

Www.ni.com  
Keyword: Ferreteria

SEO Score

26%



URL Analysis

1/6

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

Pass

Fail

Pass

Pass

Pass

Pass

Page Speed

1/1

- Load speed is under 2 seconds

Pass

Title Analysis

1/3

Engineer Ambitiously - NI

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

Pass

Fail

Description Analysis

1/3

NI's software-connected systems help you engineer ambitiously from design to test. We're here for you through all phases of the development cycle—today, tomorrow, and for the next 100 years.

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

Fail

Fail

Image Analysis

1/4

- Not all images have alt tags
- Exact keyword should be used in an alt tag
- Add exact keyword to an image file name
- Do not use underscore in image file names.

Fail

Fail

Fail

Fail

Headings (H1-H6)

1/3

H1

H2

- We create solutions with you tailored to your industry needs.

H3

- Software
- SERVICES
- HARDWARE
- Resources
- Popular Software Downloads
- LabVIEW NXG
- LabVIEW
- SystemLink
- Request Support
- Popular Driver Downloads
- Software
- SERVICES
- HARDWARE
- How can we help?
- Please enter your information below and we'll be intouch soon.
- How can we help?
- How can we help?
- How can we help?
- Please enter your information below and we'll be intouch soon.
- How can we help?
- Please enter your information below and we'll be intouch soon.

- Found heading tags H1, H2 and H3
- Exact keyword NOT found heading tags H1, H2 or H3
- Remove any duplicate heading tags

Pass

Fail

Fail

Top Words

5/5

- Software 28
- with 23
- you 19
- required 18
- Learn 17

Mobile Analysis

1/3

- We found viewport metatag
- Add an Apple icon

Pass

Fail

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

1/4

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

Fail

Fail

Fail

Fail

Code Analysis

1/6

- Code is not W3C valid.
- No flash elements found.
- No inline CSS found
- Text to html ratio is less than 2:1
- Add schema.org markup
- Link to sitemap.xml found

Fail

Pass

Pass

Fail

Fail

Pass

Suggestions for a better SEO Score

- Add keyword to url
- Start title with keyword
- Fix description lenght
- Add keyword in description
- Add alt tags to images
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Remove underscores from image file names
- You need to add exact keyword in H1, H2 or H3 tags
- Make sure you have unique heading tags (remove duplicate heading 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
- Fix w3c validation errors
- Add more text to achieve a text to html ratio of at least 2:1
- Add schema.org markup
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button
- Add blog link
- Add an Apple icon

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