

Your Complimentary Website Report for waynebalcaen.ca

In this report, SiteHatchery 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. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for waynebalcaen.ca



Your page could be better

Recommendations: 16



On-Page SEO



Links



Usability



Performance



Social



Recommendations

Execute a Link Building Strategy

Links

High Priority

Include a meta description tag

On-Page SEO

High 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
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Remove inline styles	Performance	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Improve Google Business Profile Rating & Review Count	Other	Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Wayne Balcaen – Brandon West MLA

Length : 32

Meta Description Tag

Your page appears to be missing a meta description tag.



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

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.



<https://waynebalcaen.ca> :
Wayne Balcaen – Brandon West MLA

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.



Tag	Value
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H1	Wayne balcaen
----	---------------

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.



Header Tag	Frequency
H2	2
H3	3
H4	3
H5	4
H6	0

Tag	Value
H2	What does a Member of the Legislative Assembly do?
H2	Stay in touch with Wayne balcaen
H3	Mission
H3	Vision
H3	Tackling Challenges Head-On
H4	Quick Links
H4	Issues
H4	Contact Us
H5	YOUR MLA For Brandon west
H5	About Wayne balcaen
H5	Key Issues
H5	I am here to help

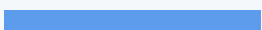

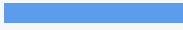
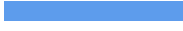
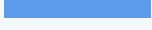

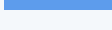
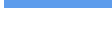
Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

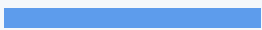
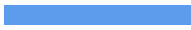
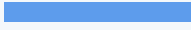

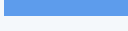
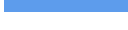
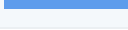
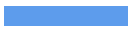
Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.



Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
brandon	✓	✗	✓	7	
wayne	✓	✗	✓	5	
community	✗	✗	✗	5	
justice	✗	✗	✗	5	
balcaen	✓	✗	✓	4	
mla	✓	✗	✓	3	
west	✓	✗	✓	3	
elected	✗	✗	✗	3	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
wayne balcaen	✓	✗	✓	4	
brandon west	✓	✗	✓	3	
shadow minister	✗	✗	✗	3	
minister of justice	✗	✗	✗	3	
elected mla	✗	✗	✗	2	
legislative assembly	✗	✗	✓	2	
public advocacy	✗	✗	✗	2	
committee participation	✗	✗	✗	2	

Amount of Content



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

Word Count: 410

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

Image Alt Attributes



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

We found 5 images on your page and 5 of them are missing the attribute.

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

Image link

- 1 <https://waynebalcaen.ca/wp-content/uploads/2023/11/Jodie-Byram-Website-Logo.png>
- 2 <https://waynebalcaen.ca/wp-content/uploads/2023/08/Untitled-design-77.png>
- 3 <https://waynebalcaen.ca/wp-content/uploads/2023/08/Wayne-balcaen.png>
- 4 <https://waynebalcaen.ca/wp-content/uploads/2023/08/wayne-1.png>
- 5 <https://waynebalcaen.ca/wp-content/uploads/2023/08/pc-party-logo.png>

Canonical Tag

Your page is using the Canonical Tag.



<https://waynebalcaen.ca/>

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://waynebalcaen.ca/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://waynebalcaen.ca/wp-sitemap.xml>

Analytics

Your page is using an analytics tool.



 Google Analytics

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 gain links to a page to improve this factor









Domain Strength



Page Strength

 2 Backlinks	 1 Referring Domains
--	--

 0 NoFollow Backlinks	 2 Dofollow Backlinks	 0 Edu Backlinks	 0 Gov Backlinks	 1 Subnets	 1 IPs
---	---	--	--	--	--

Top Pages by Backlinks



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

URL	Backlinks
https://waynebalcaen.ca/	2

Top Anchors by Backlinks



We haven't found any Anchor Text data for this site.

Top Referring Domain Geographies



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

Top TLDs



Top Countries



On-Page Link Structure

We found 23 total links. 30% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Anchor	Type	Follow/Nofollow
https://waynebalcaen.ca	Internal	Follow
https://waynebalcaen.ca/resources	Internal	Follow
https://waynebalcaen.ca/news	Internal	Follow
https://www.gov.mb.ca/cgi-bin/legislature/app.pl?r=/&l=en	External	Follow
https://waynebalcaen.ca/contact	Internal	Follow
https://waynebalcaen.ca/contact/	Internal	Follow
http://waynebalcaen.ca/contact	Internal	Follow
http://waynebalcaen.ca/privacy-policy	Internal	Follow
https://maps.app.goo.gl/9BdXtxLMLKGzmR9UA	External	Follow
https://www.intritech.ca	External	Follow

Friendly Links

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



Usability

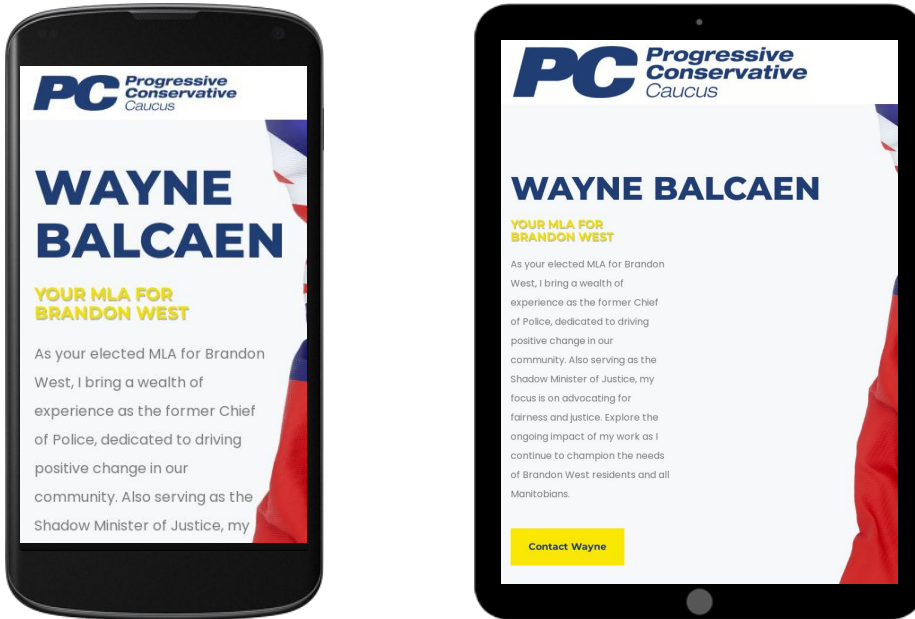


Your usability could be better

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

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

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

Use of Mobile Viewports

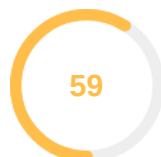
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

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.



i

i



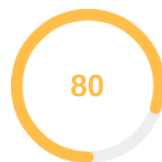
Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.2 s	Serve images in next-gen formats	9.59 s
Speed Index	3.2 s	Defer offscreen images	2.11 s
Largest Contentful Paint	16.9 s	Eliminate render-blocking resources	1.88 s
Time to Interactive	7.9 s	Reduce unused JavaScript	0.75 s
Total Blocking Time	0.22 s	Avoid multiple page redirects	0.63 s
Cumulative Layout Shift	0.033	Properly size images	0.15 s
		Reduce unused CSS	0.15 s

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	Serve images in next-gen formats	1.42 s
Speed Index	1.4 s	Eliminate render-blocking resources	0.43 s
Largest Contentful Paint	3.3 s	Properly size images	0.26 s
Time to Interactive	1.5 s	Avoid multiple page redirects	0.19 s
Total Blocking Time	0.02 s		
Cumulative Layout Shift	0.015		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Line	Email
530	contact@waynebalcaen.ca

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 is very good!

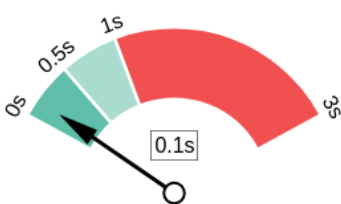
Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

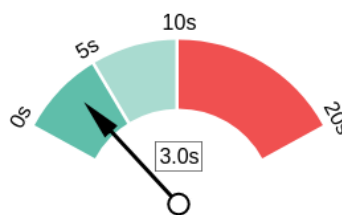


Your page loads in a reasonable amount of time.

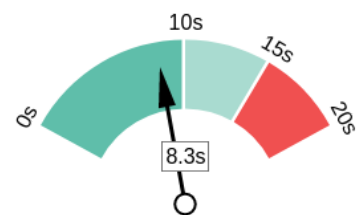
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

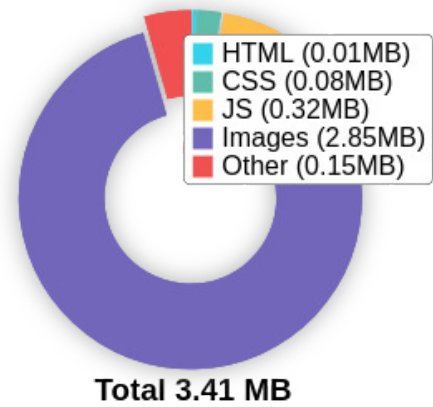


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown

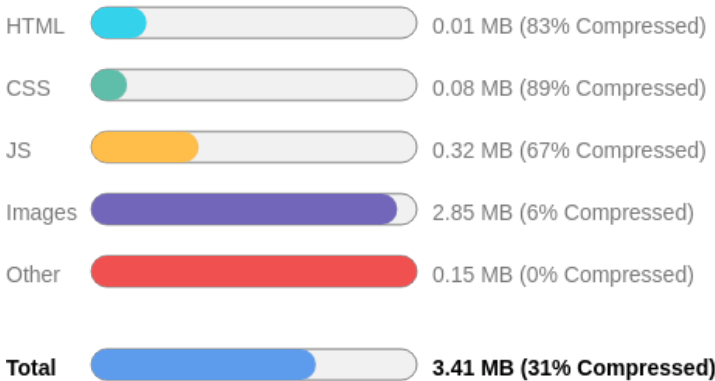


Website Compression (Gzip, Deflate, Brotli)

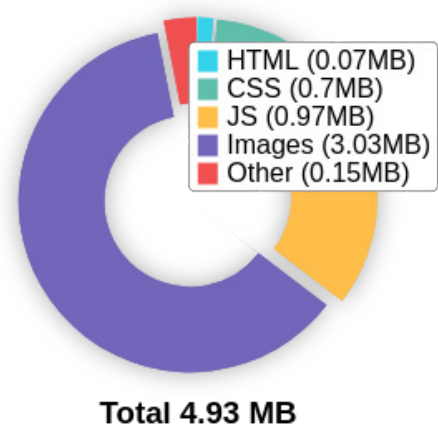
Your website appears to be using a reasonable level of compression.



Compression Rates

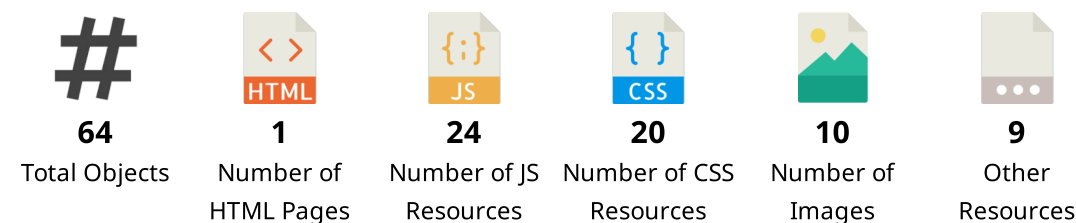


Raw Page Size Breakdown



Number of Resources

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



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.

Line	Style
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83	display:none;visibility:hidden
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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.



X (formerly Twitter) Account Linked

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



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

Local Business Schema

No Local Business Schema identified on the page.



Google Business Profile Identified

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



 Wayne Balcaen – Brandon West MLA

Google Business Profile Completeness

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



Address 824 18th St unit c, Brandon, MB R7A 5B7

Phone +1 204 717 6777

Site <https://waynebalcaen.ca/>

Google Reviews

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













Technology Results

Technology List



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

Technology	Version
 Elementor	3.21.8
 Google Analytics	
 Google Tag Manager	
 jQuery	
 jQuery Migrate	
 MySQL	
 Nginx	
 PHP	
 SiteGround	
 WordPress	

Server IP Address

35.209.15.218



DNS Servers

ns21.domaincontrol.com
ns22.domaincontrol.com



Web Server

nginx



Child Pages

Page

[/contact](#)

[/contact/](#)

[/news](#)

[/privacy-policy](#)

[/resources](#)