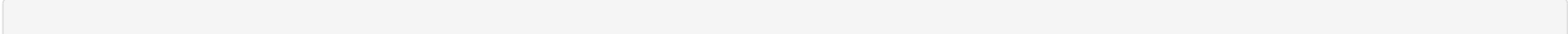


# SEO Score

34%



## URL Analysis1/4

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

Pass  
Pass  
Pass  
Fail  
Fail  
Fail

## Page Speed1/1

- Load speed is under 2 seconds

Pass

## Title Analysis1/3

### Pavia & Harcourt LLP

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

Pass  
Fail

## Description Analysis0/2

- Description is too short. Consider adding more characters.
- Description tag should contain the exact keyword

Fail  
Fail

## Image Analysis1/4

- 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.

Pass  
Fail  
Fail  
Fail

## Headings (H1-H6)2/3

### H1

### H2

### H3

- Found heading tags H1, H2 and H3
- Exact keyword NOT found heading tags H1, H2 or H3
- No duplicate heading tags found

Pass  
Fail  
Pass

## Top Words5/5

- Profile1
- Paris1
- similar1
- guarantee1
- not1

## Mobile Analysis0/2

- Add a viewport metatag
- Add an Apple icon

Fail  
Fail

## Text Analysis1/3

- You should have 500+ words on this page. Your word count: 27
- Keyword should have 3 occurrences
- Exact keyword was neither bolded, italicized, or underlined
- Exact keyword was not found within first 100 words
- Exact keyword found in anchor text

Fail  
Fail  
Fail  
Fail  
Pass

## Social Buttons0/4

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

Fail  
Fail  
Fail

## Code Analysis1/6

- Could not check validation status.
- No flash elements found.
- Remove inline css.
- Text to html ratio is less than 2:1
- Add schema.org markup
- Link to sitemap.xml was not found

N/A  
Pass  
Fail  
Fail  
Fail  
Fail

## Suggestions for a better SEO Score

- Add robots.txt file
- Add favicon.ico
- You must set your preferred domain (www/non www)
- Start title with keyword
- Fix description lenght
- Add keyword in description
- 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
- Add more words (500+ is optimal)
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add schema.org markup
- Add link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button
- Add blog link
- Add a viewport metatag
- Add an Apple icon