

Salientsm.com  
Keyword: marketing

SEO Score

43%

URL Analysis

4/6

- 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 Speed

1/1

- Load speed is under 2 seconds

Pass

Title Analysis

1/3

Maintenance Page - Salient Smart Marketing

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

Pass  
Fail

Description Analysis

0/3

Website is under maintenance We are doing some updates on our site, and we need to be offline for a while. We will be back with you shortly! Can't wait? Send us a message and we will get back to you asap! Name\* Email\* Your message  
This form collects your name and email so that

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

Fail  
Fail

Image Analysis

4/4

- 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

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

- message 3
- you 3
- back 3
- cart 2
- itemName 2

Mobile Analysis

1/1

- We found viewport metatag
- We found Apple icon

Pass  
Pass

Text Analysis

0/5

- You should have 500+ words on this page. Your word count: 63
- Keyword should have 3 occurrences
- Exact keyword was neither bolded, italicized, or underlined
- Exact keyword was not found within first 100 words
- Exact keyword not found in anchor text

Fail  
Fail  
Fail  
Fail  
Fail

Social Buttons

0/3

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

Fail  
Fail  
Fail

Code Analysis

1/6

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