

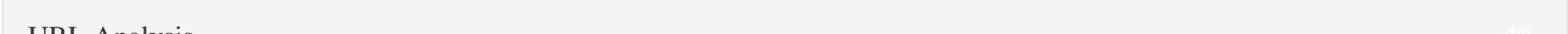


PDF Header: This is a text you can manage in SEO Propeller plugin configuration page.

[Www.ambitiondigital.co.uk/](#)
Keyword: digital marketing agency edinburgh

SEO Score

65%



URL Analysis

1/6

- 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

2/3

Digital Marketing Agency in Edinburgh | Digital Marketing Edinburgh

- Title is too long. Consider making it max. 60 characters long.
 - Title tag should begin with exact keyword
- Fail

Fail

Description Analysis

1/3

Ambition Digital is a digital marketing agency based in Edinburgh. We specialise in custom-tailored digital marketing solutions & strategies.

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

Fail

Image Analysis

3/4

- 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
- Pass

Fail

Fail

Pass

Headings (H1-H6)

3/3

H1

1. Digital Marketing Agency in Edinburgh

H2

1. Results-Driven SEO Agency in Edinburgh

2. ClientSuccess Stories

3. Answers To YourQuestions

4. Let Us Boost Your Marketing Performance

H3

1. Ryan Patrick

2. Colin Gordon

3. Simon Davies

4. + Should I Hire a Digital Marketing Agency?

5. + Are You an Edinburgh Digital Marketing Agency?

6. + What Services Does Ambition Digital Provide?

7. + What Types of Businesses Do You Work With?

8. + What is Your Pricing Model?

9. + I'm Just Starting Up. Can You Help My Business Grow?

10. + Do You Trade Services for Equity?

- 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

- you 19
 - Digital 16
 - business 15
 - with 14
 - marketing 13

Mobile Analysis

2/3

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

Pass

Text Analysis

1/5

- 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

1/3

- Add Tweet button
 - Add Facebook share/like button
 - Blog link found
- Fail

Fail

Pass

Code Analysis

3/6

- 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
 - Fix title lenght
 - Start title with keyword
 - Add keyword in description
 - 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
 - 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

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