Audit Results for rainbowplumbingnj.com

Report Generated: 8 February 2019 PST - Refresh Results Now

Improve Your Site With Our DIY SEO Tool
Easily optimize your website for search engines and grow your site's traffic. Rainbowplumbingnj.com gets an extra 10% off on any plan. Use coupon code: RAINBOWPLUMBINGNJ
Coupon Code: RAINBOWPLUMBINGNJ Start Now - $19.95/mo SEOptimer

Recommendations

Toggle: Links On-Page SEO Social Performance Usability

Generate a Link Building Strategy	Links	Pro Feature
Update Link URLs for the Home Partner and Search Engine Available	Links	Pro Feature

On-Page SEO Results

B+

Your On-Page SEO could be better

Your on-page SEO is good but there are some areas that could be improved. Follow the Google SEO & Webpage Guidelines to improve. Use Google's Rich Snippets to enhance your page's appearance in search results. Consider using Schema.org markup for richer results. Use structured data formats such as JSON-LD, Microdata or RDFa. Google prefers JSON-LD.

Title Tag

Your title is 66 chars long. Ideal length is shorter than 60 characters (including spaces).

Full Service Plumbing, Drain Repairs, AC, Maintenance Rainbow Plumbing

Length: 66

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

Meta Description Tag

Your meta description is missing. Meta description tags help marketers gauge how many clicks visitors should be between. It can help conversions and rankings.

When you are looking for a plumber in the East Brunswick, New Jersey area, our team at Rainbow Plumbing in Hazlet is here to help you if you have questions, call us today.

Length: 176

A meta description is important for search engines to understand the content of a page, and is often chosen as the description text displayed in search results.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is estimated as a guide; Google Engines use more frequently generating this snippet automatically.

http://rainbowplumbingnj.com
Full-Service Plumbing, East Brunswick, NJ
When you are looking for a plumber in the East Brunswick, New Jersey area, our team at Rainbow Plumbing in Hazlet is here to help you if you have ...

Indexing Usage

Your page is not using any of indexing verbs/tags.

Indexing is an HTML attribute used to specify the language and geographical targeting of a page. It is commonly used together with the alternate attribute to let bots of a page's target to Search Engine bots of alternate versions of a page in different language or geographical locations.

If you have multiple versions of the same page in different languages, it is important to add indexing tags to let Search Engines about these variations. This helps Google and other Search Engines to serve the correct version of the HTML code of your page, but it also often contributes to your SEO. A single variant of each language/dialect can be added.

Learn more in our guide.

Language

Your page is using the lang attribute.

Detected: en-US

H1 Header Tag Usage

Your page is using one H1 Tag.

Show details

H2-H6 Header Tag Usage

Your page is using the following levels of Header Tags:

Header Tag	Frequency
h1	1
h2	2
h3	4
h4	3
h5	1
h6	1

Show details

Keyword Consistency

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

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency
plumbing	✓	✓	✓	20
service	✓	✓	✓	8
plumber	✓	✓	✓	7
brunswick	✓	✓	✓	6
east	✓	✓	✓	5
area	✓	✓	✓	5
drains	✓	✓	✓	5
plumbers	✓	✓	✓	4

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
plumbing services	✓	✓	✓	3
various plumbing	✓	✓	✓	3
providing heating	✓	✓	✓	3
east brunswick	✓	✓	✓	3
various plumbing heating	✓	✓	✓	3
professional plumbers	✓	✓	✓	3
optimized plumbing	✓	✓	✓	3
plumbers we	✓	✓	✓	3

Amount of Content

Your page is using a good level of textual content, which will assist in its ranking potential.

Word Count: 1,011

Image Alt Attributes

Your page is missing alt tags that are missing alt attributes.

We found 13 images on your page and 2 of them are missing the attributes.

Alt attributes are an often overlooked and not single way to signal to Search Engines what an image is about, and help it rank in image search results.

URL Readability

Your URL is readable.

Canonical Tag

Your page is using the Canonical Tag:

https://rainbowplumbingnj.com/

The Canonical Tag is HTML tag that tells Search Engines the preferred URL of a page. URLs can have multiple versions due to things like parameters tracking sessions or even sort and filter versions, including in potential duplicate content. Google recommends all pages specify a Canonical for this reason.

Canonical Tags are a very important element for preserving potential authority of the page. It offers the SEO Juice Heritage URL to provide the ability to specify to Search Engines.

Learn more in our guide.

Nofollow Tag Tree

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

Nofollow Header Tree

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

URL Canonical

Your website has URL canonical.

HTTPS Redirect

Your page does not redirect to a HTTPS URL secure version.

Robots.txt

Your website appears to have a robots.txt file.

http://rainbowplumbingnj.com/robots.txt

Blocked by Robots.txt

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

URL Sitemaps

Your website appears to have an XML sitemap.

https://rainbowplumbingnj.com/sitemap.xml

Analytics

Your page is using an analytics tool:

Google Analytics

Schema.org Microformat Data

You are using JSON-LD, Microdata Schema on your page.

Rankings

Top Keyword Rankings

The Keywords your site is ranking/ranking on in the specific location. The key is understanding the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
various plumbers	US, EN	1	50	1
various plumbing	US, EN	1	50	1
various plumbing and heating	US, EN	1	50	1
repair sewers	US, EN	1	1,000	1
east brunswick plumbing supply	US, EN	1	20	1
broken water heater	US, EN	1	20	1
east brunswick plumbing supply	US, EN	1	20	1
plumbers near me	US, EN	1	1,000	1
clifton plumbers	US, EN	1	50	1
other plumbing	US, EN	1	50	1

Show additional rankings

Total Traffic From Search

This shows an estimated Traffic Volume from your page receives from its displayed Rankings

186
Monthly Traffic Volume

Keyword Positions

This shows 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 the top 3 results get the most engagement.

Position	Keywords
Position 1	7
Position 2-3	2
Position 4-10	1
Position 11-20	16
Position 21-30	1
Position 31-100	16

Links

Backlink Summary

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 get links to your site. Engaging SEOPro ...

Domain Authority	Page Authority
40/10	42

Backlinks	Referring Domains
250	40

Followed Backlinks	Nofollow Backlinks	Follow Domains	Nofollow Domains	Follow Ratio	Nofollow Ratio
230	20	34	6	84	16

Edu	Gov
0	0

Top Backlinks

These are the Backlinks your website engages most from Third Parties.

Domain Authority	Referring Page URL	Referring Page Title	Anchor Text
99	https://www.yelp.com/biz/rainbow-plumbing-hazlet-2?hrid=qbqb7_-ZVTVcq-ZVTVcq-ZVTVcq&utm_source=share&utm_medium=android&utm_campaign=share_business&utm_content=biz_share	Yelp - Rainbow Plumbing & Heating - Plumbers - Hazlet, NJ	Rainbow Plumbing & Heating
99	https://www.yellowpages.com/hazlet/rainbow-plumbing-and-heating-inc-mip1000000	Rainbow Plumbing & Heating - Plumbers in Hazlet, NJ	Rainbow Plumbing & Heating
99	https://www.yellowpages.com/search?search_terms=rainbow+plumbing&geo_location_terms=Hazlet%2C+NJ&page=2&lang=en&sort=relevance&ldid=1000000000000000000&ldpos=1&ldtype=1&ldtxt=Rainbow+Plumbing+%26+Heating+Inc&ldcat=Plumbers&ldcnt=1&ldrev=1&ldrtg=4.5&ldrcnt=2&ldtel=(732%29+566-0000&ldaddr=1+Highway+36+Ste+2&ldcity=Hazlet&ldstate=NJ&ldzip=07730&ldlat=40.42000&ldlon=-74.14000&ldbus=1000000000000000000&ldbusid=1000000000000000000&ldbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrtg=4.5&ldbusrcnt=2&ldbusrev=1&ldbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevdate=1+Feb+2019&ldbusrevrtg=5&ldbusrevtel=+1+(732%29+566-0000&ldbusrevaddr=+1+Highway+36+Ste+2&ldbusrevcity=+Hazlet&ldbusrevstate=+NJ&ldbusrevzip=+07730&ldbusrevlat=40.42000&ldbusrevlon=-74.14000&ldbusrevbusid=1000000000000000000&ldbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrtg=4.5&ldbusrevbusrcnt=2&ldbusrevbusrev=1&ldbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevrtg=5&ldbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevcity=+Hazlet&ldbusrevbusrevstate=+NJ&ldbusrevbusrevzip=+07730&ldbusrevbusrevlat=40.42000&ldbusrevbusrevlon=-74.14000&ldbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrev=1&ldbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%://1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlon=-74.14000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusid=1000000000000000000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusurl=http%3A%2F%2F1000000000000000000.yellowpages.com%2F&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusimg=http%3A%2F%2Fsc.yellowpages.com%2F1000000000000000000.jpg&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrtg=4.5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrcnt=2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrev=1&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtxt=Rainbow+Plumbing+%26+Heating+Inc+has+been+a+plumber+%2F+Heating+and+Cooling+company+for+many+years+%2F+Plumbing+and+Heating+Inc+%2F+Hazlet+%2F+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevdate=1+Feb+2019&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevrtg=5&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevtel=+1+(732%29+566-0000&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevaddr=+1+Highway+36+Ste+2&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevcity=+Hazlet&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevstate=+NJ&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevzip=+07730&ldbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevbusrevlat=40.42000&ldbus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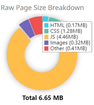
Website Compression (Gzip, Deflate, Brotli)
Your website appears to be using a reasonable level of compression.

Compression Rates

HTML	0.06 MB (68% Compressed)
CSS	0.19 MB (85% Compressed)
JS	1.11 MB (75% Compressed)
Images	0.32 MB (0% Compressed)
Other	0.4 MB (3% Compressed)
Total	**2.08 MB (68% Compressed)**

Raw Page Size Breakdown



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

#	HTML	JS	CSS		
75	6	23	9	17	20
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources

Google Accelerated Mobile Pages (AMP)
This page does not appear to have AMP Enabled.

Show details

JavaScript Errors
Your page is reporting JavaScript errors during load.

This could indicate that some required functionality on your page is failing or scripts may have coding problems.

Show details

HTTP2 Usage
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.

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

Minification
All your JavaScript and CSS files appear to be minified.

Deprecated HTML
No deprecated HTML tags have been found within your page.

Inline Styles
Your page appears to be using inline styles.

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

Show details

Social Results

D

Your social could be better

You do not appear to have a strong 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 more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected
Your page has a link to a Facebook Page.

Facebook Open Graph Tags
Your page is using Facebook Open Graph Tags.

Show details

Facebook Pixel
We have not detected a Facebook Pixel on your page.

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

Twitter Connected
No associated Twitter profile found as a link on your page.

Twitter Activity
No associated Twitter profile found as a link on your page.

Twitter Cards
Your page is using Twitter Cards.

Show details

Instagram Connected
No associated Instagram profile found linked on your page

LinkedIn Connected
No associated LinkedIn profile found linked on your page.

YouTube Connected
Your page has a link to a YouTube channel.

YouTube Activity
No associated YouTube channel found linked on your page.

Want to grow your YouTube Channel? Try our YouTube SEO Tool TubeRanker

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Address and phone number visible on the page.

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Local Business Schema
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LocalBusiness

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Technology Results

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

Technology	Version
Apache HTTP Server	
Divi	
Draftpress HFCM	
Font Awesome	
Google Analytics	
Google Maps	
Gravity Forms	
HSTS	
jQuery	
MySQL	
PHP	
reCAPTCHA	
W3 Total Cache	
WordPress	

Server IP Address
66.165.244.42

DNS Servers
amy.ns.cloudflare.com
andy.ns.cloudflare.com

Web Server
Apache

Charset
text/html; charset=UTF-8

Review Child Pages

Page
/about-rainbow-plumbing-heating/
/bathroom-plumbing-east-brunswick-nj/
/category/plumbing-services-blog/
/contact-rainbow-plumbing-heating/
/coupons/
/find-us-on-the-web/
/furnace-repair-east-brunswick-nj/
/gallery/
/kitchen-plumbing-east-brunswick-nj/
/plumber-east-brunswick-nj/
/plumber-east-brunswick-nj/plumbing-contractor/
/plumber-east-brunswick-nj/residential-plumber/
/plumbing-services-blog/five-things-your-plumber-wants-you-to-know/
/plumbing-services-blog/from-clogs-to-leaks-kitchen-plumbing-problems-101/
/plumbing-services-blog/is-your-energy-bill-out-of-control-you-might-need-a-water-heater-repair/
/plumbing-services-east-brunswick-nj/
/plumbing-services-east-brunswick-nj/drains/
/plumbing-services-east-brunswick-nj/drains/unclog-drain/
/plumbing-services-east-brunswick-nj/faucets/
/plumbing-services-east-brunswick-nj/faucets/faucet-installation/
/plumbing-services-east-brunswick-nj/faucets/faucet-repair/
/plumbing-services-east-brunswick-nj/faucets/faucet-replacement/
/plumbing-services-east-brunswick-nj/garbage-disposal/
/plumbing-services-east-brunswick-nj/pipes/
/plumbing-services-east-brunswick-nj/pipes/pipe-installation/
/plumbing-services-east-brunswick-nj/pipes/pipe-repair/
/plumbing-services-east-brunswick-nj/pipes/pipe-replacement/
/plumbing-services-east-brunswick-nj/sewer-ejector-pump/
/plumbing-services-east-brunswick-nj/showers/
/plumbing-services-east-brunswick-nj/showers/shower-installation/
/plumbing-services-east-brunswick-nj/showers/shower-repair/
/plumbing-services-east-brunswick-nj/showers/shower-replacement/
/plumbing-services-east-brunswick-nj/sump-pumps/
/plumbing-services-east-brunswick-nj/toilets/
/plumbing-services-east-brunswick-nj/toilets/toilet-installation/
/plumbing-services-east-brunswick-nj/toilets/toilet-repair/
/plumbing-services-east-brunswick-nj/toilets/toilet-replacement/
/plumbing-services-east-brunswick-nj/water-heaters/
/plumbing-services-east-brunswick-nj/water-heaters/water-heater-installation/
/plumbing-services-east-brunswick-nj/water-heaters/water-heater-repair/
/plumbing-services-east-brunswick-nj/water-heaters/water-heater-replacement/
/privacy-policy/
/service-areas/
/service-areas/east-brunswick-nj/
/service-areas/east-windsor-nj/
/service-areas/freehold-township-nj/
/service-areas/manalapan-township-nj/
/service-areas/marlboro-township-nj/
/service-areas/monroe-township-nj/
/service-areas/new-brunswick-nj/
/service-areas/north-brunswick-nj/
/service-areas/south-brunswick-nj/
/service-areas/trenton-nj/
/specials/
/specials/kitchen-faucet-installation/
/specials/we-can-give-you-a-phone-or-email-estimate/
/specials/winterize-your-home/

Hide details

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