



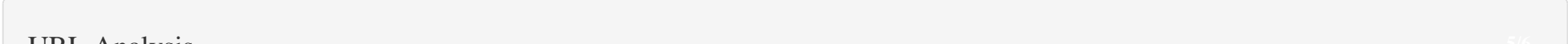
PDF Header: This is a text you can manage in SEO Propeller plugin configuration page.

Www.scottshorter.com.au

Keyword: seo

SEO Score

72%



URL Analysis

4/4

- 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

1/3

Advanced SEO - Scott Shorter Pty Ltd

- Title has 60 characters or less.

Pass
- Title tag should begin with exact keyword

Fail

Description Analysis

2/3

Scott Shorter is an Australian based SEO agency specialising in SEO, Google Ads and website conversion optimisation.

- Description has 160 characters or less.

Pass
- Description tag contains exact keyword

Pass

Image Analysis

1/4

- Not all images have alt tags

Fail
- Exact keyword should be used in an alt tag

Fail
- Exact keyword found in image name

Pass
- Do not use underscore in image file names.

Fail

Headings (H1-H6)

3/3

H1

1. Advanced SEO

H2

H3

- 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

- Optimisation 4
- Marketing 4
- SEO 3
- About 2
- YouTube 2

Mobile Analysis

1/3

- We found viewport metatag

Pass
- Add an Apple icon

Fail

Text Analysis

4/5

- You should have 500+ words on this page. Your word count: 42

Fail
- Exact keyword used 3 times

Pass
- Exact keyword was neither bolded, italicized, or underlined

Fail
- Exact keyword found in the first 100 words

Pass
- Exact keyword found in anchor text

Pass

Social Buttons

1/3

- Add Tweet button

Fail
- Add Facebook share/like button

Fail
- Blog link found

Pass

Code Analysis

3/6

- Could not check validation status.

N/A
- 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
- Start title with keyword
- 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
- Add more words (500+ is optimal)
- Use bold, italic or underline for keyword
- 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 an Apple icon

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