

Empireread.com  
Keyword: marketing

SEO Score

29%

URL Analysis

1/6

- 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

0/3

Empire Creative | Marketing Agency + Brand Management in Houston

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

Fail  
Fail

Description Analysis

2/3

Empire Creative is a full service graphic design, branding and marketing agency with offices in League City, Houston and Katy, Texas

- Description has 160 characters or less.
- Description tag contains exact keyword

Pass  
Pass

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)

1/3

H1

1.

Hello.

H2

1. We are problem solvers.
2. We are problem solvers.
3. We are strategists.
4. We are strategists.
5. We are writers.

Designers. Artists.

H3

- Found heading tags H1, H2 and H3
- Exact keyword NOT found heading tags H1, H2 or H3
- Remove any duplicate heading tags

Pass  
Fail  
Fail

Top Words

5/5

- Design 34
- Creative 31
- T 29
- Gallery 28
- marketing 23

Mobile Analysis

2/3

- We found viewport metatag
- We found Apple icon

Pass  
Pass

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

1/3

- Add Tweet button
- Add Facebook share/like button
- Blog link found

Fail  
Fail  
Pass

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

- Optimise speed to load under 2 seconds
- Add keyword to url
- Fix title lenght
- Start title with keyword
- 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
- Make sure you have unique heading tags (remove duplicate heading 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