



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

Espressomarket.it/  
Keyword: market

## SEO Score

# 58%



### URL Analysis 1/4

- URL is SEO friendly Pass
- Keyword present in URL Pass
- URL does not contain underscores Pass
- robots.txt file not found Fail
- Favicon file not found Fail
- Preferred domain set Pass

### Page Speed 1/1

- Load speed is under 2 seconds Pass

### Title Analysis 2/2

Cialde e Capsule Compatibili per tutte macchine caffè da 0,15€

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

### Description Analysis 1/2

Capsule e Cialde Compatibili Borbone, Nespresso, Lavazza, Caffitaly, Dolce Gusto a miglior prezzo direttamente dai produttori. Più compri e meno spendi.

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

### Image Analysis 2/4

- All images have alt tags Pass
- Exact keyword should be used in an alt tag Fail
- Exact keyword found in image name Pass
- Do not use underscore in image file names. Fail

### Headings (H1-H6) 2/4

**H1**  
1. Cialde e capsule compatibili per tutte le macchine

**H2**

**H3**

- Found heading tags H1, H2 and H3 Pass
- Exact keyword NOT found heading tags H1, H2 or H3 Fail
- No duplicate heading tags found Pass

### Top Words 5/5

- Capsule **27**
- Lavazza **16**
- Nespresso **15**
- Caffè **10**
- Borbone **7**

### Mobile Analysis 1/2

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

### Text Analysis 2/2

- You should have 500+ words on this page Fail
- Exact keyword used 3 times Pass
- Exact keyword was neither bolded, italicized, or underlined Fail
- Exact keyword was not found within first 100 words Fail
- Exact keyword found in anchor text Pass

### Social Buttons 1/4

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

### Code Analysis 1/4

- Code is not W3C valid. Fail
- No flash elements found. Pass
- No inline CSS found Pass
- Text to html ratio is less than 2:1 Fail
- Add schema.org markup Fail
- Link to sitemap.xml found Pass

### Suggestions for a better SEO Score

- Add robots.txt file
- Add favicon.ico
- Fix title length
- Start title with keyword
- Add keyword in description
- 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
- Add more words (500+ is optimal)
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Fix w3c validation errors
- Add more text to achieve a text to html ratio of at least 2:1
- Add schema.org markup
- 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.