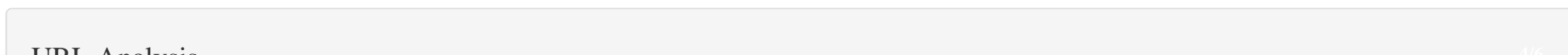


SEO Score

50%



URL Analysis 1/4

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

Page Speed 1/1

- Load speed is under 2 seconds Pass

Title Analysis 2/2

- Title is too short. Consider adding more characters. Fail
- Title tag should begin with exact keyword Fail

Description Analysis 1/2

Rescue the "too wonky" and "too many" direct from farmers to your door, and help fight food waste with every deliciously odd fruit and veg box delivery.

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

Image Analysis 1/4

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

Headings (H1-H6) 2/1

- H1**
1. Fight food waste with a delivery of deliciously odd fruit & veg.

- H2**
1. How it works
 2. Boxes in all shapes & sizes
 3. Why is food wasted?
 4. What people say
 5. Odd for every occasion
 6. Join the Odd Community
 7. Links
 8. FOLLOW US
 9. Get in touch

- H3**
1. You pick your box
 2. We speak to growers
 3. Wake up to fresh fruit & veg
 4. Fruit & veg boxes
 5. Veg Boxes
 6. Fruit boxes
 7. Fresh from the farm
 8. Outstanding in their fields
 9. Rescue story: brassicas
 10. Rescue story: curvy courgettes
 11. Rescue story: wonky asparagus
 12. Don't take it from us – here's what our community thinks.
 13. Zero-waste Leek Top Oil
 14. Upside Down Cheesy Leek Tart
 15. Two-ingredient Spinach Gnocchi
 16. Spicy Cucumber Salad

- 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

- you 6
- asparagus 6
- food 6
- from 5
- waste 5

Mobile Analysis 2/2

- We found viewport metatag Pass
- We found Apple icon Pass

Text Analysis 2/2

- You have 500+ words on this page Pass
- Keyword should have 3 occurrences Fail
- 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 1/3

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

Code Analysis 1/4

- Could not check validation status. N/A
- No flash elements found. Pass
- Remove inline css. Fail
- Text to html ratio is less than 2:1 Fail
- Schema.org markup found. Pass
- Link to sitemap.xml was not found Fail

Suggestions for a better SEO Score

- Add keyword to url
- Add favicon.ico
- Fix title length
- Start title with keyword
- Fix description length
- 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
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button