

Apple.com
Keyword: iphone

SEO Score

48%



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

2/3

Apple

- Title is too short. Consider adding more characters.
- Title tag should begin with exact keyword

Fail

Fail

Description Analysis

1/3

Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.

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

Pass

Image Analysis

N/A

- Sorry, no data in this report type

Headings (H1-H6)

2/3

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

- Apple 60
 - Menu 22
 - with 13
 - Shop 12
 - more 11

Mobile Analysis

1/3

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

Fail

Text Analysis

3/5

- You 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
- Pass

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

N/A

- 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
- You need to add exact keyword in H1, H2 or H3 tags
- 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 blog link
- Add an Apple icon