

## SEO Score

54%

### URL Analysis

- 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

- Load speed is under 2 seconds

Pass

### Title Analysis

### KWS Kieler Wach- und Sicherheitsgesellschaft

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

Pass  
Fail

### Description Analysis

Die KWS bietet individuelle Lösungen aus einer Hand im Bereich: personelle Sicherheit, technische Sicherheit und mobiler Sicherheit. Testen Sie uns!

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

Pass  
Pass

### Image Analysis

- 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.

Pass  
Fail  
Fail  
Fail

### Headings (H1-H6)

#### H1

1. Herzlich Willkommen bei der **Kieler Wach- und Sicherheitsgesellschaft**

#### H2

1. Personelle Sicherheit
2. Technische Sicherheit
3. Mobile Sicherheit
4. Weitere Dienstleistungen
5. 115-jährige Erfolgsgeschichte der Kieler Wach- und Sicherheitsgesellschaft (KWS)  
01.09.2020

#### H3

1. Urlaubszeit ist Einbruchszeit!
2. Vorsicht vor Nutzung von Co2-Feuerlöschern in Räumen!
3. Schule der Sicherheit Nord eröffnet Online-Akademie
4. Einbruchschutz - Wie Sie sich schützen können

- 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

- und 27
- Sicherheit 14
- GmbH 13
- der 9
- von 6

### Mobile Analysis

- We found viewport metatag
- We found Apple icon

Pass  
Pass

### Text Analysis

- You should have 500+ words on this page. Your word count: 460
- 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

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

Fail  
Fail  
Fail

### Code Analysis

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

Fail  
Pass  
Pass  
Fail  
Fail  
Pass

### Suggestions for a better SEO Score

- Add keyword to url
- Start title with keyword
- 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
- 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 blog link