



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

Spirithalloween.com  
Keyword: Halloween costumes

SEO Score

33%



URL Analysis

4/6

- 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

0/3

Adult Battle Eleven Costume Kit - Stranger Things - Spirithalloween.com

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

Fail

Description Analysis

0/3

Are you ready for battle? Dress up as your favorite Stranger Things character when you rock this officially licensed Eleven costume kit. Including Eleven's signature button down shirt, suspenders and a blindfold, you'll look like you just stepped off the set!

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

Fail

Image Analysis

0/4

- Not 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.
- Fail

Fail

Fail

Fail

Headings (H1-H6)

2/3

H1

H2

H3

1. Accounts & Orders

2. Company Information

3. Policies

- 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

- Costumes 262
  - cor 27
  - Boys 18
  - Decor 17
  - Womens 17

Mobile Analysis

0/3

- Add a viewport metatag
  - Add an Apple icon
- Fail

Fail

Text Analysis

1/5

- 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 not found in anchor text
- Pass

Fail

Fail

Fail

Fail

Social Buttons

0/3

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

Fail

Fail

Code Analysis

0/6

- 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 alt tags to images
- 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
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Add keyword in anchor text
- 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 a viewport metatag
- Add an Apple icon

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