



Arthurmurray.com  
Keyword: Ballroom dance

## SEO Score

50%



### URL Analysis 1/6

- URL is SEO friendly
  - Keyword not found in URL
  - URL does not contain underscores
  - robots.txt file found
  - Favicon found
  - Preferred domain set
- Pass

Fail

Pass

Pass

Pass

Pass

### Page Speed 1/1

- Load speed is under 2 seconds
- Pass

### Title Analysis 2/3

Arthur Murray | Ballroom Dance Lessons | Arthur Murray International

- Title is too long. Consider making it max. 60 characters long.
  - Title tag should begin with exact keyword
- Fail

Fail

### Description Analysis 2/3

Learn Ballroom Dancing, Tango, Salsa dance classes and lessons at Arthur Murray International Inc. We have over 270 dance schools and studios in Africa, Asia, Australia, Europe, North and South America.

- Description tag should be 160 characters or less.
  - Description tag should contain the exact keyword
- Fail

Fail

### Image Analysis 1/4

- All images have alt tags
  - Exact keyword should be used in an alt tag
  - Add exact keyword to an image file name
  - Do not use underscore in image file names.
- Pass

Fail

Fail

Fail

### Headings (H1-H6) 2/3

**H1**

- 22 Countries  
270 Studios  
Worldwide
- Social Dancing  
&  
Special Events
- Wedding Packages
- Reserve Your First Dance Lesson Today!
- Popular Dances We Teach
- Testimonials
- Teaching the World to Dance  
for over 107 years
- Follow us at #ArthurMurray & #ArthurMurrayLifeStyle

**H2**

- Brides, Grooms & Wedding Parties

**H3**

- Found heading tags H1, H2 and H3
  - Exact keyword NOT found heading tags H1, H2 or H3
  - No duplicate heading tags found
- Pass

Fail

Pass

### Top Words 5/5

- DanceORama 14
  - Dance 7
  - dance 6
  - Franchise 5
  - Murray 5

### Mobile Analysis 1/2

- We found viewport metatag
  - Add an Apple icon
- Pass

Fail

### Text Analysis 1/5

- You should have 500+ words on this page. Your word count: 197
  - Keyword should have 3 occurrences
  - Exact keyword was neither bolded, italicized, or underlined
  - Exact keyword was not found within first 100 words
  - Exact keyword found in anchor text
- Fail

Fail

Fail

Fail

Pass

### Social Buttons 2/3

- Add Tweet button
  - Add Facebook share/like button
  - Did not find a blog link
- Fail

Fail

Fail

### Code Analysis 1/6

- Code is not W3C valid.
  - No flash elements found.
  - Remove inline css.
  - Text to html ratio is less than 2:1
  - Schema.org markup found.
  - Link to sitemap.xml found
- Fail

Pass

Fail

Fail

Pass

Pass

Suggestions for a better SEO Score

- Add keyword to url
- Fix title lenght
- Start title with keyword
- Fix description lenght
- Add keyword in description
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Remove underscores from image file names
- You need to add exact keyword in H1, H2 or H3 tags
- Add more words (500+ is optimal)
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Fix w3c validation errors
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add Tweet button
- Add Facebook share/like button
- Add blog link
- Add an Apple icon