

Www.slack.com
Keyword: text message

SEO Score

11%

URL Analysis 1/5

- 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 not set

Fail

Page Speed 1/1

- Load speed is under 2 seconds

Pass

Title Analysis 1/3

- Welcome to your new HQ | Slack
- Title has 60 characters or less.

Pass
 - Title tag should begin with exact keyword

Fail

Description Analysis 1/3

- 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.

Pass
 - Description tag should contain the exact keyword

Fail

Image Analysis 2/4

- Not all images have alt tags

Fail
- Exact keyword should be used in an alt tag

Fail
- Do not use underscore in image file names.

Fail

Headings (H1-H6) 2/3

- H1
- H2
- H3
- Found heading tags H1, H2 and H3

Pass
 - Exact keyword NOT found heading tags H1, H2 or H3

Fail
 - No duplicate heading tags found

Pass

Top Words 5/5

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

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: 276

Fail
- Keyword should have 3 occurrences

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

Fail
- Text to html ratio is less than 2:1

Fail
- Exact keyword not found in anchor text

Fail

Social Buttons 4/5

- Add Tweet button

Fail
- Add Facebook share/like button

Fail
- Did not find a blog link

Fail

Code Analysis 4/6

- Code is not W3C valid.

Fail
- No flash elements found.

Pass
- No inline CSS found

Pass
- 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
- 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