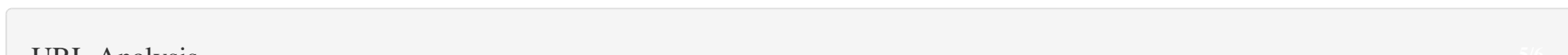


SEO Score

49%



URL Analysis 1/6

- 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 set Pass

Page Speed 0/1

- This page should load quicker. Fail

Title Analysis 2/5

Rayners - Heating, cooling & ventilation solutions - COVID19 Update 14/8/2020

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

Description Analysis 1/5

Level 2 - Essential Businesses - Building and construction related to essential services and critical infrastructure required immediately to maintain human health and safety at home or work. Rayners will provide a limited services to maintain heating, cooling and ventilation to maintain human health and safety at home and work, email or call to be updated on developments. Stay safe and be kind.

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

Image Analysis 1/4

- 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
- Do not use underscore in image file names. Fail

Headings (H1-H6) 1/3

- H1**
1. Rayners
 2. HEATING, COOLING & VENTILATION SOLUTIONS
 3. OUR SERVICES
 4. Distinction Hotel Dunedin

- H2**
1. OVER 25 YEARS EXPERIENCE

- H3**
1. SERVICING
 2. COMMERCIAL & INDUSTRIAL
 3. DOMESTIC

- Found heading tags H1, H2 and H3 Pass
- Exact keyword found heading tags H1, H2 or H3 Pass
- No duplicate heading tags found Pass

Top Words 5/5

- Rayners **5**
- services **4**
- design **4**
- service **3**
- industrial **3**

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: 197 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 0/1

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

Code Analysis 1/6

- 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

- Optimise speed to load under 2 seconds
- Add keyword to url
- Fix title lenght
- Start title with keyword
- Fix description lenght
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Remove underscores from image file names
- 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