

Www.slack.com  
Keyword: text message

## SEO Score

# 11%

### URL Analysis

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

- Pass
- Fail
- Pass
- Pass
- Pass
- Fail

### Page Speed

- Load speed is under 2 seconds

- Pass

### Title Analysis

Welcome to your new HQ | Slack

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

- Pass
- Fail

### Description Analysis

Slack is a new way to communicate with your team. It's faster, better organized, and more secure than email.

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

- Pass
- Fail

### Image Analysis

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

- Fail
- Fail
- Fail
- Fail

### Headings (H1-H6)

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 Words

- Slack 11
- Buendi 6
- more 4
- with 4
- AMArcadio 3

### Mobile Analysis

- We found viewport metatag
- Add an Apple icon

- Pass
- Fail

### Text Analysis

- You should have 500+ words on this page. Your word count: 276
- 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

- Fail
- Fail
- Fail
- Fail
- Fail

### Social Buttons

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

- Fail
- Fail
- Fail

### Code Analysis

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

- Fail
- Pass
- Pass
- Fail
- Pass
- Pass

### Suggestions for a better SEO Score

- Add keyword to url
- You must set your preferred domain (www/non www)
- Start title with keyword
- 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
- 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
- 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 Tweet button
- Add Facebook share/like button
- Add blog link
- Add an Apple icon