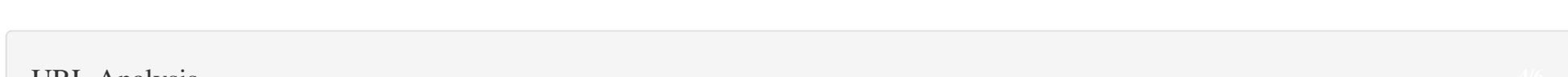


SEO Score

62%



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 file not found Fail
- Preferred domain set Pass

Page Speed 1/1

- Load speed is under 2 seconds Pass

Title Analysis 2/5

Hoe komt mijn website bovenaan in Google in 2020 // Online Doelen

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

Description Analysis 2/3

Hoe komt mijn website bovenaan in Google? Lees hier hoe je dat aanpakt en wat je zelf kan doen. En 5 tips om zelf mee aan de slag te gaan.

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

Image Analysis 3/4

- All images have alt tags Pass
- 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) 3/4

H1

1. Bovenaan in Google
2. Hoe komt mijn website bovenaan in Google?

H2

1. Verschil tussen SEA en SEO, wat zien we in Google?
2. Wat is het verschil tussen organisch en advertenties?
3. Bovenaan in Google, hoe doe je dat?
4. Bovenaan in Google met Zoekmachine optimalisatie – SEO
5. Welke SEO onderdelen zijn belangrijk?
6. 5 SEO tips en tools om zelf mee te beginnen
7. Content Management / Creatie
8. Linkbuilding
9. SEO uitbesteden
10. Bovenaan in Google met Google Ads
11. Hoe zorg je voor kwaliteit van je Google Ads Campagne
12. Conclusie
- 13.

H3

1. Google Advertenties
2. Organische Zoekresultaten
3. Technische SEO
4. Zoekwoord onderzoek
5. On page Optimalisaties
6. Content Management / Creatie
7. Linkbuilding
8. Begin met zoekwoordonderzoek
9. On Page Optimalisaties
10. Zoekwoorden toevoegen aan de tekst
11. Aantal woorden per pagina
12. Klaar is kees!
13. Opzet Google Ads Campagne
14. Monitoren Google Ads Campagne
15. Optimaliseren Google Ads Campagne

- 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

- Google **56**
- een **45**
- van **42**
- het **35**
- SEO **35**

Mobile Analysis 1/1

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

Text Analysis 2/5

- You have 500+ words on this page Pass
- 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 found in anchor text Pass

Social Buttons 1/1

- Add Tweet button Fail
- Add Facebook share/like button Fail
- Blog link found Pass

Code Analysis 4/6

- Code is not W3C valid. Fail
- No flash elements found. Pass
- Remove inline css. Fail
- Text to html ratio is good Pass
- Schema.org markup found. Pass
- Link to sitemap.xml found Pass

Suggestions for a better SEO Score

- Add keyword to url
- Add favicon.ico
- Fix title length
- Start title with keyword
- Add keyword to image alt tag
- Add exact keyword to an image file name
- 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
- Fix w3c validation errors
- Remove inline CSS
- Add Tweet button
- Add Facebook share/like button
- Add an Apple icon