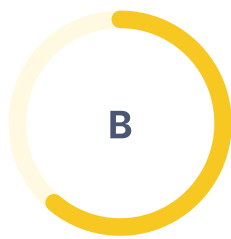


Website Report for mauiwhalewatching.com

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report.

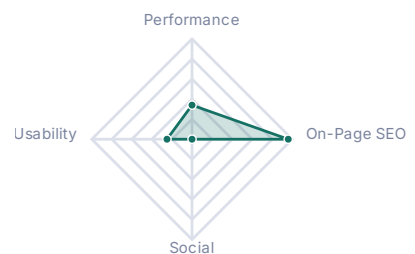
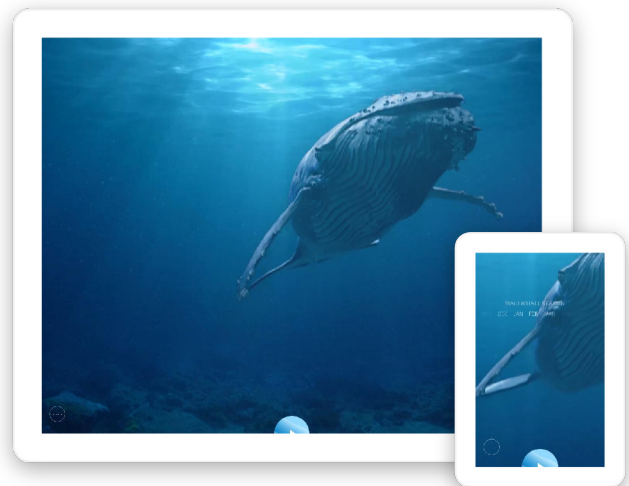
We'd love to answer any questions about the results and talk about how Loud Canvas can help improve and maintain your SEO rankings long term. Reach out any time by visiting our site at loudcanvas.com

Audit Results for mauiwhalewatching.com



Your page could be better

Recommendations: 16



Recommendations

Reduce your total Page File Size

Performance

Medium Priority

Improve site load speed

Performance

Medium Priority

Optimize for Mobile PageSpeed Insights	Usability	Low Priority
Optimize for Desktop PageSpeed Insights	Usability	Low Priority
Add Alt Attributes to all images	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X Profile	Social	Low Priority
Install a Facebook Pixel	Social	Low Priority
Remove Inline Styles	Performance	Low Priority
Remove iFrames	Usability	Low Priority
Create and link an associated Instagram Profile	Social	Low Priority
Create and link an associated YouTube Channel	Social	Low Priority
Create and link an associated LinkedIn Profile	Social	Low Priority
Add Business Address and Phone Number	Other	Low Priority
Add Local Business Schema	Other	Low Priority
Create Google Business Profile	Other	Low Priority

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag

You have a Title Tag of optimal length (between 50 and 60 characters).



Maui Whale Watching Guide 2025 | Humpback Whales in Hawai'i

Length : 59

Meta Description Tag



Your page has a Meta Description of optimal length (between 120 and 160 characters).

Explore Maui whale watching in 2025: season timeline, best shoreline spots, humpback behavior insights, plus a free breaching guide download.

Length : 141

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.



Maui Whale Watching

<https://mauiwhalewatching.com> :

Maui Whale Watching Guide 2025 | Humpback Whales in Hawai'i

Explore Maui whale watching in 2025: season timeline, best shoreline spots, humpback behavior insights, plus a free breaching guide download.

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the Lang Attribute.

Declared: en-US

H1 Header Tag Usage



Your page has a H1 Tag.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

HEADER TAG	FREQUENCY	
H2	1	
H3	3	
H4	10	
H5	0	
H6	0	

Keyword Consistency



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

Individual Keywords

KEYWORD	TITLE	META DESCRIPTION TAG	HEADINGS TAGS	PAGE FREQUENCY	
whale	✓	✓	✓	58	
humpback	✓	✓	✓	46	
whales	✓	✗	✓	33	
surface	✗	✗	✓	31	
ocean	✗	✗	✗	30	
maui	✓	✓	✓	19	
humpbacks	✗	✗	✗	18	
hawaii	✗	✗	✓	17	

Phrases

PHRASE	TITLE	META DESCRIPTION TAG	HEADINGS TAGS	PAGE FREQUENCY	
humpback whales	✓	✗	✓	25	
whale watching	✓	✓	✓	14	
north pacific	✗	✗	✗	13	
ocean surface	✗	✗	✗	13	
pacific humpback	✗	✗	✗	11	
north pacific humpback	✗	✗	✗	11	
maui whale	✓	✓	✓	9	
humpback whale	✓	✗	✓	9	

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.



Word Count: 2483

Image Alt Attributes



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

We found 63 images on your page and 13 of them are missing the attribute.

Alt Attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag



Your page is using the Canonical Tag.

<https://mauiwhalewatching.com/>

Noindex Tag Test



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

Noindex Header Test



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

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



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

Robots.txt



Your website appears to have a robots.txt file.

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

Blocked by Robots.txt



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

XML Sitemaps



Your website appears to have an XML Sitemap.

<https://mauiwhalewatching.com/wp-sitemap.xml>

Analytics



Your page is using an analytics tool.

 Google Analytics

 Crazyegg



You are using JSON-LD Schema on your page.

Rankings

Top Keyword Rankings

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

KEYWORD	COUNTRY	POSITION	TOTAL SEARCHES	ESTIMATED TRAFFIC	
whale migration maui		1	14,800	4,499	
maui whale watching		3	14,800	1,440	
whale watching maui		4	14,800	975	
whale watch in maui hawaii		5	14,800	694	
whale migration hawaii		3	5,400	525	
whale watching maui hawaii		6	14,800	500	
whale tours maui		7	14,800	379	
maui hawaii whales		1	1,000	304	
maui whale		1	1,000	304	
maui whale watching season		1	1,000	304	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



17,196

Monthly Traffic Volume

Keyword Positions

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

POSITION	KEYWORDS	
Position 1	24	
Position 2-3	50	
Position 4-10	112	
Position 11-20	70	
Position 21-30	51	
Position 31-100	182	

Usability



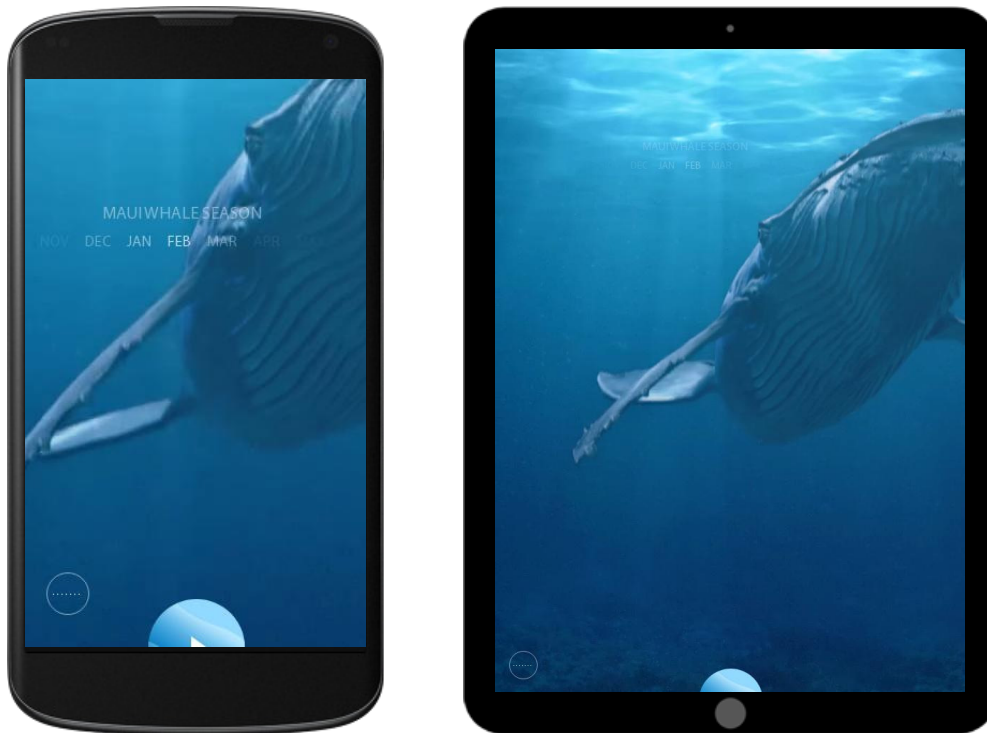
Your usability could be better

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

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Google's Core Web Vitals

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Google's PageSpeed Insights - Mobile

✗

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

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.

LAB DATA	VALUE	OPPORTUNITIES	ESTIMATED SAVINGS
First Contentful Paint	3.4 s		
Speed Index	5.7 s	Avoid multiple page redirects	0.63 s
Largest Contentful Paint	34.3 s	Reduce unused JavaScript	0.3 s
Time to Interactive	34.8 s	Reduce unused CSS	0.15 s
Total Blocking Time	0.16 s		
Cumulative Layout Shift	0.001		

Google's PageSpeed Insights - Desktop



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

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



LAB DATA	VALUE	OPPORTUNITIES	ESTIMATED SAVINGS
First Contentful Paint	0.8 s		
Speed Index	2.1 s	Avoid multiple page redirects	0.19 s
Largest Contentful Paint	1.4 s		
Time to Interactive	2.4 s		
Total Blocking Time	0.25 s		
Cumulative Layout Shift	0		

Flash Used?



No Flash content has been identified on your page.

iFrames Used?



Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

Favicon



Your page has specified a Favicon.

Email Privacy

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



Legible Font Sizes

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

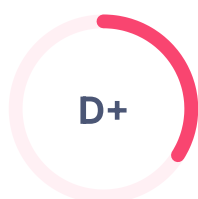


Tap Target Sizing

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



Performance Results



Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

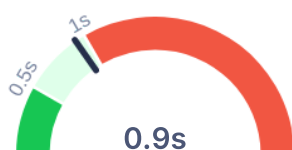
Website Load Speed

Your page loads slowly.

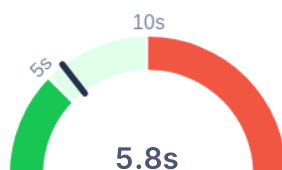


Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

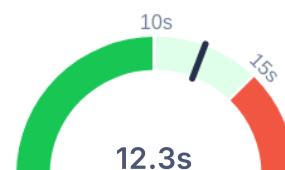
Server Response



All Page Content Loaded



All Page Scripts Complete



Website Download Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

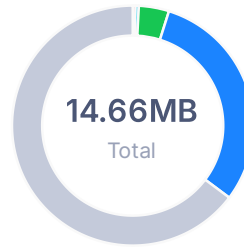


A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown



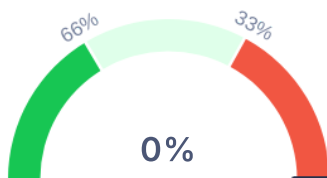
HTML	0.06MB
CSS	0.06MB
JS	0.59MB
Images	4.45MB
Other	9.49MB

Compression Usage (Gzip, Deflate, Brotli)



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

Compression Rate



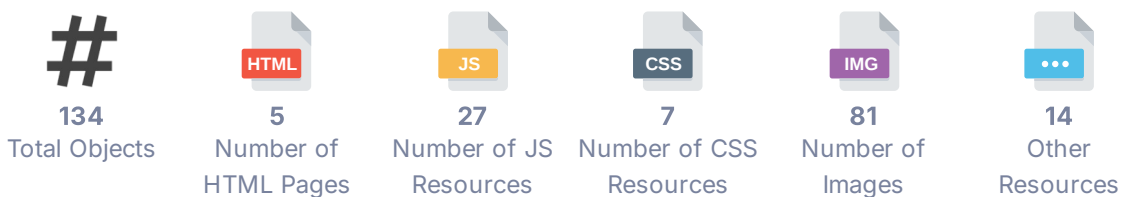
Compression Rates

HTML		74% compressed of 0.21MB
CSS		78% compressed of 0.29MB
JS		66% compressed of 1.74MB
Images		21% compressed of 5.64MB
Other		0% compressed of 9.49MB
Total		0% compressed of 17.37MB

Resources Breakdown



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



Google Accelerated Mobile Pages (AMP)



This page does not appear to have AMP Enabled.

JavaScript Errors



Your page is not reporting any JavaScript errors.

HTTP2 Usage



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

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.

Social Results



Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Page Linked

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



Facebook Open Graph Tags

Your page is using Facebook Open Graph Tags.



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.

X (formerly Twitter) Account Linked

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



X Cards

Your page is using X Cards.



Instagram Linked

No associated Instagram Profile found linked on your page



LinkedIn Page Linked

No associated LinkedIn Profile found linked on your page.



YouTube Channel Linked

No associated YouTube Channel found linked on your page.



YouTube Channel Activity

No associated YouTube Channel found linked on your page.



Local SEO

Address & Phone Shown on Website

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



Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

No Google Business Profile was identified that links to this website.



Google Business Profile Completeness

No Google Business Profile was identified that links to this website.



Google Reviews

No Google Business Profile was identified that links to this website.

