

SEO Score

46%



URL Analysis

1/6

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

Fail

Pass

Pass

Pass

Pass

Page Speed

1/1

- This page should load quicker.
- Fail

Title Analysis

1/3

The Merch Space – Bring your brand to LIFE

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

Fail

Description Analysis

2/3

- Description is too short. Consider adding more characters.
 - Description tag should contain the exact keyword
- Fail

Fail

Image Analysis

3/4

- Not 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.
- Fail

Fail

Fail

Fail

Headings (H1-H6)

3/3

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

- with 11
 - Print 11
 - Magazine 9
 - more 8
 - Merch 7

Mobile Analysis

2/2

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

Pass

Text Analysis

1/3

- You 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
- Pass

Fail

Fail

Fail

Fail

Social Buttons

3/4

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

Fail

Fail

Code Analysis

1/6

- Code is not W3C valid.
 - 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
- Fail

Pass

Fail

Fail

Pass

Pass

Suggestions for a better SEO Score

- Optimise speed to load under 2 seconds
- Add keyword to url
- Start title with keyword
- Fix description lenght
- Add keyword in description
- Add alt tags to images
- 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 exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Add keyword in anchor text
- Fix w3c validation errors
- 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