Www.faces.ch/
Keyword: fashion

SEO Score

56%

URL Analysis

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

Page Speed

- This page should load quicker. — Fail

Title Analysis

Lifestyle-Magazin für Fashion, Beauty, Reisen und Popkultur - FACES

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

Description Analysis

FACES, das sind Lifestyle, Fashion, People und Stories und alles aus der Welt der Mode und Beauty. Style-Magazin | Fashion-Magazin

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

Image Analysis

- 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)

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 — SS

- und 17
- die 16
- FACES 16
- mehr 12
- der 11

Mobile Analysis

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

Text Analysis

- You have 500+ words on this page — Pass
- Keyword usage exceeds 3 occurences — Fail
- Exact keyword was neither bolded, italicized, or underlined — Fail
- Exact keyword found in the first 100 words — Pass
- Exact keyword found in anchor text — Pass

Social Buttons

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

Code Analysis

- Code is not W3C valid. — Fail
- No flash elements found. — Pass
- No inline CSS found — Pass
- 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

- Optimise speed to load under 0 seconds
- Add keyword to url
- Add robots.txt file
- Add favicon.ico
- Fix title lenght
- Start title with keyword
- Add alt tags to images
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Fix w3c validation errors
- Add more text to achieve a text to html ratio of at least 2:1
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button
- Add blog link