

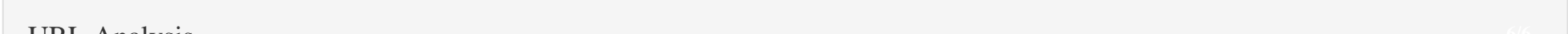


PDF Header: This is a text you can manage in SEO Propeller plugin configuration page.

Fortune.co.ke  
Keyword: Fortune

SEO Score

70%



URL Analysis

4/4

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

Pass

Pass

Pass

Pass

Pass

Page Speed

0/1

- This page should load quicker.

Fail

Title Analysis

3/3

Fortune Sacco – Your success, our success

- Title has 60 characters or less.
- Title tag begins with exact keyword

Pass

Pass

Description Analysis

0/3

- Description is too short. Consider adding more characters.
- Description tag should contain the exact keyword

Fail

Fail

Image Analysis

3/4

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

Pass

Fail

Pass

Fail

Headings (H1-H6)

3/3

H1

- Make A Difference With Our Sacco

H2

- Download our annual report and financial statements as at 2019

H3

- Sacco Junior Account
- Dhahabu Fixed Deposit Account
- Premium Savings Account
- Kahawa Account
- Mwelekeo Account
- Jiinue Investment Account
- Fortune Chama Account

- Found heading tags H1, H2 and H3
- Exact keyword found heading tags H1, H2 or H3
- No duplicate heading tags found

Pass

Pass

Pass

Top Words

5/5

- more 16
- tune 13
- Savings 11
- SACCO 11
- Accounts 10

Mobile Analysis

2/2

- We found viewport metatag
- We found Apple icon

Pass

Pass

Text Analysis

1/5

- You should have 500+ words on this page. Your word count: 489
- 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

0/3

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

Fail

Fail

Fail

Code Analysis

2/6

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

Fail

Pass

Fail

Fail

Fail

Pass

Suggestions for a better SEO Score

- Optimise speed to load under 2 seconds
- Fix description lenght
- Add keyword in description
- Add keyword to image alt tag
- Remove underscores from image file names
- 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 schema.org markup
- Add Tweet button
- Add Facebook share/like button
- Add blog link

PDF Footer: This is a text you can manage in SEO Propeller plugin configuration page.