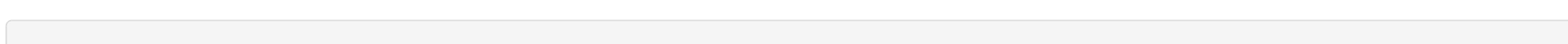


SEO Score

48%



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 2/2

Web Design & Marketing Agency based in Connecticut | Digital Ampersand

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

Description Analysis 1/2

DIGITAL & is a Connecticut Web Design & Marketing Agency and is your full-service digital partner. Attract, Impress, and Convert more leads online.

- 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
- Add exact keyword to an image file name 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

- Media 3
- DIGITAL 7
- marketing 6
- Services 6
- you 6

Mobile Analysis 1/2

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

Text Analysis 4/5

- You should have 500+ words on this page. Your word count: 335 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 3/3

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

Code Analysis 1/4

- Code is not W3C valid. Fail
- 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
- Fix title lenght
- 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
- 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
- Add an Apple icon