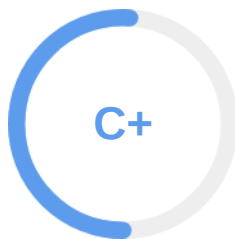


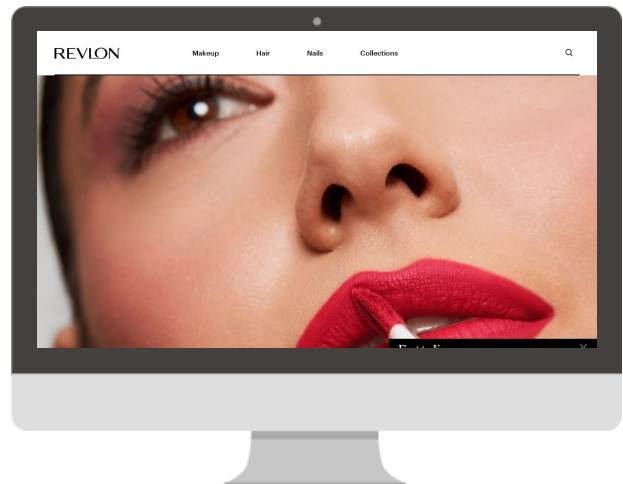
Report for www.revlon.co.za

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

Audit Results for www.revlon.co.za



Your page could be better



On-Page SEO



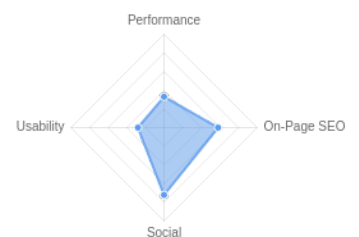
Usability



Performance



Social



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, but ideally it should be shortened to between 50 and 60 characters (including spaces).



Beauty Products – Makeup, Hair Color, Nails & Tools | Revlon - Revlon

Length : 73

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

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://www.revlon.co.za> :
Beauty Products – Makeup, Hair Color, Nails & Tools

Hreflang Usage

Your page is making use of Hreflang attributes.



Language

Your page is using the lang attribute.



Declared: en-ZA

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	6	
H3	5	
H4	0	
H5	0	
H6	0	

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	
all	×	×	×	8	
hair	✓	×	×	7	
colorstay	×	×	×	7	
makeup	✓	×	×	6	
nails	✓	×	×	5	
face	×	×	×	5	
revlon	✓	×	×	5	
eye	×	×	×	4	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
makeup hair	×	×	×	3	
hair nails	×	×	×	3	
nails collections	×	×	×	3	
shades colorstay	×	×	×	3	
makeup hair nails	×	×	×	3	
hair nails collections	×	×	×	3	
liquid lipstick	×	×	×	2	
eye shadow	×	×	×	2	

Amount of Content



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

Word Count: 452

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 31 images on your page and 24 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://www.revlon.co.za/>

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://www.revlon.co.za/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://www.revlon.co.za/sitemap-revlon-pages-en-ZA.xml>

Analytics



Your page is using an analytics tool.

 Google Analytics

Schema.org Structured Data



We have not detected any usage of Schema.org on your page.

Schema.org is a structured data markup for webpages which helps Search Engines understand your site better and provide rich snippets directly in their search results.

Rankings

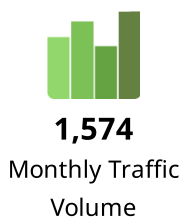
Top Keyword Rankings

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	
revlon		1	1,900	578	
revlon sale		1	1,000	304	
revlon sa		1	390	119	
revlon south africa		1	390	119	
revlon make up		1	260	79	
revlon makeup		1	260	79	
revlon factory shop		1	210	64	
revlon sale location		4	880	58	
revlon products		1	170	52	
outlet nails		66	2,900	6	

Total Traffic From Search

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



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	8
Position 2-3	0
Position 4-10	1
Position 11-20	6
Position 21-30	14
Position 31-100	121

Usability



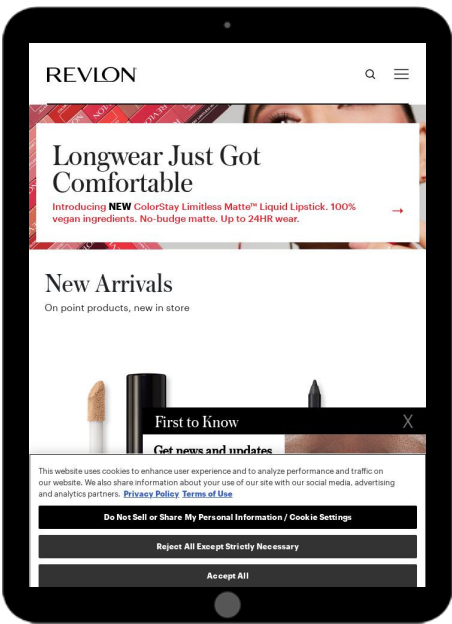
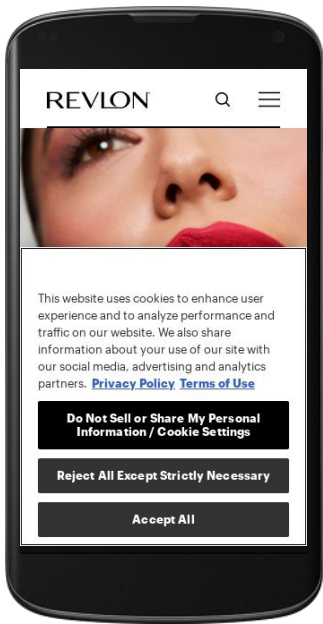
Your usability could be better

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.

i

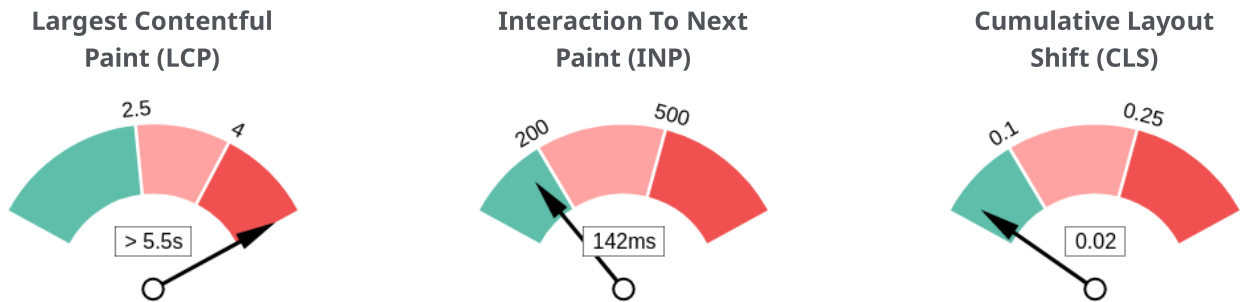


Google's Core Web Vitals



Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.



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.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.8 s	Eliminate render-blocking resources	2.55 s
Speed Index	6.4 s	Serve images in next-gen formats	2.4 s
Largest Contentful Paint	19.9 s	Reduce unused JavaScript	2.4 s
Time to Interactive	20.6 s	Reduce unused CSS	1.5 s
Total Blocking Time	0.2 s	Defer offscreen images	0.9 s
Cumulative Layout Shift	0.013	Avoid multiple page redirects	0.63 s
		Efficiently encode images	0.15 s
		Properly size images	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	0.9 s		
Speed Index	2.3 s	Serve images in next-gen formats	1.12 s
Largest Contentful Paint	6 s	Eliminate render-blocking resources	0.41 s
Time to Interactive	6.3 s	Reduce unused JavaScript	0.32 s
Total Blocking Time	0.17 s	Properly size images	0.2 s
Cumulative Layout Shift	0.01	Reduce unused CSS	0.2 s
		Avoid multiple page redirects	0.19 s

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

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

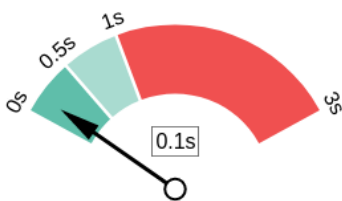
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

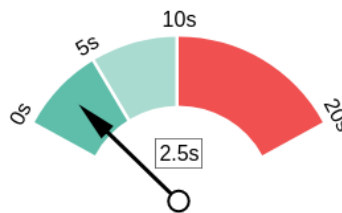
Your page loads in a reasonable amount of time.



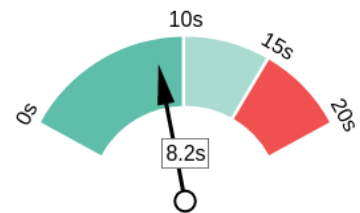
Server Response



All Page Content Loaded



All Page Scripts Complete



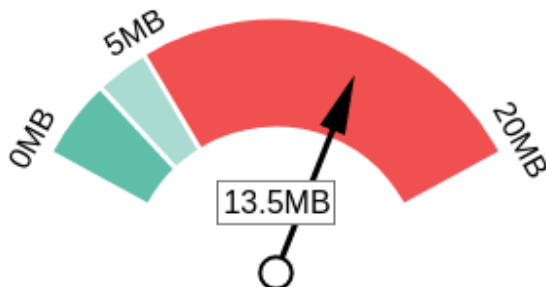
Download Page Size

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

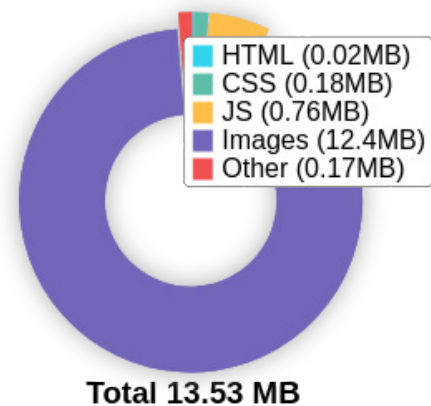


A general rule is to keep your page under 5MB in total file size.

Download Page Size



Download Page Size Breakdown

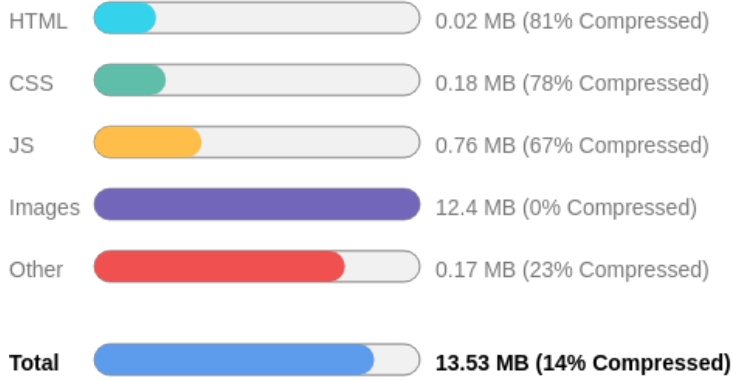


Website Compression (Gzip, Deflate, Brotli)

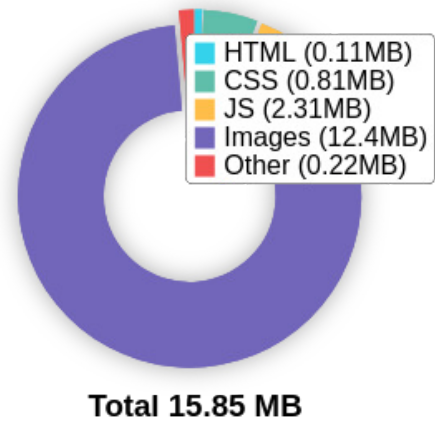
Your website appears to be using a reasonable level of compression.



Compression Rates

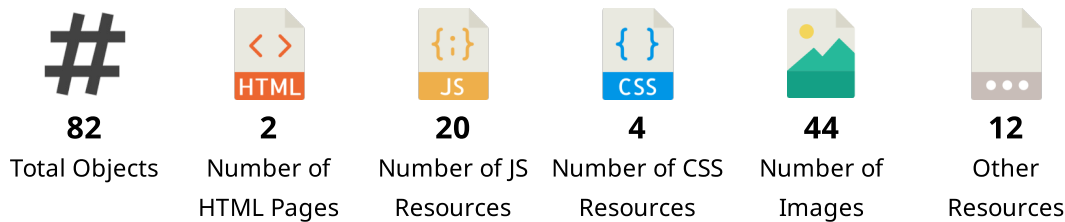


Raw Page Size Breakdown



Number of Resources

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



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.

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.

HTTP2 Usage

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

Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

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 is good

You have a reasonably good social presence. 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, and work to build a larger following on those networks.

Facebook Page Linked

Your page has a link to a Facebook Page.



 <https://facebook.com/RevlonSouthAfrica>

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

Your page has a link to a X profile.



 <https://twitter.com/RevlonSA>

X Cards

Your page is using X Cards.



Instagram Linked

Your page has a link to an Instagram profile.



 <https://instagram.com/revlonsa>

LinkedIn Page Linked

No associated LinkedIn profile found linked on your page.



YouTube Channel Linked



Your page has a link to a YouTube channel.

 <https://youtube.com/user/RevlonSA>

YouTube Channel Activity



You have a good number of YouTube channel subscribers



3,640

Followers

2,671,880

View Count

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.

 Revlon South Africa (Pty) Ltd

Google Business Profile Completeness



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

Address 28, 30 Tungsten St, Isando, Kempton Park, 1600

Phone +27 11 971 0800

Site <http://www.revlon.co.za/>

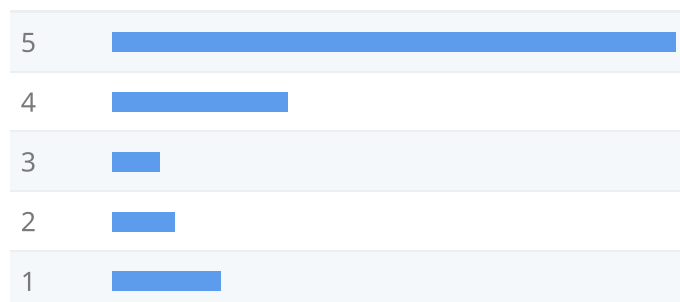
Google Reviews



The Google Business Profile has a good rating and review count.

4.1 ★★★★★ 185 reviews

Rating



Technology Results

Technology List



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

Technology	Version
 Google Analytics	
 jQuery	
 Microsoft ASP.NET	
 OneTrust	

Server IP Address



20.121.18.253

DNS Servers



za1.dnsnode.net
nsza.is.co.za
za-ns.anycast.pch.net

Charset



text/html; charset=utf-8

DMARC Record



This site appears to have a valid DMARC record in place.

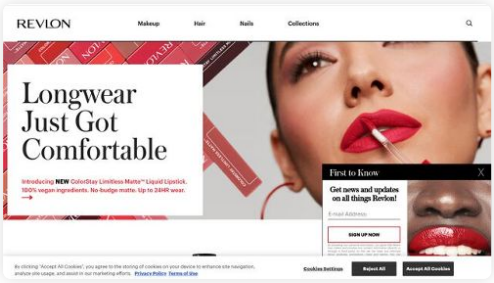
v=DMARC1; p=none; rua=mailto:dmarc-reports@revlon.co.za

SPF Record



This site does not appear to have an SPF record.

SPF records are important to improve email deliverability and combat spoofing.



Performance Report for: https://www.revlon.co.za/

Report generated: Wed, Jan 15, 2025 1:28 AM -0800
Test Server Location: Vancouver, Canada
Using: Chrome 117.0.0.0, Lighthouse 11.0.0

E	Performance 55%	Structure 62%	L. Contentful Paint 17.5s	T. Blocking Time 0ms	C. Layout Shift 0.02
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Top Issues

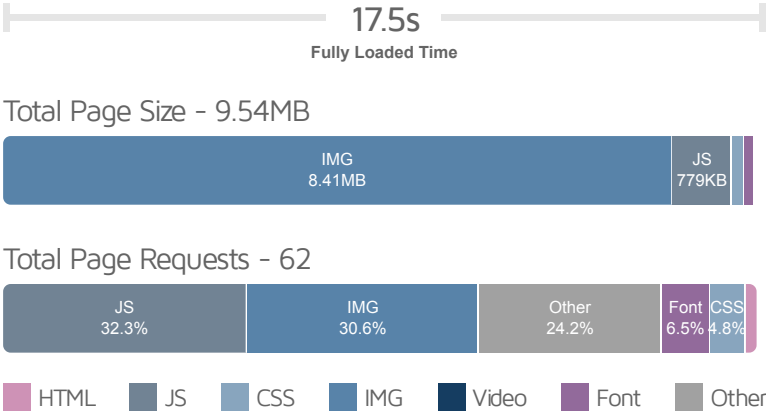
High	Avoid enormous network payloads LCP	Total size was 9.6MB
High	Avoid chaining critical requests LCP	24 chains found
Med-High	Eliminate render-blocking resources LCP	Potential savings of 725ms
Med-Low	Avoid an excessive DOM size TBT	1,467 elements
Med-Low	Use a Content Delivery Network (CDN)	38 resources found

Focus on these audits first

These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

Page Details



How does this affect me?

Modern web users have a short attention span and expect a fast and seamless website experience. Delivering that fast experience can result in more traffic, more conversions, and more happiness.

As if you didn't need more incentive, **Google use Page Speed and Page Experience (including Web Vitals) signals in their ranking algorithm.**

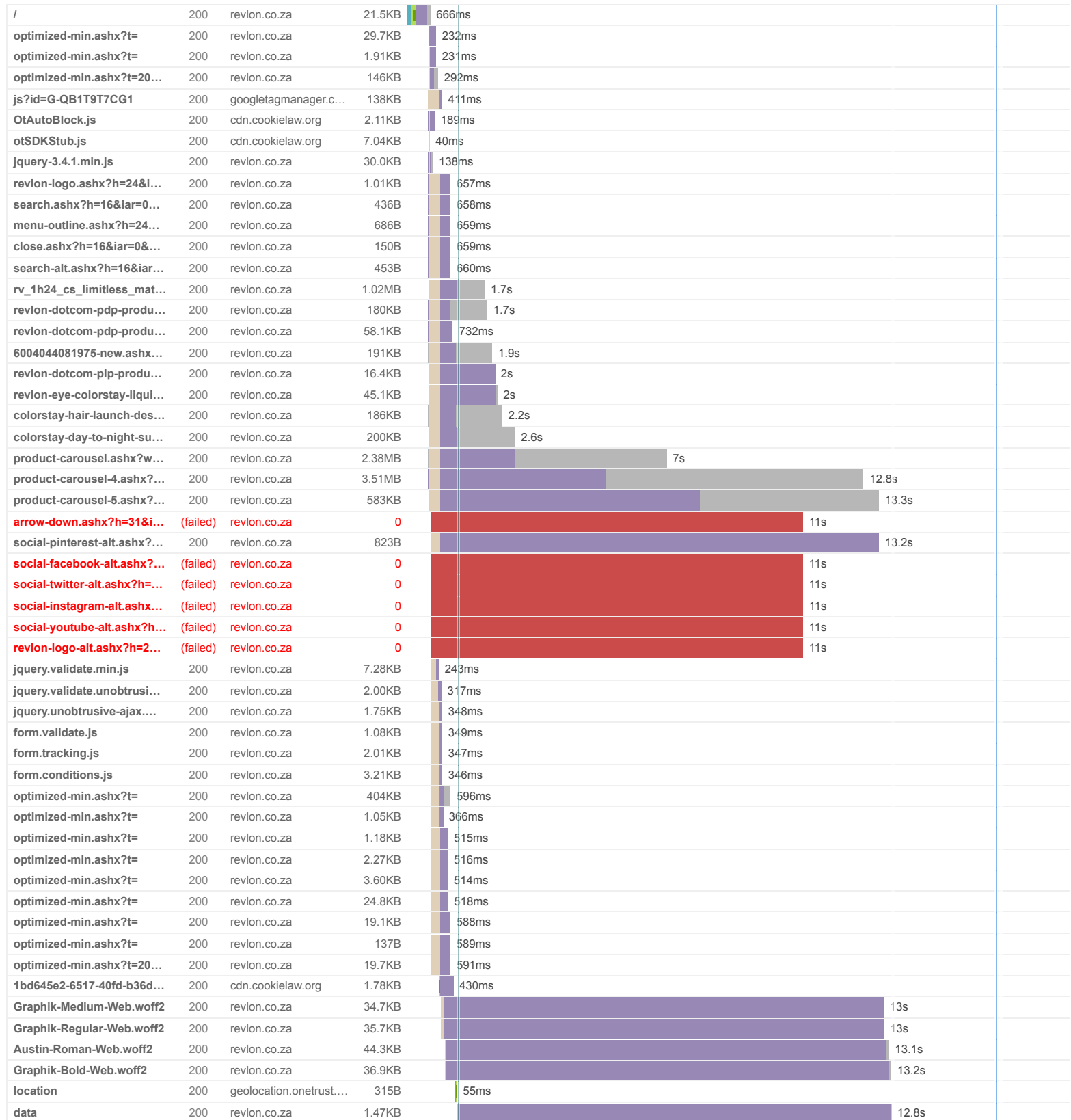
About GTmetrix

GTmetrix was developed as a tool for customers to easily test the performance of their webpages.

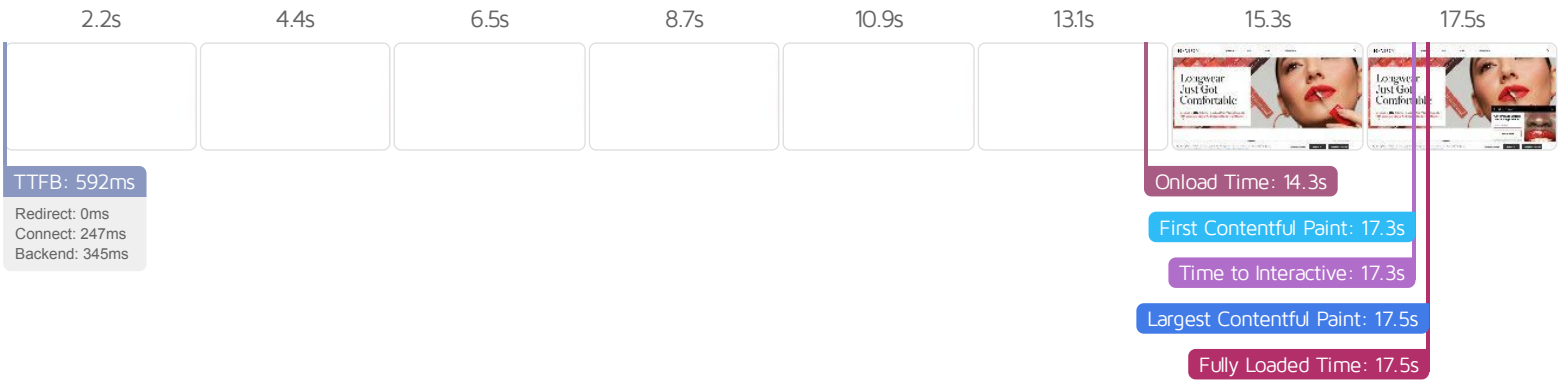
[Learn more about us.](#)

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Beauty Products – Makeup, Hair Color, Nails & Tools | Revlon - Revlon



otBannerSdk.js	200	cdn.cookie law.org	110KB	16ms		
en-za.json	200	cdn.cookie law.org	13.1KB	159ms		
otFlat.json	200	cdn.cookie law.org	2.93KB	152ms		
otCookieSettingsButton.j...	200	cdn.cookie law.org	1.70KB	169ms		
otCommonStyles.css	200	cdn.cookie law.org	4.30KB	154ms		
slideupmobile.ashx?revis...	200	revlon.co.za	27.4KB		84ms	
site.webmanifest	200	revlon.co.za	543B		236ms	
revlon-favicon.ashx	200	revlon.co.za	1.40KB		89ms	
slideupdesktop.ashx?revi...	200	revlon.co.za	42.2KB			158ms
62 Requests 9.54MB (11.8MB Uncompressed) Fully Loaded 17.5s (Onload 14.3s)						



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	Much longer than recommended 17.3s	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Much longer than recommended 17.3s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	Much longer than recommended 14.7s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Good - Nothing to do here 0ms
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Much longer than recommended 17.5s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0.02

Browser Timings

Redirect	0ms	Connect	247ms	Backend	345ms
TTFB	592ms	DOM Int.	1.4s	DOM Loaded	1.4s
Onload	14.3s	First Paint	14.7s	Fully Loaded	17.5s

IMPACT	AUDIT	
High	Avoid enormous network payloads LCP	Total size was 9.6MB
High	Avoid chaining critical requests FCP LCP	24 chains found
Med-High	Eliminate render-blocking resources FCP LCP	Potential savings of 725ms
Med-Low	Avoid an excessive DOM size TBT	1,467 elements
Med-Low	Use a Content Delivery Network (CDN)	38 resources found
Low	Serve static assets with an efficient cache policy	Potential savings of 95.7KB
Low	Reduce unused JavaScript LCP	Potential savings of 434KB
Low	Ensure text remains visible during webfont load FCP LCP	4 fonts found
Low	Serve images in next-gen formats	Potential savings of 1.97MB
Low	Reduce unused CSS FCP LCP	Potential savings of 166KB
Low	Efficiently encode images	Potential savings of 125KB
Low	Use passive listeners to improve scrolling performance	1 event listener not passive
Low	Allow back/forward cache restoration	1 failure reason
Low	Defer offscreen images	Potential savings of 5.17MB
Low	Reduce initial server response time FCP LCP	Root document took 345ms
Low	Avoid long main-thread tasks TBT	3 long tasks found
Low	Avoid non-composited animations CLS	2 animated elements found
Low	Reduce JavaScript execution time TBT	257ms spent executing JavaScript
N/A	Largest Contentful Paint element LCP	17,460 ms
N/A	Reduce the impact of third-party code TBT	Total size was 284KB
N/A	Avoid serving legacy JavaScript to modern browsers TBT	Potential savings of 20.1KB
N/A	Minimize main-thread work TBT	Main-thread busy for 1.2s
N/A	Avoid large layout shifts CLS	1 element found

