

Designdroit.com

Keyword: marketing

SEO Score

46%

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

0/1

- This page should load quicker.

Fail

Title Analysis

1/3

DesignDroit | Your Digital Growth Partner

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

Pass
Fail

Description Analysis

0/3

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

Fail
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)

3/3

H1

H2

1. Appear On the Front Page of Google!
2. Full Service Digital Marketing Agency

H3

- 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

- Optimization 7
- SEO 6
- with 6
- Marketing 6
- Search 5

Mobile Analysis

1/3

- We found viewport metatag
- Add an Apple icon

Pass
Fail

Text Analysis

1/5

- You should have 500+ words on this page. Your word count: 400
- 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

0/3

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

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
- Add schema.org markup
- Link to sitemap.xml was not found

Fail
Pass
Fail
Fail
Fail
Fail

Suggestions for a better SEO Score

- Optimise speed to load under 2 seconds
- Add keyword to url
- 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
- 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 schema.org markup
- Add link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button
- Add blog link
- Add an Apple icon