



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

Thatonefirm.com  
Keyword: digital marketing

## SEO Score

# 65%



### URL Analysis 1/4

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

### Page Speed 1/1

- Load speed is under 2 seconds Pass

### Title Analysis 1/2

#### Tacoma Marketing SEO PPC That One Firm Inc

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

### Description Analysis 2/2

Tacoma based digital marketing agency serving the advertising needs of small businesses from Seattle to San Diego. We have what it takes to get you results!

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

### Image Analysis 2/4

- 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
- No underscores found in image file names Pass

### Headings (H1-H6) 3/4

**H1**  
1. That One Firm Inc

**H2**  
1. **Quality Digital Marketing**  
2. That One Firm is dedicated to solving the hurdles that small business owners have when it comes to their online endeavors.  
We focus on delivering results for our clients.

**H3**  
1. That One Firm

- Found heading tags H1, H2 and H3 Pass
- Exact keyword found heading tags H1, H2 or H3 Pass
- No duplicate heading tags found Pass

### Top Words 5/5

- Firm **13**
- That **13**
- One **13**
- digital **10**
- Marketing **9**

### Mobile Analysis 2/2

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

### Text Analysis 2/5

- You have 500+ words on this page Pass
- Keyword usage exceeds 3 occurrences Fail
- Exact keyword was neither bolded, italicized, or underlined Fail
- Exact keyword was not found within first 100 words Fail
- Exact keyword found in anchor text Pass

### Social Buttons 0/4

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

### Code Analysis 1/1

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

### Suggestions for a better SEO Score

- Add keyword to url
- Start title with keyword
- Add keyword to image alt tag
- Add exact keyword to an image file name
- 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
- Add blog link

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