

## SEO Score

# 83%



### URL Analysis 1/4

- URL is SEO friendly Pass
- Keyword present in URL Pass
- 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 1/2

#### Bem-vindo a Ilhabela - Guia de Viagem e Hospedagem

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

### Description Analysis 1/2

No portal oficial de turismo em Ilhabela você encontra hotéis, pousadas, praias, cachoeiras, trilhas, informações sobre como chegar, balsa, notícias e eventos de Ilhabela.

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

### Image Analysis 2/4

- Not all images have alt tags Fail
- Exact keyword should be used in an alt tag Fail
- Exact keyword found in image name Pass
- 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

- Ilhabela **15**
- ioniconsv **14**
- Praia **6**
- cias **6**
- Dicas **6**

### Mobile Analysis 2/2

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

### Text Analysis 1/5

- You should have 500+ words on this page. Your word count: 421 Fail
- 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 0/3

- 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

- Start title with keyword
- Fix description lenght
- Add alt tags to images
- Add keyword to image alt tag
- You need to add exact keyword in H1, H2 or H3 tags
- Add more words (500+ is optimal)
- 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