

NIKE.COM  
Keyword: SHOES

SEO Score

63%



URL Analysis	4/6
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- 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
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- Load speed is under 2 seconds
- Pass

Title Analysis	1/3
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- Officiële Nike website. Nike NL
- Title has 60 characters or less.
  - Title tag should begin with exact keyword
- Pass

Fail

Description Analysis	1/3
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- Nike inspireert alle atleten ter wereld met innovatieve producten, ervaringen en services.
- Description has 160 characters or less.
  - Description tag should contain the exact keyword
- Pass

Fail

Image Analysis	3/4
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- All images have alt tags
  - Exact keyword should be used in an alt tag
  - No underscores found in image file names
- Pass

Fail

Fail

Pass

Headings (H1-H6)	2/3
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- H1
- H2
- 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
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- voor 46
  - van 16
  - cookies 11
  - het 9
  - met 9

Mobile Analysis	2/3
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- We found viewport metatag
  - We found Apple icon
- Pass

Pass

Text Analysis	3/5
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- You have 500+ words on this page
  - 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
- Pass

Fail

Fail

Fail

Pass

Social Buttons	0/3
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- Add Tweet button
  - Add Facebook share/like button
  - Did not find a blog link
- Fail

Fail

Fail

Code Analysis	2/6
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- Could not check validation status.
  - No flash elements found.
  - Remove inline css.
  - Text to html ratio is less than 2:1
  - Schema.org markup found.
  - Link to sitemap.xml was not found
- N/A

Pass

Fail

Fail

Pass

Fail

Suggestions for a better SEO Score

- Add keyword to url
  - Start title with keyword
  - Add keyword in description
  - Add keyword to image alt tag
  - Add exact keyword to an image file name
  - You need to add exact keyword in H1, H2 or H3 tags
  - Use keyword exactly 3 times
  - Use bold, italic or underline for keyword
  - Add exact keyword in the first 100 words
  - Remove inline CSS
  - Add more text to achieve a text to html ratio of at least 2:1
  - Add link to sitemap.xml
  - Add Tweet button
  - Add Facebook share/like button
  - Add blog link