

SEO Score

40%



URL Analysis 1/6

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

Page Speed 1/1

- Load speed is under 2 seconds Pass

Title Analysis 2/2

Podcast advertising

- Title has 60 characters or less. Pass
- Title tag begins with exact keyword Pass

Description Analysis 2/2

- Description is too short. Consider adding more characters. Fail
- Description tag should contain the exact keyword Fail

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

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

- news 7
- New 6
- Yorker 5
- music 4
- Podcasts 4

Mobile Analysis 2/2

- Add a viewport metatag Fail
- Add an Apple icon Fail

Text Analysis 2/5

- You should have 500+ words on this page. Your word count: 255 Fail
- 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 not found in anchor text Fail

Social Buttons 2/3

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

Code Analysis 1/6

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

Suggestions for a better SEO Score

- Add keyword to url
- Add robots.txt file
- You must set your preferred domain (www/non www)
- Fix description lenght
- 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 keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Add keyword in anchor text
- 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 link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button
- Add blog link
- Add a viewport metatag
- Add an Apple icon