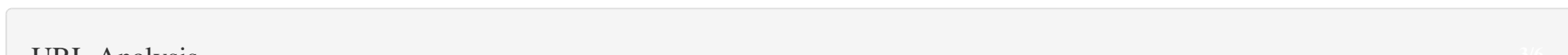


# SEO Score

## 42%



### URL Analysis 1/5

- 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 not set Fail

### Page Speed 1/1

- Load speed is under 2 seconds Pass

### Title Analysis 1/2

#### Certificate in Advanced Digital Marketing Online Course

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

### Description Analysis 1/2

#### Certification in advanced digital marketing is instructor led online course with live projects. Click here to know more.

- Description has 160 characters or less. Pass
- Description tag should contain the exact keyword Fail

### Image Analysis 1/4

- Not all images have alt tags Fail
- Exact keyword should be used in an alt tag Fail
- No underscores found in image file names Pass

### Headings (H1-H6) 2/4

- 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

- MARKETING **5**
- Digital **4**
- Marketing **4**
- ONLINE **3**
- live **3**

### Mobile Analysis 1/1

- We found viewport metatag Pass
- Add an Apple icon Fail

### Text Analysis 4/5

- You should have 500+ words on this page 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 4/4

- Add Tweet button Fail
- Add Facebook share/like button Fail
- Add Google +1 button Fail
- Did not find a blog link Fail

### Code Analysis 4/5

- Code is W3C valid. Pass
- 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 favicon.ico
- You must set your preferred domain (www/non www)
- Start title with keyword
- Add keyword in description
- Add alt tags to images
- Add keyword to image alt tag
- Add exact keyword to an image file name
- 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 schema.org markup
- Add link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button
- Add blog link
- Add an Apple icon