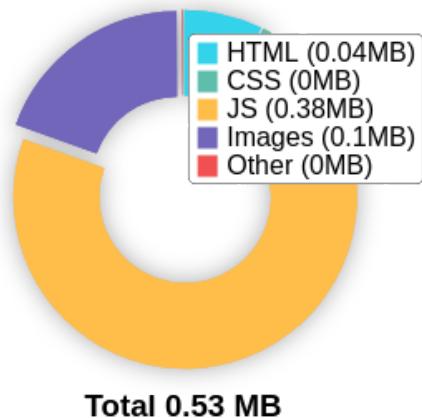


- www.pacificpoolsorlando.com

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

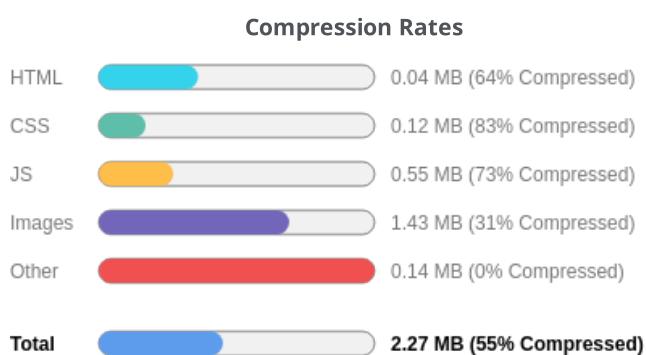


Raw Page Size Breakdown

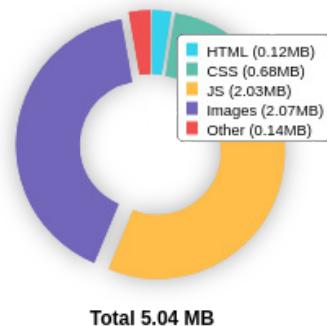


● premierpoolsofcentralfl.com 

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

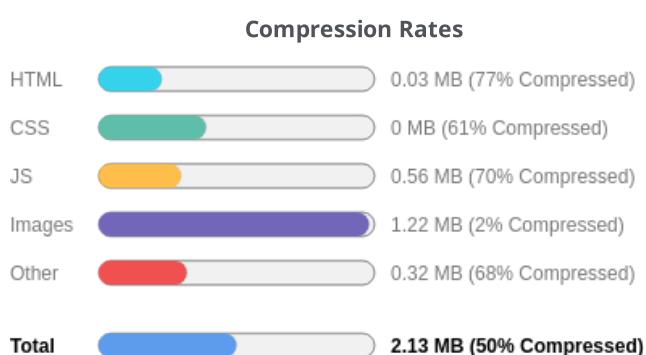


Raw Page Size Breakdown

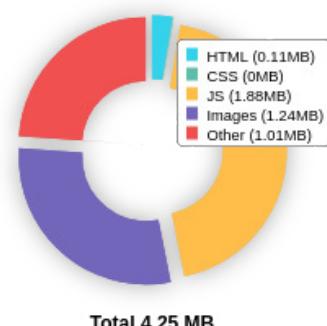


● kuradesignpools.com 

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



Raw Page Size Breakdown

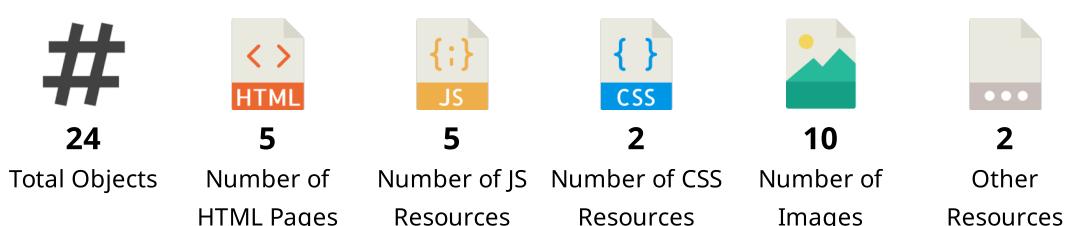


Number of Resources



● www.pacificpoolsorlando.com

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



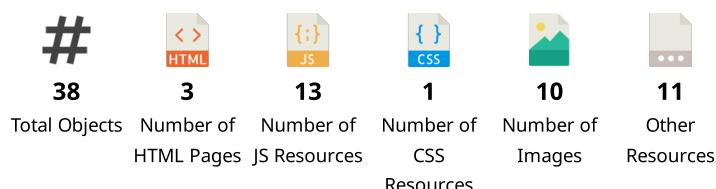
● premierpoolsofcentralfl.com

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



● kuradesignpools.com

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



Google Accelerated Mobile Pages (AMP)

● www.pacificpoolsorlando.com

This page does not appear to have AMP Enabled.

● premierpoolsofcentralfl.com

This page does not appear to have AMP Enabled.

● kuradesignpools.com

This page appears to have AMP Enabled.

JavaScript Errors

● www.pacificpoolsorlando.com

Your page is not reporting any JavaScript errors.

● premierpoolsofcentralfl.com

Your page is not reporting any JavaScript errors.

● kuradesignpools.com

Your page is not reporting any JavaScript errors.

HTTP2 Usage

● www.pacificpoolsorlando.com

Your website is using an outdated HTTP protocol.

We recommend enabling HTTP/2+ or protocol for your website as it can significantly improve page load speed for users.

● premierpoolsofcentralfl.com

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

● kuradesignpools.com 

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

Optimize Images 

● www.pacificpoolsorlando.com 

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

● premierpoolsofcentralfl.com 

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

● kuradesignpools.com 

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

Minification 

● www.pacificpoolsorlando.com 

All your JavaScript and CSS files appear to be minified.

● premierpoolsofcentralfl.com 

All your JavaScript and CSS files appear to be minified.

● kuradesignpools.com 

All your JavaScript and CSS files appear to be minified.

Deprecated HTML 

● www.pacificpoolsorlando.com 

No deprecated HTML tags have been found within your page.

● premierpoolsofcentralfl.com 

No deprecated HTML tags have been found within your page.

● kuradesignpools.com 

No deprecated HTML tags have been found within your page.

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 

● www.pacificpoolsorlando.com 

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

● premierpoolsofcentralfl.com 

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

● kuradesignpools.com ✓

Your page has a link to a Facebook Page.

 <https://facebook.com/kuradesignpools>

Facebook Open Graph Tags ✗

● www.pacificpoolsorlando.com

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

● premierpoolsofcentralfl.com ✓

Your page is using Facebook Open Graph Tags.

● kuradesignpools.com ✓

Your page is using Facebook Open Graph Tags.

Facebook Pixel ✗

● www.pacificpoolsorlando.com

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.

● premierpoolsofcentralfl.com ✗

We have not detected a Facebook Pixel on your page.

● kuradesignpools.com ✓

Your page has a Facebook Pixel installed.

Pixel ID

396213571100037

X (formerly Twitter) Account Linked ✗

● www.pacificpoolsorlando.com

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

● premierpoolsofcentralfl.com ✗

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

● kuradesignpools.com ✗

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

X Cards ✗

● www.pacificpoolsorlando.com

We have not detected X Cards on your page.

X Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on X.

- premierpoolsofcentralfl.com ✓

Your page is using X Cards.

- kuradesignpools.com ✓

Your page is using X Cards.

Instagram Linked ✖

- www.pacificpoolsorlando.com

No associated Instagram profile found linked on your page

- premierpoolsofcentralfl.com ✓

Your page has a link to an Instagram profile.

 <https://instagram.com/premierpoolscfl>

- kuradesignpools.com ✓

Your page has a link to an Instagram profile.

 <https://instagram.com/kuradesignpools>

LinkedIn Page Linked ✖

- www.pacificpoolsorlando.com

No associated LinkedIn profile found linked on your page.

- premierpoolsofcentralfl.com ✓

Your page has a link to a LinkedIn profile.

 <https://linkedin.com/company/premier-pools-of-central-fl-inc>

- kuradesignpools.com ✖

No associated LinkedIn profile found linked on your page.

YouTube Channel Linked



- www.pacificpoolsorlando.com

No associated YouTube channel found linked on your page.

- premierpoolsofcentralfl.com



Your page has a link to a YouTube channel.

YouTube <https://youtube.com/user/PremierPoolsofCFL>

- kuradesignpools.com



Your page has a link to a YouTube channel.

YouTube <https://youtube.com/channel/UCuDHehSJipi2tPaKLwsCQ-w>

YouTube Channel Activity



- www.pacificpoolsorlando.com

No associated YouTube channel found linked on your page.

- premierpoolsofcentralfl.com



You have a low number of YouTube channel subscribers.



9 574

Followers View Count

- kuradesignpools.com



You have a low number of YouTube channel subscribers.



7 3,657

Followers View Count

Local SEO

Address & Phone Shown on Website



- www.pacificpoolsorlando.com

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

Phone +1 407 295 6609

- premierpoolsofcentralfl.com



Address and phone number visible on the page.

Phone +1 407 204 1689

Address 6822 4572 N Palmetto Ave Winter Park,
FL 32792

- kuradesignpools.com



Address and phone number visible on the page.

Phone +1 407 337 7007

Address 7614 Kura Design Pools 2751 Old Winter
Garden Rd Ocoee, FL 34761

Local Business Schema



- www.pacificpoolsorlando.com

No Local Business Schema identified on the page.

● premierpoolsofcentralfl.com ✓

Local Business Schema identified on the page.

LocalBusiness

● kuradesignpools.com ✓

Local Business Schema identified on the page.

LocalBusiness

Google Business Profile Identified ✓

● www.pacificpoolsorlando.com

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

 Pacific Pools of Orlando

● premierpoolsofcentralfl.com ✓

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

 Premier Pools of Central Florida

● kuradesignpools.com ✓

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

 Kura Design Pools

Google Business Profile Completeness ✓

● www.pacificpoolsorlando.com

The important business details are present on the Google Business Profile.

Address 1800 Pembroke Dr Suite 300, Orlando, FL
32810

Phone +1 407 295 6609

Site <http://www.pacificpoolsorlando.com/>

● premierpoolsofcentralfl.com ✓

The important business details are present on the Google Business Profile.

Address 4572 N Palmetto Ave, Winter Park, FL 32797

Phone +1 407 696 4744

Site http://www.premierpoolsofcentralfl.com/?utm_source=googlemybusiness&utm_medium=organic&utm_campaign=listing&utm_term=pool+contractor+orlando

● kuradesignpools.com ✓

The important business details are present on the Google Business Profile.

Address 2751 Old Winter Garden Rd, Ocoee, FL
34761

Phone +1 407 337 7007

Site <https://www.kuradesignpools.com/>

Google Reviews

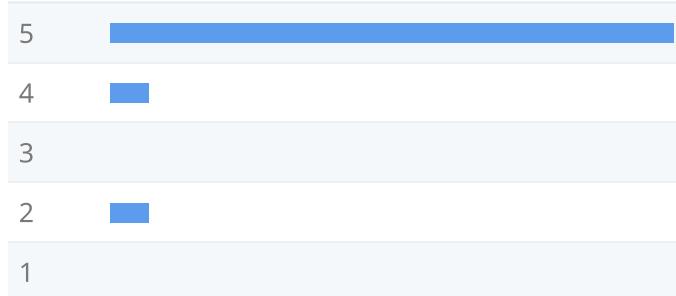


● www.pacificpoolsorlando.com

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

4.8  17 reviews

Rating



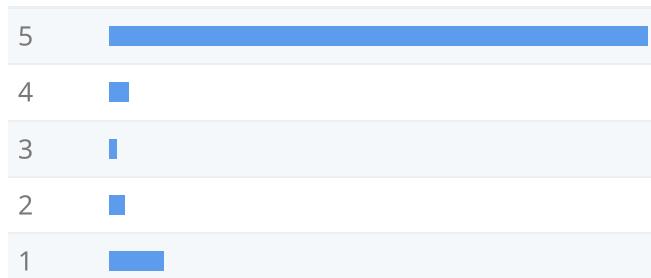
● premierpoolsofcentralfl.com



The Google Business Profile has a good rating and review count.

4.5  162 reviews

Rating



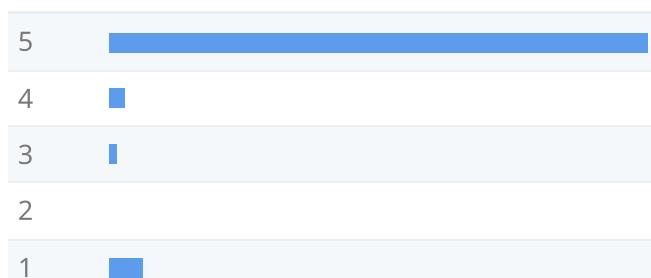
● kuradesignpools.com



The Google Business Profile has a good rating and review count.

4.7  162 reviews

Rating



Technology Results

DMARC Record

- www.pacificpoolsorlando.com

This site does not appear to have a DMARC record in place.

DMARC records are important to improve email deliverability and combat spoofing.

- premierpoolsofcentralfl.com

This site does not appear to have a DMARC record in place.

- kuradesignpools.com

This site does not appear to have a DMARC record in place.

SPF Record

- www.pacificpoolsorlando.com

This site appears to have an SPF record.

v=spf1 +a +mx +ip4:142.4.21.123 ~all

- premierpoolsofcentralfl.com

This site does not appear to have an SPF record.

- kuradesignpools.com

This site appears to have an SPF record.

v=spf1 +ip4:50.87.233.33 +include:_spf.google.com ~all