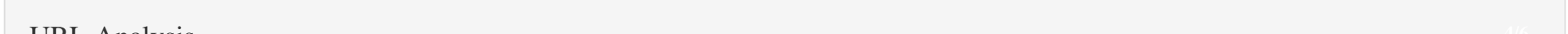




SEO Score

56%



URL Analysis1/6

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

Pass

Fail

Pass

Pass

Fail

Pass

Page Speed1/1

- Load speed is under 2 seconds

Pass

Title Analysis2/3

RSL | National Vending Machine & Coffee Machine Supplier

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

Fail

Fail

Description Analysis3/3

RSL is a national supplier of vending machines and commercial coffee machines providing vending services within London and throughout the UK.

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

Pass

Pass

Image Analysis1/4

- 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)2/3

H1

H2

- Discover how we deliver the **connected solution**
- Our **Solutions**
- Get **in Touch**
- Follow **us**

H3

- Facilities Management
- Healthcare
- Business and Industry
- Hospitality
- [Book your consultation](#)
- [Get a Quote](#)
- [All of your wholesale needs](#)
- [Solutions by Industry](#)
- [Maintenance Plans](#)
- [Become Carbon Zero](#)
- Prefer to **talk?**
- WHAT OUR **CUSTOMERS** SAY

- 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 Words5/5

- vending 29
- Coffee 19
- machine 18
- Machines 18
- coffee 16

Mobile Analysis2/2

- We found viewport metatag
- We found Apple icon

Pass

Pass

Text Analysis2/3

- You have 500+ words on this page
- 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

Pass

Fail

Fail

Fail

Pass

Social Buttons1/3

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

Fail

Fail

Pass

Code Analysis1/6

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

N/A

Pass

Fail

Fail

Pass

Pass

Suggestions for a better SEO Score

- Add keyword to url
- Add favicon.ico
- Fix title lenght
- Start title with keyword
- 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 max. 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 Tweet button
- Add Facebook share/like button

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