

Hubspot.com
Keyword: marketing

SEO Score

45%

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

1/3

HubSpot | Inbound Marketing, Sales, and Service Software

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

Pass
Fail

Description Analysis

1/3

HubSpot offers a full platform of marketing, sales, customer service, and CRM software — plus the methodology, resources, and support — to help businesses grow better. Get started with free tools, and upgrade as you grow.

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

Fail
Pass

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

1. There's a better way to grow.

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

- Free 10
- you 10
- Get 10
- HubSpot 9
- Software 9

Mobile Analysis

1/2

- 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: 480
- 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

1/3

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

Fail
Fail
Pass

Code Analysis

2/6

- 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 found

Fail
Pass
Fail
Fail
Fail
Pass

Suggestions for a better SEO Score

- Add keyword to url
- Start title with keyword
- Fix description lenght
- 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
- 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 Tweet button
- Add Facebook share/like button
- Add an Apple icon