

Students.regenesys.in/cadm-2020/
Keyword: Digital Marketing course

SEO Score

42%

URL Analysis1/5

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

Fail

Pass

Pass

Fail

Fail

Page Speed1/1

- Load speed is under 2 seconds
- Pass

Title Analysis1/3

Certificate in Advanced Digital Marketing Online Course

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

Fail

Description Analysis1/3

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

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

Fail

Image Analysis1/4

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

Fail

Fail

Pass

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 Words5/5

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

Mobile Analysis1/3

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

Fail

Text Analysis4/5

- You should have 500+ words on this page
 - 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 Buttons4/4

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

Fail

Fail

Fail

Code Analysis1/5

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

Pass

Fail

Fail

Fail

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