



Your website score

Review of scjohnson.com

Generated on 2015-06-09

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's 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's.

For more information, contact sales@seoexperts.com or 1.800.901.4SEO

Table of Contents

- 🔍 SEO
- 📱 Mobile
- 👉 Usability
- 🔗 Technologies
- 👍 Social
- 📍 Local
- 👤 Visitors

Iconography

- ✅ Pass
- ⚠️ Moderate
- ❌ Fail
- 👁️ FYI
- 🔴🔴🔴 High impact
- 🟡🟡🟡 Medium impact
- 🟢🟢🟢 Low impact
- 🔴🔴🔴 Very hard to solve
- 🟡🟡🟡 Hard to solve
- 🟢🟢🟢 Easy to solve



Title Tag



SC Johnson: A Family Company | Innovative Cleaning Products, Sustainable Business Practices, Great Place to Work

Length: 112 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



SC Johnson is a fifth-generation family company that makes leading global household brands including Glade®, Pledge®, Windex®, Mr. Muscle®, OFF!® and Ziploc®.

Length: 158 character(s)

Great, your [meta description](#) contains between 70 and 160 characters (spaces included).

Meta descriptions 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.

Check your Google™ Webmaster Tools account (Click 'Search Appearance', then 'HTML Improvements') to identify any issues with your meta descriptions, for example, they are too short/long, or duplicated across more than one page.



Google Preview

[SC Johnson: A Family Company | Innovative Cleaning Products, S...](#)

[scjohnson.com/](#)

SC Johnson is a fifth-generation family company that makes leading global household brands including Glade®, Pledge®, Windex®, Mr. Muscle®, OF...

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.

Headings



<H1>	<H2>	<H3>	<H4>	<H5>
	7			
	<H2> Welcome to SC Johnson, a family company since 1886.			
	<H2> SUSTAINABILITY REPORT			
	<H2> OUR GREENLIST™ PROCESS			
	<H2> SHARING OUR INGREDIENTS			
	<H2> Conserving Resources			
	<H2> Trusted Brands			
	<H2> Have You Heard			

Great, your website is structured using HTML headings (<H1> to <H6>).

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



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>
★★★	report	4	×	×	✓
★★★★	johnson	4	✓	✓	✓
★★★	see	4	×	×	×
★★★★	family	4	✓	✓	✓
★★★	sustainability	3	×	×	✓

	Keywords (2 words)	Freq	Title	Desc	<H>
★★★	sustainability report	3	×	×	✓
★★★	blog posts	2	×	×	×
★★★★	johnson family	2	✓	✓	✓
★★★★	family company	2	✓	✓	✓

	Keywords (3 words)	Freq	Title	Desc	<H>
★★★★	johnson family company	2	✓	✓	✓

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.

Alt Attribute



We found **48** images on this web page.

7 ALT attributes are empty or missing.

```
http://scjohnson.com/Libraries/Mid_Promos_226x114/HomePgPromo2013SR.sf  
http://scjohnson.com/Libraries/Mid_Promos_226x114/Greenlist-  
http://scjohnson.com/Libraries/Mid_Promos_226x114/Pledge-Frag-  
http://scjohnson.com/Libraries/cc_GreenGrams_2015/Quote5_Meadow_H_png-  
http://scjohnson.com/Libraries/cc_blog_images_2015/Tori-Tait_3-Simple-
```

Good, most or all of your images have alternative text ([the alt attribute](#)).

[Alternative text](#) is used to describe images to give the search engine crawlers (and the visually impaired) more information to help them understand images, which can help them to appear in [Google™ Images](#) search results.

Text/HTML Ratio

5.2%



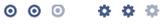
This page's ratio of text to HTML code is below 15 percent. This means that your website probably needs more text content.

A ratio between 25 and 70 percent is ideal. When it goes beyond that, the page might run the risk of being considered as spam.

As long as the content is relevant and gives essential information, it is a plus to have more of it.

Indexed Pages

20,768



This is the number of pages on your website that are indexed by search engines. It's important to aim to have all of your web pages crawled and indexed by the search engines, as this gives you more opportunity for your website to be found.

A low number (relative to the total number of pages/URLs on your website) indicates that there is an issue, whether it's due to a bad internal linking structure, or you're unknowingly preventing search engines from crawling your pages.

Make sure your website's XML sitemap is present and you have submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in the search engines.

Check Google™ Webmaster Tools under 'Google Index' and 'Crawl' to keep track of the status of your site's indexed/crawled pages.

Google+ Publisher

Your website is missing a rel="Publisher" tag for linking to your Google+ Page.



Your website is missing a rel="Publisher" link to your Google+ Page. This type of authorship markup is great for your brand. It ensures that your company is featured in SERPs, as opposed to only individual authors as is common with rel="Author".

In-Page Links

We found a total of 61 link(s) including 0 link(s) to files



External Links: NoFollow (0%)
External Links: Follow (21.6%)
Internal Links (78.4%)

Anchor	Type	Follow
Glade	External Links	Follow
Off! Botanicals Recovery	External Links	Follow
Green Choices	External Links	Follow
Get the Excerpt	External Links	Follow
renewable sources.	External Links	Follow
products	External Links	Follow
Kiwi	External Links	Follow
Pledge	External Links	Follow
Off	External Links	Follow
Ingredients	External Links	Follow
Raid	External Links	Follow
Ziploc	External Links	Follow
Windex	External Links	Follow
Scrubbing Bubbles	External Links	Follow
Saran	External Links	Follow
Shout	External Links	Follow
Drano	External Links	Follow
SC Johnson 2014 Sustainability Report Now Available!	External Links	Follow
Privacy	External Links	Follow
Legacy of Leadership	Internal Links	Follow

Doing Your Part	Internal Links	Follow
Fisk Johnson Family Matters	Internal Links	Follow
Products	Internal Links	Follow
Overview	Internal Links	Follow
Our Brands	Internal Links	Follow
Our Ingredients	Internal Links	Follow
Coupons & Offers	Internal Links	Follow
Home Matters Q&A	Internal Links	Follow
Testimonials	Internal Links	Follow
Where to Buy	Internal Links	Follow
Home	Internal Links	Follow
CPSIA	Internal Links	Follow
Right@Home	Internal Links	Follow
Contact Us	Internal Links	Follow
Blog	Internal Links	Follow
Company	Internal Links	Follow
Careers	Internal Links	Follow
GreenGram #5: Do You See Nature and Its Value?	Internal Links	Follow
Three Simple Crafts to Keep Kids Busy	Internal Links	Follow
See All Blog Posts	Internal Links	Follow
Architecture	Internal Links	Follow
Press Room	Internal Links	Follow
SC Johnson	Internal Links	Follow
Share	Internal Links	Follow
Family	Internal Links	Follow
Overview	Internal Links	Follow
In My Family	Internal Links	Follow
Five Generations of Johnsons	Internal Links	Follow
Commitment	Internal Links	Follow
Overview	Internal Links	Follow
Sustainability	Internal Links	Follow
Supply Chain Transparency	Internal Links	Follow
Social Responsibility	Internal Links	Follow
SC Johnson Supports National Museum of American Hist...	Internal Links	Follow
SC Johnson's Raid@ Bugs Honored as One of Advertising'...	Internal Links	Follow
Diversity & Inclusion	Internal Links	Follow
Sustainability Report	Internal Links	Follow
Terms of Use	Internal Links	Follow
Search	Internal Links	Follow
Site Map	Internal Links	Follow
SDS Library	Internal Links	Follow

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 added to the equation 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



Congrats, your web page does not contain any [broken links](#).

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.

Backlinks Counter 253,487



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.

WWW Resolve Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!



Be sure that [www.scjohnson.com](#) and [scjohnson.com](#) are not running in parallel.

Redirecting requests from a non-preferred hostname is [important](#) because search engines consider URLs with and without "www" as two different websites.

You should first [set your preferred domain](#) in Google Search Console (formerly Webmaster Tools), then use a [301 redirect](#) to divert traffic from your non-preferred domain.

IP Canonicalization Yes



Good, your website's IP address is forwarding to your website's domain name.

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.

✓ Robots.txt <http://www.scjohnson.com/robots.txt>



Great, your website has a robots.txt file.

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.

✗ XML Sitemap Missing



Your website does not have an XML sitemap - this can be problematic.

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™ Webmaster Tools and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

It's important to only include pages that you want the search engines to crawl, so avoid any that have been blocked via your robots.txt file. Check the URLs to ensure that none of them cause redirects or return error codes. This includes being consistent with your URLs, for example, including your preferred URLs (with or without www.), including the correct protocol (http or https) and making sure URLs all end with or without a trailing slash.

✓ URL Rewrite Good, the URLs look clean.



Great! You have clean (user-friendly) URLs which do not contain query strings.

Clean URLs are not only SEO-friendly but are also important for usability.

✓ 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.

Blocking Factors



✓ **Flash:** No

✓ **Frames:** No

Flash 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. This advice also applies to [AJAX](#).

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



✓ Created 19 years ago

✗ Expires in 18 days

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.

Blog



We found a Blog on this website.

Your website does not have a blog.

In this tough and competitive internet marketing world content marketing rules. While publishing your content on other sites might be a good strategy, publishing it on your own site garners more benefits.

Starting a blog is a great way to boost your SEO and attract qualified visitors.



Mobile Friendliness



Poor



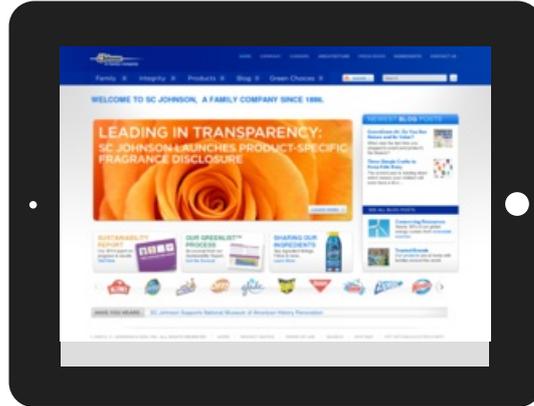
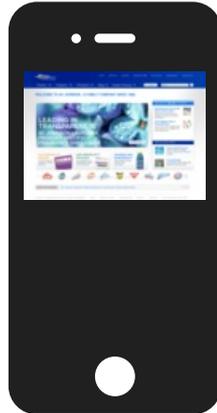
This website is not optimized for Mobile Visitors

× Mobile CSS

× Mobile Redirection

It is important to have a well-configured website for visitors who access your page on mobile devices. Mobile Friendliness refers to the usability aspects of your mobile website, which Google™ uses as a ranking signal in mobile search results.

Mobile Rendering



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.

Touchscreen Readiness

Make the most important buttons/links large enough to be tapped easily.



Ensure that your tap targets are large enough (at least 48 pixels in height and width) so that your visitors can press them easily. It's also important to provide extra spacing both horizontally and vertically around your tap targets (at least 32 pixels) to prevent users from accidentally pressing on the wrong target.

Mobile Compatibility

Perfect, no embedded objects detected.



Great, your website does not embed any special types of web content, such as Flash, Silverlight or Java, so your content can be accessed on all devices.

Font Size Legibility

This web page's text is too small for legibility on mobile devices.



Since the text on your page is too small for mobile devices, first make sure a [viewport](#) is configured. This can be verified using our Mobile Viewport criterion. Next, implement the recommendations below:

- Use a base font size of 16 CSS pixels.
- Use sizes relative to the base size to define the typographic scale.
- The general recommendation for spacing between characters is 1.2em.
- Restrict the number of fonts used and the typographic scale.

Mobile Viewport

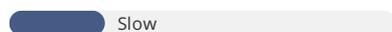
✗ This page does not specify a viewport, or the viewport is not well configured.



✗ The content does not fit within the specified viewport size.

Without a viewport, mobile devices will render the page for a typical desktop screen width and scale it to fit. Pages optimized to display well on mobile devices should include a [meta viewport](#) in the head of the document specifying width=device-width, initial-scale=1.

Mobile Speed

 Slow



- ✗ Leverage browser caching
- ✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✗ Optimize images
- ✗ Reduce server response time
- ✗ Minify JavaScript

Your mobile/responsive website must deliver and render the “above the fold” content in under one second. This allows the user to begin interacting with the page as soon as possible. Since mobile device CPUs are less powerful than desktop CPUs, [speed tips](#) that reduce CPU consumption (for instance JavaScript Parse time) need to be addressed first.

See [Google's PageSpeed Insights Rules](#) for more information on how to improve each of the elements in this section.

Mobile Frameworks

No mobile frameworks have been detected.

Mobile or [responsive frameworks](#) are an important part of website optimization as they assist developers in creating applications which are applicable to multiple devices.



URL http://scjohnson.com

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>).

Keep in mind that URLs are also an important part of a comprehensive [SEO strategy](#). Use clean URLs to make your site more "crawlable" by Google™.

Resource: Search for a [good domain name](#). If no good names are available, consider a [second hand domain](#). To prevent brand theft, you might consider trademarking your domain name.

✓ Favicon Great, your website has a favicon.



Great, your website has a favicon. Make sure this favicon is consistent with your brand.

Resource: Check out this [amazing idea](#) for improving the user experience with a special favicon.

✗ Custom 404 Page Your website does not have a custom 404 Error Page.



Apparently your site does not have a 404 Error Page - this is bad in terms of usability.

Take the opportunity to provide visitors with a beautiful and helpful 404 Error Page to increase user retention.

✗ Conversion Forms We could not find a Conversion Form on this page.

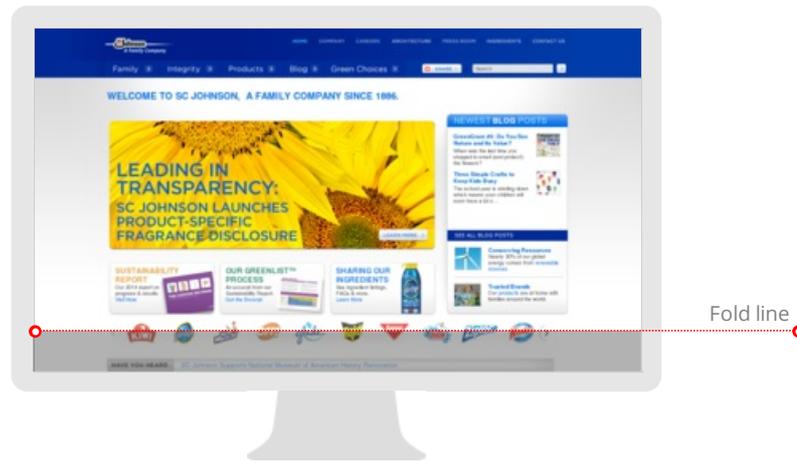


Add a [conversion form](#) for repeat visitors. It could be used to sign up for a subscription, get an email address of a visitor or close an online sale. [Converting visitors](#) into prospects/clients is probably the most important goal for your website.

After adding a conversion form to your site, it is important that you [optimize your website](#) to boost conversions.

Above the Fold Content

Place the most important content **above the fold line**.



When designing your homepage, make sure that your most important content is placed above the fold (the top section, which is visible without scrolling).

Google's 'Page layout algorithm' was built around feedback from users after many complained that they were having difficulty finding the content that was relevant to their search queries when arriving on webpages.

This means that Google pays attention to your 'above the fold' content, so try to add useful content and avoid including too many ads.

Tip: Check Google Analytics to find out what the most common screen resolutions are among your site visitors.

Page Size

29 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 300 Kb.

Tip: Use images with a small size and optimize their download with [gzip](#).

Load Time

0.59 second(s) (49.6 kB/s)



Your website is fast. Well done.

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 to make your website run faster.

Monitor your server and receive SMS alerts when your website is down with a [web monitoring service](#).

Structured Data Markup

No Structured Data Markup has been detected



Structured Data Markup is used to generate [Rich Snippets](#) in search engine results. It is a way for website owners to send structured data to search engine robots; helping them to understand your content and create well-presented search results.

Google™ supports a number of [rich snippets](#) for content types, including: [Reviews](#), [People](#), [Products](#), [Businesses and Organizations](#), [Recipes](#), [Events](#), [Videos](#), and [Music](#). If your website covers one of these topics, then we suggest that you annotate it with [Schema.org](#) using [microdata](#).

Email Privacy

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

Malicious bots scrape the web in search of email addresses and plain text email addresses are more likely to be spammed.

Trust Indicators



Trust

83%

Vendor reliability

83%

Privacy

83%

Child safety

95%

This data is provided by [WOT™](#).

Safe Browsing

Great, your website is safe.



No evidence of [phishing](#) and/or [malware](#) has been detected.

Server IP 23.101.163.246
Server location: Chicago

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.

Use [DNSstuff](#) for comprehensive reports on your server.

Technologies	AddThis	Widget
	Google Font API	Font script
	IIS	Web server
	jQuery	JavaScript framework
	Microsoft ASP.NET	Web framework
	sIFR	Font script
	VideoJS	Video player
	Windows Server	Operating system

Get to know the technologies used for your website. Some codes might slow down your website. Ask your webmaster to take a look at this.

Speed Tips



Warning: your website's speed could be slightly improved.

- ✓ Perfect, your server is using a caching method to speed up page display.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✗ Too bad, your website has too many CSS files (more than 4).
- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gzip.

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.

See [Google's PageSpeed Insights Rules](#) for more information on how to improve each of the elements in this section.

✔ Analytics  Google Analytics



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.
Popular Analytics Tools Include: [Google™ Analytics](#), [Quantcast™](#), [AdobeAnalytics™](#), [Piwik™](#), [chartbeat™](#), [Clicky™](#), [ClickTale™](#), etc.

✘ W3C Validity Invalid: 7 Errors, 7 Warning(s)



Use valid markup that contains no errors. Syntax errors can make your page difficult for search engines to index.
To find the detected errors, run the [W3C validation service](#), or check [Validator.nu](#) to make sure you don't miss an error.
W3C is a consortium that sets web standards.

◉ Doctype XHTML 1.0 Transitional

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.

✔ Encoding Great, language/character encoding is specified: utf-8



Specifying language/character encoding can prevent problems with the rendering of [special characters](#).

✔ Directory Browsing No



Great! Your server prevents visitors from [browsing your directory](#) by accessing it directly, this is excellent from a security standpoint.

✔ Server Signature No



Good, your [server signature](#) is off. This is excellent from a security standpoint.

SSL Secure



Great, your website is SSL secured (HTTPS).

- ✗ Your website's URLs do not redirect to HTTPS pages.
- ✗ Your headers are not properly set up to use STS.
- ✓ The SSL certificate expires in 3 years.
- ✓ The certificate issuer is Entrust, Inc..

Modern websites tend to be SSL secured (HTTPS) as it provides an extra security layer while logging in to your Web Service. In 2014, [Google™ announced](#) that an HTTPS (vs HTTP) website would receive an extra boost in their ranking.

While switching to HTTPS, make sure your site remains optimized and see to it that your website will still run quickly. Follow these best practices for a smooth transition:

- Use a serious issuer to purchase your SSL certificate
- Redirect all of your HTTP pages to the HTTPS version of your website
- Use a Security Token Service (STS) in your headers
- Renew your SSL certificate every year, before it expires
- Make sure that all of your content (CSS, etc.) is linked to HTTPS
- Update your XML sitemap to ensure the URLs include HTTPS and update the robots.txt file to reference this version
- Register the HTTPS website in Google & Bing Webmaster Tools



✓ Social shareability



This website is very popular on Social Networks.

Facebook Likes	478
Facebook Shares	1960
Facebook Comments	182
StumbleUpon	51
Google™ +	16

The impact of social media is huge for certain industries.

Learn how to [further engage](#) your social media audiences and create a consistent fan base. [Check these helpful tools](#) for managing your social media campaign.

Note: This data represents [social media influences](#) from your website's URL, it does not represent data from specific brand pages.

! Facebook Page



Likes	26
Were here	430
Talking About	2
Checkins	430

URL

<https://www.facebook.com/pages/SCJohnson-manufacturing-medan/229033207146491>

[Change profile](#)

Name

SC.Johnson manufacturing medan

Categories

Local Business

Address

Medan

Indonesia

The data relating to the Facebook Page is publicly available.

Twitter™ Account



The Twitter™ Account @scjohnson is booked but it is not linked to your website!
Tip: Include your URL in your Twitter profile's website field.

Name

scjohnson

Followers

0

Tweets

0

Account Age

3 years ago

Twitter is a fast-growing [social network](#).

If possible, [register](#) a Twitter account in your brand's name now to prevent [brandjacking](#).

Here are a few [tips](#) to help create a Twitter promotion plan. Plus, [learn](#) from today's top Twitter-using brands.

Google+ Page



Not found

This page is your business listing in Google+. Being active in this social network is important for claiming your brand, influencing your search engine rankings and interacting with your network. You might also consider [managing your profile](#) with [Google My Business](#) (formerly Google Places).



Local Directories



S.C. Johnson | 上海 庄臣
Change profile - Claim listing
912 New JinQiao Rd., 上海市
CHINA

★★★★★
1 Reviews

This is a list of the local directories where your business has been found. [Take care of your listings in local directories](#); since maps are now an integral part of search results, your [G+ Local page](#) may have more visitors than your website!

It is important to make sure that your business details are correct in each directory where you are listed. Find the directories in your country ([USA](#), [UK](#), [Spain](#), [France](#), [Canada](#), [Australia](#), [Brazil](#), and [India](#)) and enhance your listings with pictures, video, schedules and as many customer reviews as possible.

Online Reviews



July 11, 2011 3:43 PM

说实话我一直吧这家和 强生联系在一起，而且想他们为啥不翻译成约翰... - Beterhans

These are the latest reviews of your business that can be found in local directories. Surveys show that 90 percent of customers say buying decisions are influenced by [online reviews](#) so take the time to make a good impression and [gather positive feedback](#). [Strategies for gaining reviews](#) may differ by audience or business type; in general, consider asking for reviews, making it easy to send in feedback and having a prominent social presence.



Traffic Estimations

High



We use multiple tools to estimate web traffic, including [Google™ Trends](#) and [Alexa™](#).
Nevertheless, your analytics will provide the most accurate traffic data.



Traffic Rank

177,195th most visited website in the World

57,325th most visited website in  United States

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.

Reviewing the [most visited websites](#) by country can give you valuable insights.

[Quantcast](#) provides similar services.



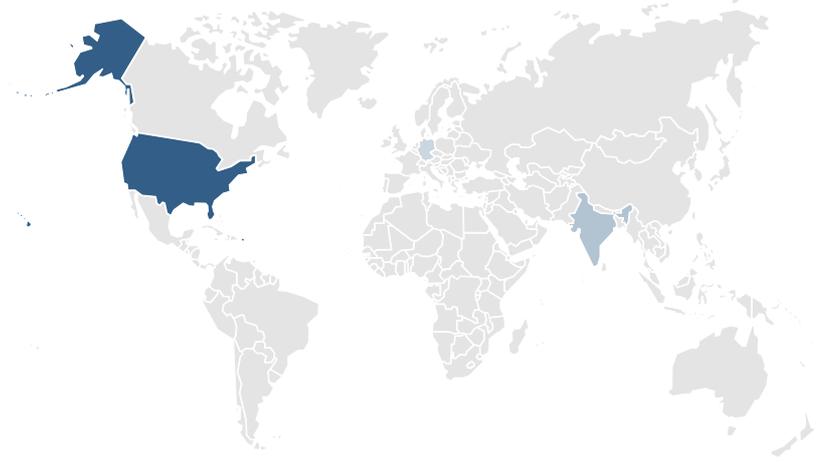
Adwords Traffic

0%

This is an estimation of the traffic that is being bought through [AdWords™](#) vs. unpaid Organic Traffic.

This data is provided by [SEMRush™](#).

Visitors Localization



Popular Countries	ccTLD	Status
United States	scjohnson.us	This domain is booked
India	scjohnson.in	This domain is booked
Germany	scjohnson.de	This domain is booked

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.

Why Choose SEO Experts

- ◉ True to our name and ranked #1 “SEO Experts” in Google providing “SEO expert services” since 2002
- ◉ We’re the #1 recommended SEO firm hired by Fortune 500 companies.
- ◉ We’re well-known among small- to mid-sized businesses as the company offering the most affordable SEO services with the highest ROI.
- ◉ Leaders in SEO since the dawn of the search engine.
- ◉ Peace of Mind. We only provide proven ethical White Hat SEO techniques so you don’t have to ever worry about your website being penalized or banned from search engines.
- ◉ SEO Services are all we do. We live and breathe this work. We love it, and we thrive on it, and we don’t mess around. Our company name is SEO Experts, and we take that title seriously.
- ◉ We’ve been A+ rated by the BBB for as long as we’ve been around
- ◉ No start up or set up fees
- ◉ No long term contracts to sign, We offer simple pay as you go month-to-month agreements

SEO Experts Inc

7950 NW 53rd Street Suite 337
Miami, FL. 33166

www.SEOExperts.com

If you have any questions or would like to discuss how SEO Experts can help improve your search engine rankings, contact sales@seoexperts.com or 1.800.901.4SEO