

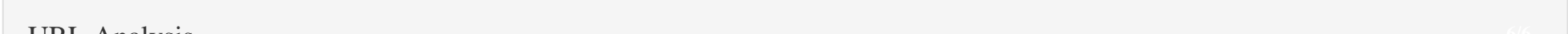


PDF Header: This is a text you can manage in SEO Propeller plugin configuration page.

Purplexmarketing.co.uk  
Keyword: Marketing

SEO Score

67%



URL Analysis

1/6

- 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

Pass

Page Speed

1/1

- Load speed is under 2 seconds
- Pass

Title Analysis

1/3

Strategic Construction Marketing Agency | Purplex

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

Pass

Fail

Description Analysis

1/3

Full-service digital, creative & PR agency for the building products, home improvements, construction, property and professional markets.

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

Pass

Fail

Image Analysis

1/4

- Not 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.
- Fail

Fail

Pass

Fail

Headings (H1-H6)

1/3

H1

1. The full service digital, creative and PR agency

H2

- We build your brand, drive customers to your door and help you create sustainable, profitable growth.
- The marketing agency for the construction, building products and home improvement industries
- Marketing Consultancy
- Digital, Content & Social
- PR & Communications
- Design & Branding
- Web Design & E-Commerce
- Filming & Video Production

H3

- Best Construction Marketing Agency 2019
- Building products market
- Home improvement industry
- Construction & Property Market
- Professional & Business Services

- 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

- marketing 13
  - with 9
  - Purplex 8
  - more 7
  - services 6

Mobile Analysis

1/2

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

Fail

Text Analysis

1/6

- You should have 500+ words on this page
  - Keyword usage exceeds 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

1/4

- Add Tweet button
  - Add Facebook share/like button
  - Add Google +1 button
  - Did not find a blog link
- Fail

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

- Start title with keyword
- Add keyword in description
- Add alt tags to images
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Remove underscores from image file names
- Add more words (500+ is optimal)
- Use keyword max. 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 Google +1 button
- Add blog link
- Add an Apple icon

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