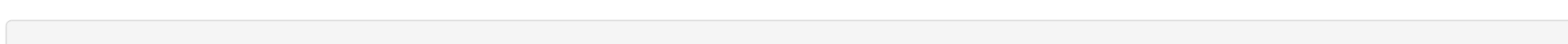


SEO Score

89%



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 not set Fail

Page Speed 1/1

- Load speed is under 2 seconds Pass

Title Analysis 1/2

Social Media Marketing & Management Dashboard - Hootsuite

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

Description Analysis 1/2

Enhance your social media management with Hootsuite, the leading social media dashboard. Manage multiple networks and profiles and measure your campaign results.

- Description tag should be 160 characters or less. Fail
- Description tag contains exact keyword Pass

Image Analysis 1/4

- Not all images have alt tags Fail
- Exact keyword should be used in an alt tag Fail
- Do not use underscore in image file names. Pass

Headings (H1-H6) 1/4

H1

H2

1. See it first
2. Light up your channels
3. Align your stars
4. See it first
5. Light up your channels
6. Align your stars
7. See it first
8. Light up your channels
9. Align your stars
10. See it first
11. Light up your channels
12. Align your stars
13. See it first
14. Light up your channels
15. Align your stars
16. Connect social networks with all your apps so you never miss a beat
17. Connect social networks with all your apps so you never miss a beat
18. Master new skills in courses taught by social pros
19. Master new skills in courses taught by social pros

H3

1. Insights
2. Streams
3. Brand Protection
4. Publishing
5. Ads
6. Content Library
7. Teams
8. Social Selling
9. Hootsuite Academy
10. Insights
11. Streams
12. Brand Protection
13. Publishing
14. Ads
15. Content Library
16. Teams
17. Social Selling
18. Hootsuite Academy
19. Insights
20. Streams
21. Brand Protection
22. Publishing
23. Ads
24. Content Library
25. Teams
26. Social Selling
27. Hootsuite Academy
28. Insights
29. Streams
30. Brand Protection
31. Publishing
32. Ads
33. Content Library
34. Teams
35. Social Selling
36. Hootsuite Academy
37. Insights
38. Streams
39. Brand Protection
40. Publishing
41. Ads
42. Content Library
43. Teams
44. Social Selling
45. Hootsuite Academy

- Found heading tags H1, H2 and H3 Pass
- Exact keyword found heading tags H1, H2 or H3 Pass
- Remove any duplicate heading tags Fail

Top Words 5/5

- social **148**
- with **77**
- media **63**
- more **54**
- Hootsuite **46**

Mobile Analysis 2/2

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

Text Analysis 1/2

- 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 1/1

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

Code Analysis 1/2

- 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
- You must set your preferred domain (www/non www)
- Fix title length
- Fix description length
- Add alt tags to images
- Add keyword to image alt tag
- Remove underscores from image file names
- Make sure you have unique heading tags (remove duplicate heading tags)
- Use keyword max. 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- 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