



Your website score

Review of visitmendocino.com

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Introduction

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

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

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

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

Please contact us for more information.

Competitors

- lakecounty.com
- sonomacounty.com
- morrobay.org

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- Pass
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- FYI
- High impact
- Medium impact
- Low impact
- Very hard to solve
- Hard to solve
- Easy to solve





Title Tag



Visit Mendocino County - Wine, Redwoods, Wilderness and the Coast

visitmendocino.com

Length: 65 character(s)

Lake County • Northern California Done Different

lakecounty.com

Visit Sonoma Wine Country | Sonoma County (Official Site)

sonomacounty.com

- Morro Bay Official Visitor Guide, Morro Bay, CA | Morro Bay, CA

morrobay.org

Your HTML title tag appears in browser tabs, bookmarks and in search result pages.

Make your title tags clear, concise (50-60 characters) and include your most important keywords.



Meta Description



Visit Mendocino County for wine, redwoods & the Northern California coast. Ride the Skunk Train, and explore ancient redwoods & hidden wilderness.

visitmendocino.com

Length: 146 character(s)

Lake County is located in northern California and offers the largest freshwater lake in the state, as well as over 30 wineries and great outdoor fun.

lakecounty.com

Sonoma County, just a short drive north from San Francisco's Golden Gate Bridge in California, is a traveler's paradise. The world-class Sonoma wine country, next to Napa Valley, offers over 400 wineries, the Pacific Coast and ancient Redwood forests.

sonomacounty.com

Welcome to Morro Bay, the Gibraltar of the Pacific. Your better nature awaits you among our miles of unspoiled beaches, nature trails, and estuary. Enjoy amazing food from our numerous restaurants while enjoying views of world-famous Morro Rock.

morrobay.org

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

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

Check your Google Search Console 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.

[Visit Mendocino County - Wine, Redwoods, Wilderness and the Co...](#)

www.visitmendocino.com/

Visit Mendocino County for wine, redwoods & the Northern California coast. Ride the Skunk Train, and explore ancient redwoods & hidden wilderness.

[Lake County • Northern California Done Different](#)

lakecounty.com/

Lake County is located in northern California and offers the largest freshwater lake in the state, as well as over 30 wineries and great outdoor fun.

[Visit Sonoma Wine Country | Sonoma County \(Official Site\)](#)

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Sonoma County, just a short drive north from San Francisco's Golden Gate Bridge in California, is a traveler's paradise. The world-class Sonoma wine c...

[- Morro Bay Official Visitor Guide, Morro Bay, CA | Morro Bay, CA](#)

morrobay.org/

Welcome to Morro Bay, the Gibraltar of the Pacific. Your better nature awaits you among our miles of unspoiled beaches, nature trails, and estuary. Enjoy amazing ...

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

Search engines may create their own titles and descriptions if they are missing, poorly written and/or not relevant to the content on the page and cut short if they go over the character limit. So it's important to be clear, concise and within the suggested character limit.

Headings



<H1>	<H2>	<H3>	<H4>	<H5>
0	13	0	0	0
<H2>	Explore the Unknown!			
<H2>	The Spirits of Mendocino County			
<H2>	Mushroom Mania!			
<H2>	Latest Buzz...			
<H2>	Catch of the Day!			
<H2>	Not Your Average Pet!			
<H2>	It Must be Time for Vacation!			
<H2>	Upcoming Events			
<H2>	Crab, Wine & Beer Festival			
<H2>	Crab Cake Cook-Off & Wine Tasting Competition			
<H2>	Anderson Valley Barrel Tasting			
<H2>	Subscribe for free updates about Mendocino County events, news and special offers			
<H2>	GETTING HERE			

HTML header tags (or simply header tags) differentiate between headings, subheadings and the rest of the content on the page.

Your website either does not currently use HTML header tags or is using too many. Use keywords in your headings with your most important keywords in the top level and be sure to maintain the <H1> to <H6> hierarchy.

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>
★★★★	mendocino	14	✓	✓	✓
★★★★	wine	13	✓	✓	✓
★★★★	county	12	✓	✓	✓
★★★	coast	7	✓	✓	✗
★★★	beer	7	✗	✗	✓

	Keywords (2 words)	Freq	Title	Desc	<H>
★★★★	mendocino county	12	✓	✓	✓
★★★	wine beer	5	✗	✗	✓
★★★	anderson valley	4	✗	✗	✓
★★★	beer festival	4	✗	✗	✓
★★★	special offers	3	✗	✗	✓

Keyword consistency is the use of keywords throughout the different elements of the webpage. Consistent keyword use helps crawlers index your site and determine relevancy to search queries.

The table above highlights the most frequently used keywords on your page and how consistently you're using them.

Alt Attribute



We found **14** images on this web page.

1 ALT attributes are empty or missing.

<https://3n5ipg1ce2fr23fe6c1nc3on-wpengine.netdna-ssl.com/wp-content/plugins/accesspress-social-pro/images/share/ajax-loader.gif>

Alternative text allows you to add a description to an image. Since search engine crawlers cannot see images, they rely on alternative text attributes to determine relevance to a search query. Alternative text also helps makes an image more likely to appear in a Google image search and is used by screen readers to provide context for visually impaired users.

It looks like most or all of your images have alternative text. Check the images on your website to make sure accurate and relevant alternative text is specified for each image on the page. Try to minimize the number of alt text characters to 150 or less (including spaces!) to optimize page load times.

A low number can indicate that bots are unable to discover your pages, which is commonly caused by bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages. An unusually high number could be an indication of duplicate content due to URL parameters.

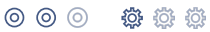
Make sure your website's XML sitemap is present and that you've submitted it to the major search engines. Building backlinks to your website's internal pages will also help bots to discover, crawl and index them, while building authority to help them rank in search results at the same time.

Check Index Status and Crawl Errors in Google Search Console to track the status of your crawled/indexed pages.

If you use parameters in your URL like session IDs or sorting and filtering, use the rel="canonical" tag to tell search engines which version of those pages is the original.

In-Page Links

We found a total of 115 link(s) including 1 link(s) to files



- External Links: NoFollow (0%)
- External Links: Follow (10.8%)
- Internal Links (89.2%)

Anchor	Type	Follow
No Anchor Text	External Links	Follow
var googletag = googletag {}; googletag.cmd = googleta..	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow
No Anchor Text	External Links	Follow
Download	External Links	Follow
No Anchor Text	External Links	Follow
Mushroom, Wine and Beer Lodging	External Links	Follow
Calendar	External Links	Follow
Share on Facebook Share	External Links	Follow
Share on Twitter Tweet	External Links	Follow
Ukiah	Internal Links	Follow
Willits	Internal Links	Follow
Media	Internal Links	Follow
Media Videos	Internal Links	Follow
Hi Res Photos	Internal Links	Follow
Press Release Library	Internal Links	Follow
Press Room	Internal Links	Follow
Publications	Internal Links	Follow
Request Visitors Guide	Internal Links	Follow
Biking	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Weddings	Internal Links	Follow

Venues	Internal Links	Follow
Catering	Internal Links	Follow
Photographers	Internal Links	Follow
Stay	Internal Links	Follow
Transportation	Internal Links	Follow
Special Offers	Internal Links	Follow
Hotels, Motels and Inns	Internal Links	Follow
Bed and Breakfasts	Internal Links	Follow
Farm Stays	Internal Links	Follow
Pet-friendly Lodging	Internal Links	Follow
Resorts	Internal Links	Follow
Mendocino County Vacation Rentals	Internal Links	Follow
RV and Camping	Internal Links	Follow
Retreat Centers	Internal Links	Follow
Anderson Valley	Internal Links	Follow
The Coast	Internal Links	Follow
Redwood Corridor	Internal Links	Follow
Things to Do	Internal Links	Follow
All Categories	Internal Links	Follow
Arts and Galleries	Internal Links	Follow
Beaches	Internal Links	Follow
Casinos	Internal Links	Follow
Family Fun	Internal Links	Follow
Groceries and Camping Supplies	Internal Links	Follow
Hiking	Internal Links	Follow
Museums	Internal Links	Follow
On The Water	Internal Links	Follow
Parks	Internal Links	Follow
Performing Arts	Internal Links	Follow
Picnic Grounds	Internal Links	Follow
Shopping	Internal Links	Follow
Spas and Massage	Internal Links	Follow
State Parks	Internal Links	Follow
Events	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Anderson Valley	Internal Links	Follow
Coast	Internal Links	Follow
Redwood Corridor	Internal Links	Follow
All Event Types	Internal Links	Follow
Mushroom, Wine and Beer Festival	Internal Links	Follow
Crab, Wine and Beer Festival	Internal Links	Follow
Beer	Internal Links	Follow

Wine	Internal Links	Follow
Food	Internal Links	Follow
Fairs and Festivals	Internal Links	Follow
Music	Internal Links	Follow
Entertainment	Internal Links	Follow
Fundraisers	Internal Links	Follow
Kids and Family	Internal Links	Follow
Communities	Internal Links	Follow
Add An Event	Internal Links	Follow
Eat+Drink	Internal Links	Follow
Wineries and Wine Tasting	Internal Links	Follow
Anderson Valley	Internal Links	Follow
Redwood Corridor	Internal Links	Follow
The Coast	Internal Links	Follow
Restaurant Guide	Internal Links	Follow
Breakfast	Internal Links	Follow
Craft Breweries and Taprooms	Internal Links	Follow
Bars and Nightlife	Internal Links	Follow
Coffeeshops and Bakeries	Internal Links	Follow
Delis	Internal Links	Follow
Ice Cream and Sweets	Internal Links	Follow
Catering	Internal Links	Follow
Beer and Wine	Internal Links	Follow
Exploring	Internal Links	Follow
Fairs and Festivals	Internal Links	Follow
Pet-friendly	Internal Links	Follow
Food	Internal Links	Follow
Videos	Internal Links	Follow
Coast	Internal Links	Follow
Food and Wine	Internal Links	Follow
Redwoods	Internal Links	Follow
Blog	Internal Links	Follow
The Spirits of Mendocino County	Internal Links	Follow
Catch of the Day!	Internal Links	Follow
It Must be Time for Vacation!	Internal Links	Follow
Getting Here	Internal Links	Follow
Mendocino County FAQs	Internal Links	Follow
Contact Us	Internal Links	Follow
No Anchor Text	Internal Links	Follow
No Anchor Text	Internal Links	Follow
Kayla	Internal Links	Follow
Cook-off Fun!	Internal Links	Follow

crab-cake-cook-off	Internal Links	Follow
AV Barrel Tasting	Internal Links	Follow
SEE ALL EVENTS	Internal Links	Follow
Terms and Conditions of Use	Internal Links	Follow
Privacy Policy	Internal Links	Follow
Hopland	Internal Links	Follow
Laytonville	Internal Links	Follow
All Event Regions	Internal Links	Follow

Links pass value from one page to another. This value is called 'link juice'.

A page's link juice is split between all the links on that page so lots of unnecessary links on a page will dilute the value attributed to each link. There's no exact number of links to include on a page but best practice is to keep it under 200.

Using the [Nofollow](#) attribute in your links prevents some link juice, but these links are still taken into account when calculating the value that is passed through each link, so using lots of NoFollow links can still dilute PageRank.

✓ WWW Resolve

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



Search engines see [www.visitmendocino.com](#) and [visitmendocino.com](#) as different websites. This means they could see a large amount of duplicate content, which they don't like.

Fortunately your website redirects [www.visitmendocino.com](#) and [visitmendocino.com](#) to the same site.

✓ Robots.txt

<https://www.visitmendocino.com/robots.txt>



A [robots.txt](#) file allows you to restrict the access of search engine crawlers to prevent them from accessing specific pages or directories. They also point the web crawler to your page's XML sitemap file.

Your site currently has a robot.txt file. You can use Google Search Console's Robots.txt Tester to submit and test your robot.txt file and to make sure Googlebot isn't crawling any restricted files.

✓ XML Sitemap

https://www.visitmendocino.com/sitemap_index.xml

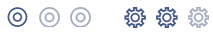


XML sitemaps contain the list of your URLs that are available to index and allow the search engines to read your pages more intelligently. They can also include information like your site's latest updates, frequency of changes and the importance of URLs.

Be sure to only include the pages you want search engines to crawl, so leave out any that have been blocked in a robots.txt file. Avoid using any URLs that cause redirects or error codes and be sure to be consistent in using your preferred URLs (with or without www.), correct protocols (http vs. https) and trailing slashes. You should also [use your robots.txt](#) file to point search engine crawlers to the location of your sitemap.

👁 URL Parameters Good, the URLs look clean.

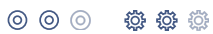
✔ Underscores in the URLs Great, you are not using underscores (these_are_underscores) in your URLs.



Great, you aren't using [underscores](#) (these_are_underscores) in your URLs.

Google sees hyphens as word separators while underscores aren't recognized. So the search engine sees [www.example.com/green_dress](#) as [www.example.com/greendress](#). The bots will have a hard time determining this URL's relevance to a keyword.

✔ Blocking Factors ✔ **Flash:** No



✔ **Frames:** No

Great, you aren't using Flash or frames on your site.

While it often looks nicer, Flash content can't be [properly indexed](#) by search engines. Maximize your SEO efforts by avoiding Flash.

Search engines also have problems with frames because they can't crawl or index the content within them. Avoid them if you can and use a [NoFrames](#) tag when you can't.

✔ Domain Registration ✔ Created 20 years ago

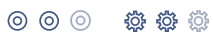


✔ Expires in 2 years

Your domain is the human-readable address of your website on the Internet. How long your domain name has been registered does have a limited impact on your rankings in search results. The newer your domain the harder it can be to achieve a higher rank. To help offset this, 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.



Starting a blog is a great way to engage with your audience and increase your online visibility by attracting qualified traffic from new sources.

Use our tips to [optimize your blog](#) and improve performance.

👁 Related Websites

URL	Pages	Backlinks	Score
http://mendocino.org	-	-	85.3
http://communityfound.org	-	-	58.9
http://mendosearch.com	-	-	57.6
http://101things.com	12k	373k	66.2
http://escapethebay.com	-	-	75.8

http://shoreline-cottage.com	-	-	76.5
http://mendocinofun.com	-	-	89.1
http://delamerecottages.com	-	-	39.6
http://mendocinoseasidecottage.com	-	-	34.1
http://mendonet.com	-	-	66.2
http://cottagesatlittlrivercove.com	428	1k	48.3
http://mendocinovisitors.com	-	-	79.3
http://thebeachcombermotel.com	538	1k	63.2
http://littlriverinn.com	582	7k	70.3
http://realestatemendocino.com	-	-	36.6
http://splendasucks.blogspot.ca	-	-	65.1
http://super8ukiah.com	33	831	59.3
http://aubergemendocino.com	-	-	71.5
http://mendocountyfair.com	-	-	57.0
http://mendocino-county.index-classifieds.com	-	-	33.9
http://mendocinocountyrealestateinfo.com	-	-	62.9
http://artsmendocino.org	-	-	67.4
http://mcbadeer.com	-	-	37.8
http://destinationmendocino.com	-	-	30.6
http://greaterukiahrealestate.wordpress.com	-	-	86.8
http://gomendo.com	-	-	59.0
http://mcp.org	-	-	71.3
http://albionriverinn.com	702	1k	50.2
http://cemendocino.ucdavis.edu	-	-	61.5
http://mendocinoguide.com	-	-	76.2
http://ledfordhouse.com	37	372	45.3
http://mendocinocountry.com	-	-	38.8
http://truemendocinowine.com	-	-	87.7
http://sweetwaterspa.com	-	-	80.0
http://mendocinodsa.com	-	-	-
http://ntahoe.tahoetv.com	-	-	-
http://mx2.co.mendocino.ca.us	-	-	-
http://dangjerde.com	-	-	-
http://mendocinoseaside.com	-	-	-
http://mendocino.granted.com	-	-	-

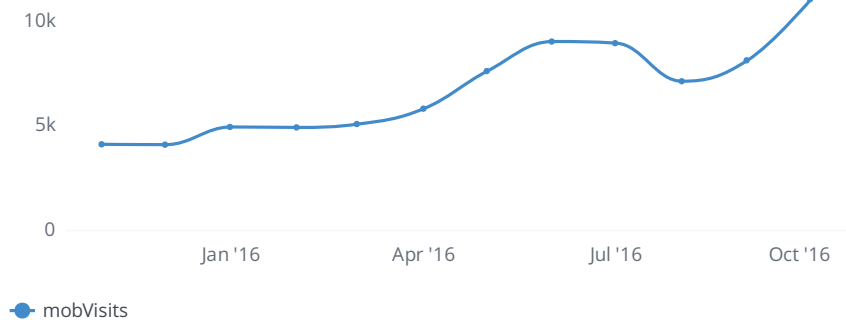
This lists the websites related to your domain. Some may be competitors while others may be websites with related content.

You may be able to use this information to see how your competitors are doing.

Resource: Use tools to learn more about your competitors' web marketing strategies.



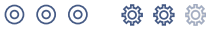
Mobile visits



Mobile Visits is the number of people visiting your site on a mobile device per month.

Mobile-friendliness

Very Good

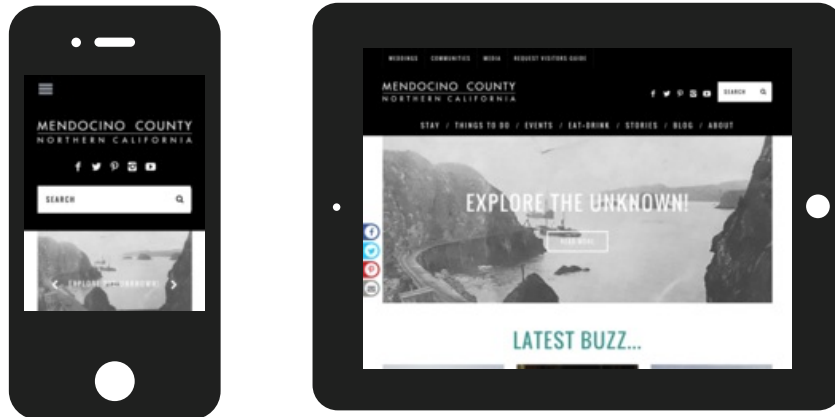


This web page is super optimized for Mobile Visitors

Mobile friendly websites make it easy for users to complete objectives and common tasks and use a design or template that is consistent across all devices (uses responsive web design).

Your site is well configured for mobile users.

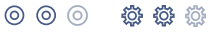
Mobile Rendering



80% of adult Internet users now have a smartphone. You should definitely be optimizing your website to render on the most popular mobile devices.

! Touchscreen Readiness

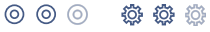
Make the most important buttons/links large enough to be tapped easily.



Touchscreen readiness is an important aspect of your site's mobile friendliness. Your tap targets should be at least a 48 pixels in height and width with at least 32 pixels of extra space on all sides. You can further improve your User Interface by adding [size and density buckets](#) to accommodate varying device sizes and screen densities.

✓ Mobile Compatibility

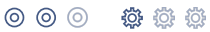
Perfect, no embedded objects detected.



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

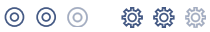
Perfect, this web page's text is legible on mobile devices.



You can find additional font recommendations for mobile devices in Google's [typography guidelines](#) for Android.

✓ Mobile Viewport

✓ Great, a configured viewport is present.



✓ The content fits within the specified viewport size.

Great, the [viewport](#) is well configured.

Keep in mind that since the width (in CSS pixels) of the viewport may vary, your page content should not solely rely on a particular viewport width to render well. Consider these additional tips:

- Avoid setting large absolute CSS widths for page elements.
- If necessary, [CSS media queries](#) can be used to apply different styling depending on screen size.
- Ideally, serve responsively-sized images.

Mobile Speed

Average



- ✗ Eliminate render-blocking JavaScript and CSS in above-the-fold content
- ✗ Optimize images
- ✗ Leverage browser caching
- ✗ Minify CSS
- ✗ Enable compression

Like with desktop, the time it takes a mobile page to load is an important mobile ranking factor. Your mobile/responsive website must deliver and render the “above the fold” content in under one second.

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 visitmendocino.com
Length: 14 character(s)

Keep your URLs short and clean 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.

Favicons are the small icons that appear next to your site's name or URL in a browser. They can be displayed in the address bar, a browser tab title or bookmarks. Make sure it is [consistent with your brand](#).

[Here is a way one company used a special favicon to improve user experience.](#)

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



Your server responded with the HTTP status code: 200

404 error pages are displayed when the page you are trying to open can't be found on the site's server for a variety of reasons.












It looks like visitmendocino.com doesn't have a 404 error page. This damages [your site's usability](#). Generic 404 error pages strand users on a page with no links or suggestions of what to do next.

Use a custom 404 page to reduce customer frustration and link to other pages on your site. [Make sure it returns the 404 http status code.](#)

Page Size 79.9 KB (World Wide Web average is 2 Mb)

Two of the main reasons for an increase in page size are images and JavaScript files. Large page size contributes to slow page speeds so try to keep your page size below 2 Mb.

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

 Load Time	0.91 second(s) (1,107.62 kB/s)	 visitmendocino.com
     		
	11.06 second(s) (148.04 kB/s)	 lakecounty.com
	0.82 second(s) (1,170.96 kB/s)	 sonomacounty.com
	2.39 second(s) (288.42 kB/s)	 morrobay.org

Site speed is an **important factor** for ranking in Google search results. Load time affects not only affect visitor engagement, retention, and conversion rates, but it can also affect your rankings.

Your page load time is average and could be improved.

High load times can be caused by a number of things, including pages with poor code optimization (cache, Mysql queries, etc.), server problems, network problems, or third-party issues (advertising codes, analytics codes, etc.).

Check out Google's [developer tutorials](#) for tips on how to to make your website run faster.

High load times can be caused by a number of things, including pages with poor code optimization (cache, Mysql queries, etc.), server problems, network problems, or third-party issues (advertising codes, analytics codes, etc.).

WooRank subscribers who have an Advanced Review can sign up for uptime notifications. We'll monitor your server and send you an email alert whenever your site goes down.

 Language	Declared: <i>English</i>
     	Detected: <i>English</i>

Great, your declared language matches the language detected on the page.

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

Tips for multilingual websites:

- Define the language of the content in each page's HTML code.
- Specify the language code in the URL as well (e.g., "mywebsite.com/fr/mycontent.html").

✔ Structured Data Markup



microformats h-entry
microdata WebPage
microdata WPHeader
microdata SiteNavigationElement
microdata WPFooter
jsonld WebSite
jsonld SearchAction
jsonld Organization

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.

Get the most out of Google's rich snippets for content types such as: [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.

• Domain Availability

Domains	Status	
visitmendocino.net	Available. Register it now!	✔
visitmendocino.org	Available. Register it now!	✔
visitmendocino.info	Available. Register it now!	✔
visitmendocino.biz	Available. Register it now!	✔
visitmendocino.eu	Available. Register it now!	✔

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

• Typo Availability

Domains	Status	
visitmemdocino.com	Available. Register it now!	✔
visiymendocino.com	Available. Register it now!	✔
visitmendociho.com	Available. Register it now!	✔
viitmendocino.com	Available. Register it now!	✔
visitmendocinno.com	Available. Register it now!	✔
vis9tmendocino.com	Available. Register it now!	✔
visitmenrocino.com	Available. Register it now!	✔

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

🔍 Email Privacy

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

We don't recommend adding plain text/linked email addresses to your webpages, as malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Server IP

































172.99.116.97














Server location: San Antonio

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

 Font Awesome	Font script	 visitmendocino.com
 Google AdSense	Advertising network	
 Google Font API	Font script	
 Google Tag Manager	Tag Manager	
 jQuery	JavaScript framework	
 Modernizr	JavaScript framework	
 Nginx	Web server	
 PHP	Programming language	
 WordPress	CMS	
 yepnope.js	JavaScript framework	
 OWL Carousel	Widget	 lakecounty.com
 AddThis	Widget	
 PHP	Programming language	
 Apache	Web server	
 AngularJS	JavaScript framework	
 Google Font API	Font script	
 Google Maps	Maps	
 Google Tag Manager	Tag Manager	
 jQuery	JavaScript framework	
 Lightbox	Photo gallery	
 Modernizr	JavaScript framework	
 Ubuntu	Operating system	
 WordPress	CMS	
 yepnope.js	JavaScript framework	
 AngularJS	JavaScript framework	 sonomacounty.com
 Apache	Web server	
 Drupal	CMS	
 Google Font API	Font script	
 Google Tag Manager	Tag Manager	

 jQuery	JavaScript framework
 PHP	Programming language
 Varnish	Cache Tools
 Google Font API	Font script
 Google Maps	Maps
 IIS	Web server
 jQuery	JavaScript framework
 Microsoft ASP.NET	Web framework
 Modernizr	JavaScript framework
 Moment.js	JavaScript framework
 Twitter Bootstrap	Web framework
 Typekit	Font script
 Windows Server	Operating system

● morrobay.org

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).
- ✗ Too bad, your website has too many JavaScript files (more than 7).
- ✓ 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

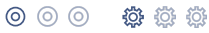
Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.

Popular Analytics Tools Include: Google Analytics, Quantcast™, AdobeAnalytics™, Piwik™, chartbeat™, Clicky™, ClickTale™, etc.

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

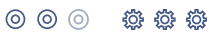
Great, language/character encoding is specified: utf8



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

SSL Secure

Great, your website is SSL secured (HTTPS).



- ✓ Your website's URLs redirect to HTTPS pages.
- ✗ Your headers are not properly set up to use STS.
- ✓ The SSL certificate expires in 7 months.
- ✓ The certificate issuer is GeoTrust 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 Search Console/Webmaster Tools



Backlinks Score



visitmendocino.com

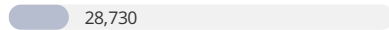
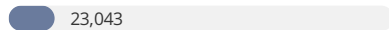
lakecounty.com

sonomacounty.com

morrobay.org

The backlinks score is calculated by looking at a combination of link signals. This includes the overall number of backlinks together with the number of linking domains, as well as rating the overall quality of the backlinks pointing to a website. The quality assessment is based on the linking pages.

Backlinks Counter



visitmendocino.com

lakecounty.com

sonomacounty.com

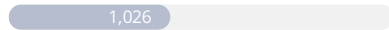
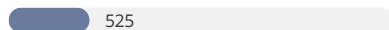
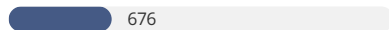
morrobay.org

We've detected 16,044 backlinks pointing to your site.

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.

Referring Domains



visitmendocino.com

lakecounty.com

sonomacounty.com

morrobay.org

The number of domains your backlinks are coming from.

Traffic from Backlinks

Domain	Sessions	Backlink Quali...
Source		
visitcalifornia.com	112	★ ★ ★

m.facebook.com	71	★ ★ ★
facebook.com	41	★ ★ ★
l.facebook.com	32	★ ★ ★
foodreference.com	27	★ ★ ★
northcoastca.com	24	★ ★ ★
gardenbythesea.org	20	★ ★ ★
mendocinocoast.com	20	★ ★ ★
fortbragg.com	16	★ ★ ★
gaytravel.com	16	★ ★ ★
visitukiah.com	15	★ ★ ★
wellerhouse.com	14	★ ★ ★
lm.facebook.com	13	★ ★ ★
co.mendocino.ca.us	12	★ ★ ★
cafebeaujolais.com	10	★ ★ ★
mendowine.com	8	★ ★ ★
fortbragglibrary.org	7	★ ★ ★
outlook.live.com	7	★ ★ ★
ask.metafilter.com	6	★ ★ ★
duckduckgo.com	6	★ ★ ★

Web Page

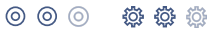
Source	Landing Page	Sessions	Backlink Quality
m.facebook.com/	visitmendocino.com...	22	★ ★ ★
m.facebook.com/	visitmendocino.com...	22	★ ★ ★
gardenbythesea.org/ca..	visitmendocino.com...	16	★ ★ ★
mendocinocoast.com/...	visitmendocino.com/	15	★ ★ ★
northcoastca.com/	visitmendocino.com/	15	★ ★ ★
visitukiah.com/index.p...	visitmendocino.com/	15	★ ★ ★
gaytravel.com/gay-guid..	visitmendocino.com/	13	★ ★ ★
visitcalifornia.com/jp/e...	visitmendocino.com...	12	★ ★ ★
foodreference.com/htm.	visitmendocino.com...	11	★ ★ ★
lm.facebook.com/l.php	visitmendocino.com...	11	★ ★ ★
facebook.com/	visitmendocino.com...	10	★ ★ ★
foodreference.com/htm.	visitmendocino.com...	10	★ ★ ★
visitcalifornia.com/trip...	visitmendocino.com/	10	★ ★ ★
cafebeaujolais.com/ne...	visitmendocino.com...	9	★ ★ ★
co.mendocino.ca.us/	visitmendocino.com/	9	★ ★ ★
fortbragg.com/listings/..	visitmendocino.com...	9	★ ★ ★
m.facebook.com/	visitmendocino.com...	9	★ ★ ★
visitcalifornia.com/des...	visitmendocino.com...	9	★ ★ ★
visitcalifornia.com/eve...	visitmendocino.com...	8	★ ★ ★
visitcalifornia.com/feat...	visitmendocino.com...	8	★ ★ ★
wellerhouse.com/	visitmendocino.com...	7	★ ★ ★

ask.metafilter.com/236...	visitmendocino.com...	6	★ ★ ★
facebook.com/	visitmendocino.com...	6	★ ★ ★
visitcalifornia.com/trip...	visitmendocino.com/	6	★ ★ ★
facebook.com/	visitmendocino.com/	5	★ ★ ★
fortbragg.com/explore...	visitmendocino.com...	5	★ ★ ★
mendowine.com/even...	visitmendocino.com...	5	★ ★ ★
visitcalifornia.com/des...	visitmendocino.com/	5	★ ★ ★
visitcalifornia.com/des...	visitmendocino.com...	5	★ ★ ★
visitcalifornia.com/eve...	visitmendocino.com...	5	★ ★ ★

This section shows the backlinks that sent you the most traffic during the previous week.



Social shareability



Your homepage is sometimes shared on social networks.

● visitmendocino.com

Google™ + 78

StumbleUpon 204

● lakecounty.com

Google™ + 12

StumbleUpon 272

● sonomacounty.com

Google™ + 746

StumbleUpon 3

● morrobay.org

Google™ + 5

The impact of social media is huge for certain industries.

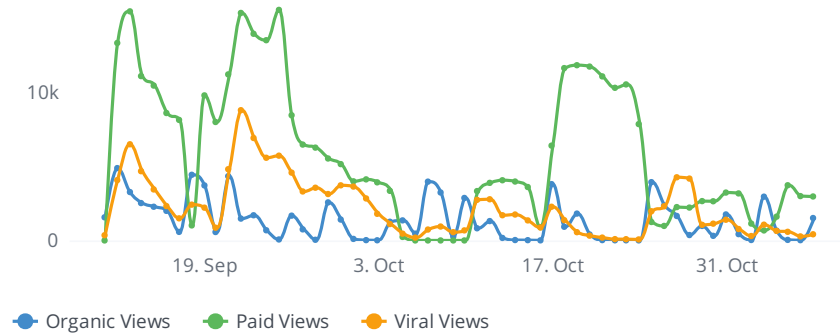
Make sure you have opened [social media profiles](#) on Facebook, Twitter, LinkedIn, Google+ and other sites that are of interest to your customers.

Learn how to [engage your social media audiences](#) and create a consistent fan base. You can also [use your website](#) to increase your popularity on social platforms.

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.

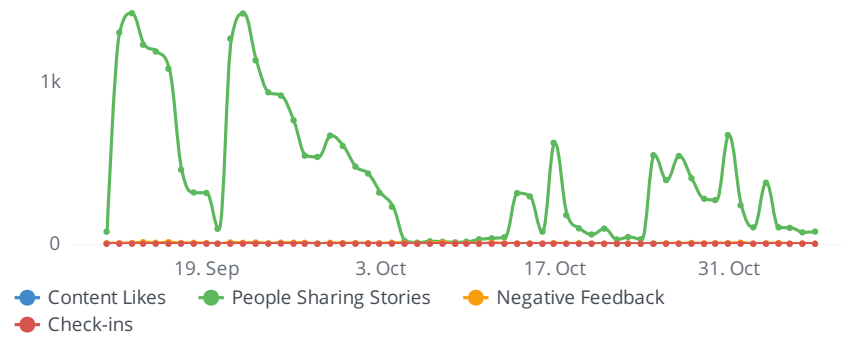
Facebook Views



"Organic Views" is the number of unique users who visited your Facebook Page, or saw your Facebook Page or one of its posts in their News Feed or ticker. These can be people who have liked your Facebook Page and people who haven't.

"Viral Views" is the number of unique users who saw your Facebook Page or one of its posts from a story published by a friend.

Facebook Activity

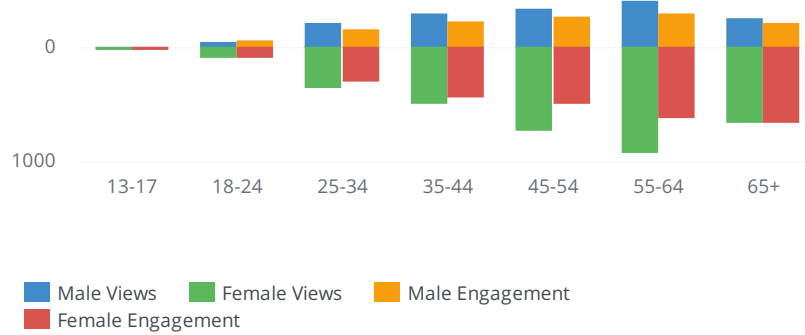


"Active users" is the number of unique users who engaged with your Facebook Page during the last 28 days. Engagement includes any click or story created.

"New Pages Likes" is the number of new unique users who have liked your Facebook Page during the last 28 days.

"Unlikes" is the number of unique users who have unliked your Facebook Page during the last 28 days.

Facebook Demographics

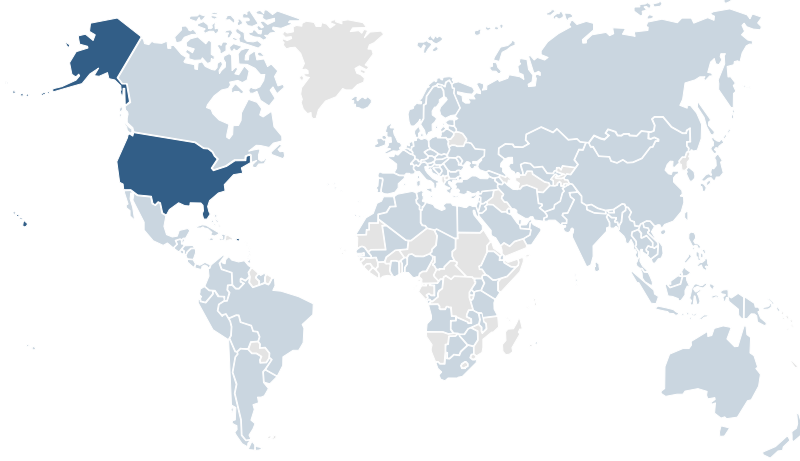


"Average Age" is the average age of all the people liking your Facebook Page.

"Active Users Age" is the average age of your most active fans.

"Male" & "Female" break down your fans by gender.

FB Top Locations



1 517876

"Top Locations" shows the main cities and countries from which people visiting your Facebook Page are coming from.

Facebook Page



- Were here 979
- Talking About 847
- Checkins 979

URL

<https://www.facebook.com/VisitMendocinoCounty/>
[Change Account](#)

Name

Visit Mendocino County

About

Mendocino County, where rugged coastline, breathtaking beaches, picturesque villages, majestic redwood forests and America's Greenest Wine Region beckon...

Meta Description

Mendocino County, where rugged coastline, breathtaking beaches, picturesque villages, majestic redwood forests and America's Greenest Wine Region beckon you to escape to a slower pace.

Combining the best of the outdoors with the finest aspects of living well, Mendocino County embodies the very best that California and Mother Nature has to offer. Come sit by the fire, savor a delicious Mendocino vintage, stare up into a mighty redwood tree or watch migrating whales from the porch of one of our unique inns.

Serenity and wilderness plus indulgence and enjoyment all await you, just a couple hours north of the San Francisco Bay Area where you'll feel so far away from it all.

General information

Contact us via Facebook, phone, Twitter, or email for information about our county, or to receive a free visitor guide. If you're in Mendocino County, feel free to stop by our visitor center in downtown Fort Bragg for more informational brochures, or to shop local products.

Address

Fort Bragg
United States

Phone

(866) 466-3636

The data relating to the Facebook Page is publicly available.

✓ Twitter™ Account



The Twitter™ Account @VisitMendocino is booked and it is linked to your website.

Name

VisitMendocino

Followers

7,807

Tweets

3,366

Bio

Quaint towns & villages, intimate and artisanal wineries, towering redwood forests

Location

Coastal Northern California

Created

8 years ago

Twitter is a fast-growing social network. We did not detect a Twitter account linked with visitmendocino.com.

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.

Your Twitter usage statistics look great. You can enhance them even more by building connections with industry experts and exchanging expertise or content. [Learn](#) from today's top Twitter-using brands.

Plus, here are a [few tips](#) to help create a Twitter promotion plan.



+1 Total page +1s 76

○ Total circles you're in 24

URL

<https://plus.google.com/113283833454730739980>

[Change Account](#)

Name

Visit Mendocino County

Verified

Yes

Introduction

Mendocino County, where rugged coastline, breathtaking beaches, picturesque villages, majestic redwood forests and America's Greenest Wine Region beckon you to escape to a slower pace.

Combining the best of the outdoors with the finest aspects of living well, Mendocino County embodies the very best that California and Mother Nature has to offer. Come sit by the fire, savor a delicious Mendocino vintage, stare up into a mighty redwood tree or watch migrating whales from the porch of one of our unique inns.

Serenity and wilderness plus indulgence and enjoyment all await you, just a couple hours north of the San Francisco Bay Area where you'll feel so far away from it all.

This is the Google+ page for visitmendocino.com. 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

**Visit Mendocino County**

345 North Franklin Street, Bragg

UNITED STATES

+1 707-964-9010

★★★★★

0 Reviews

[Add your Foursquare page or create one](#)[Add your Yelp page or create one](#)

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



May 30, 2016 1:43 PM

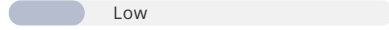
★★★★★

Visited the Visitor's Center on my latest trip to the coast. Office staff was exceptionally friendly! Jodi and Donna were able to direct me and knew what was going on and where. Excellent little center. My interest was whales along the coast and they said they... – Bill Powers

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.

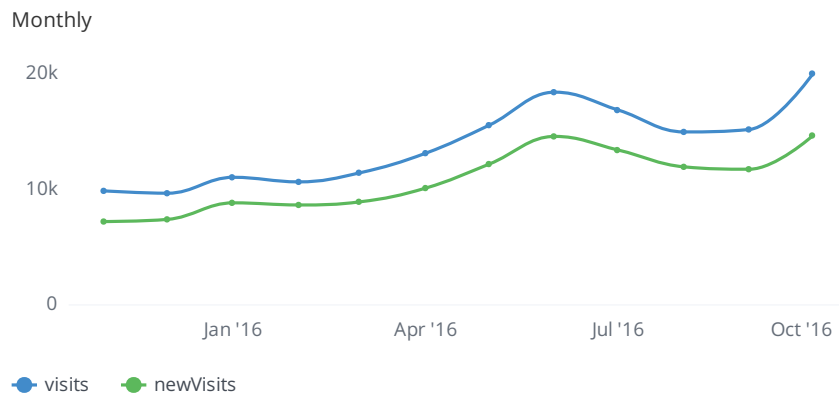
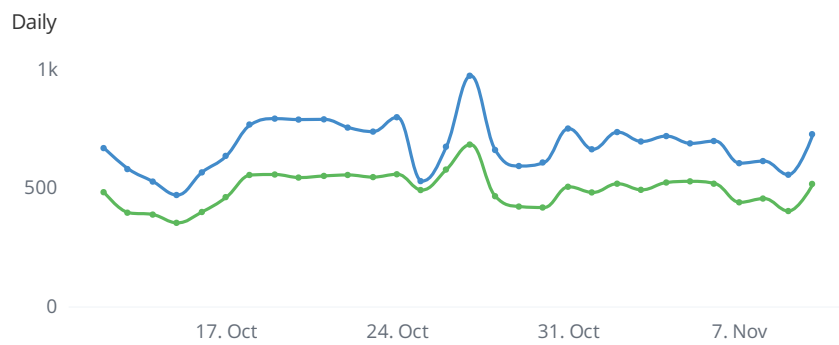


Traffic Estimations



This shows your estimated traffic for visitmendocino.com compared to any competitors you have chosen. We use [Alexa](#) for this information.

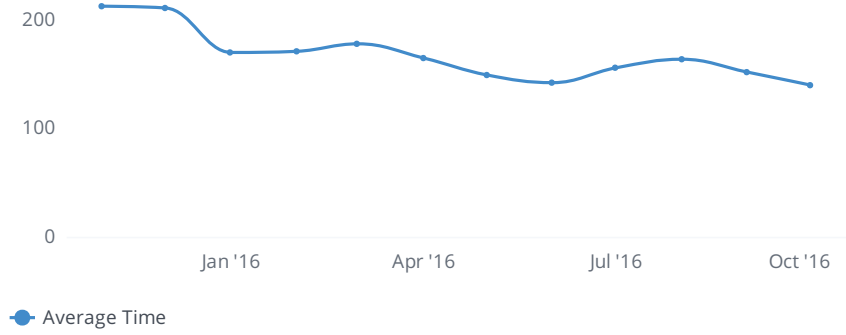
Sessions



Sessions are the number of monthly visitors to your site.

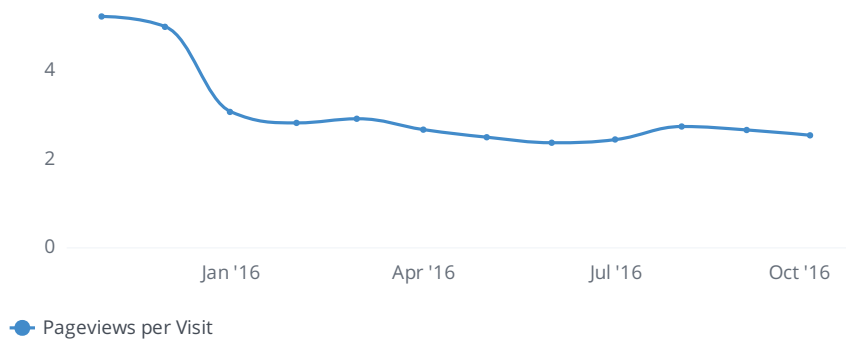
newVisits is the number of first-time visitors to your site.

Behaviors



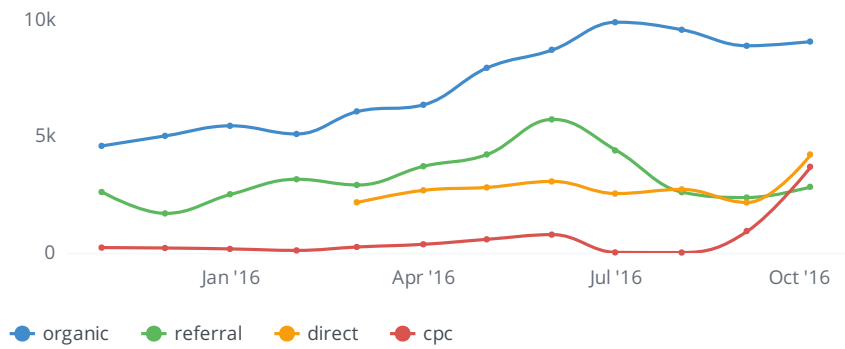
This graph shows the average time in seconds someone spends on your site.

Pageviews



Pageviews per Visit (Average Page Depth) is the average number of pages viewed during a visit to your site. Repeated views of a single page are counted.

Source



Organic traffic is the number of monthly visits naturally driven by search engines.

Referral traffic comes from domains (and pages in those domains), that are sending traffic to your site.

CPC traffic comes from paid advertising sources like AdWords.

Email traffic is the number of monthly visitors from your email campaigns.

Direct traffic comes from users who manually entered your URL directly into their browser.

You can filter out a traffic source by clicking on it at the bottom of the graph.

Source Domains

Source Domains	Sessions
google	12,194 ▲
visitcalifornia.com	764 ▲
m.facebook.com	412 ▲
yahoo	326 ▼
lm.facebook.com	304 ▲
bing	216 ▼
facebook.com	151 ▼
tripadvisor	127 ·
northcoastca.com	93 ▼
l.facebook.com	86 ▼

Source Domains provides a list of the top domains from which traffic is originated in the past month.

Traffic Rank

1,324,385th most visited website in the World

● visitmendocino.com

223,507th most visited website in  United States

1,946,199th most visited website in the World

● lakecounty.com

196,041th most visited website in the World

● sonomacounty.com

1,099,669th most visited website in the World

● morrobay.org

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

Your [Alexa Rank](#) is a good estimate of the worldwide traffic to visitmendocino.com, 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%

● visitmendocino.com

0%

● lakecounty.com

0%

● sonomacounty.com

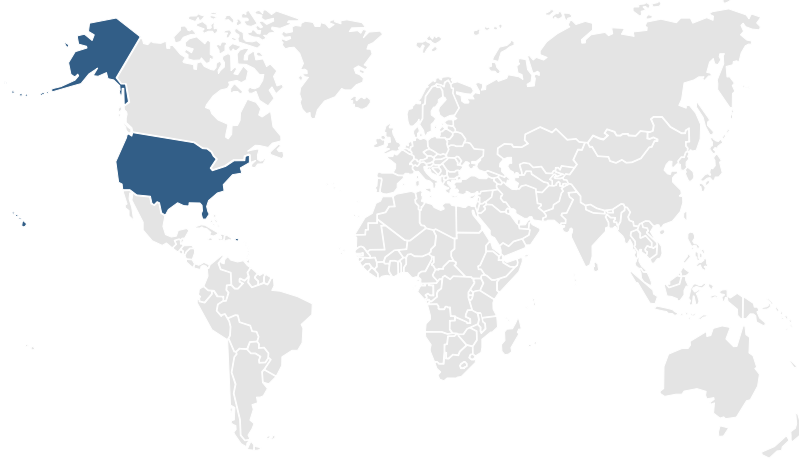
0%

● morrobay.org

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

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

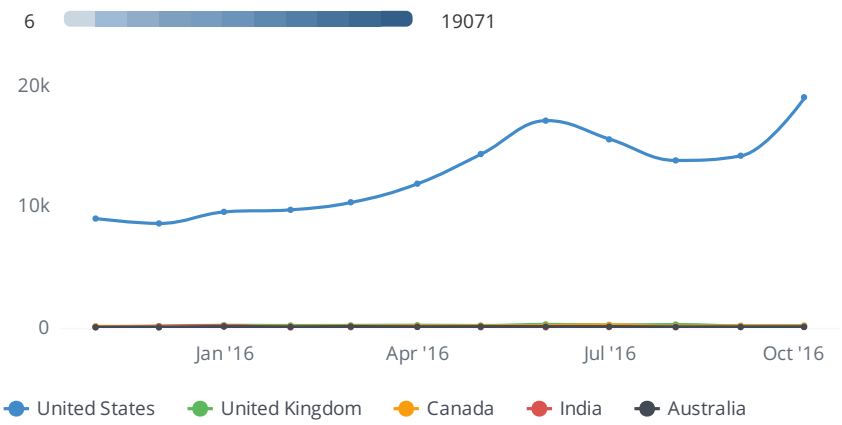
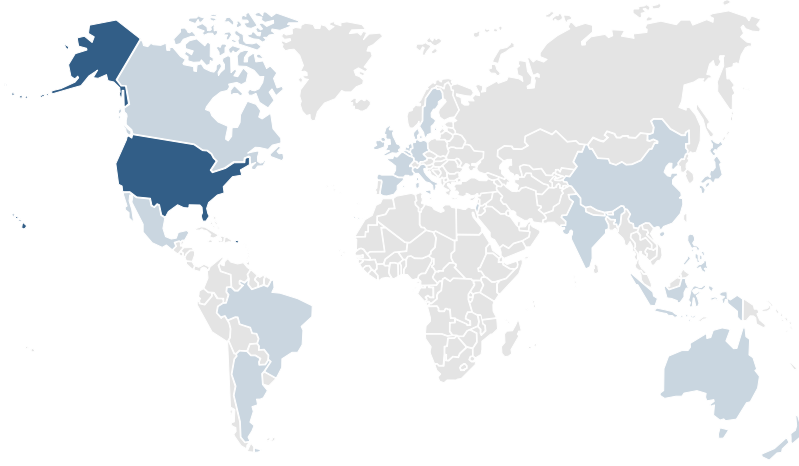
Visitors Localization



Popular Countries	ccTLD	Status
United States	visitmendocino.us	Available. Register it now! ✓

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.

📍 Countries



Countries shows the list of the top countries from which your website has been accessed.

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.