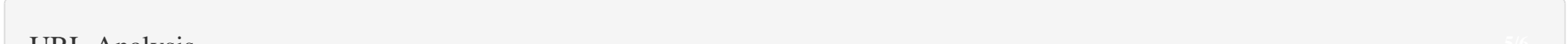




[Www.wai.life](#)
Keyword: marketing

SEO Score

71%



URL Analysis

4/6

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

Pass
Fail
Pass
Pass
Pass
Pass

Page Speed

0/1

- This page should load quicker.

Fail

Title Analysis

1/3

WAI - Who Am I ? - Marketing & Comunicazione

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

Pass
Fail

Description Analysis

2/3

Sei interessato a marketing e comunicazione? Leggi gli articoli sul nostro sito e vieni a seguirci su instagram per rimanere aggiornato.

- Description has 160 characters or less.
- Description tag contains exact keyword

Pass
Pass

Image Analysis

3/4

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

Pass
Fail
Pass
Fail

Headings (H1-H6)

3/3

H1

H2

H3

1. Ultime Notizie
2. Social Media
3. Articoli più letti
4. Brand Identity
5. Big Companies
6. Social Slider
7. Guide e Consigli
8. Social

- 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

5/5

- cookies 14
- Marzo 13
- website 11
- wai 10
- bridentity 10

Mobile Analysis

3/3

- We found viewport metatag
- We found Apple icon

Pass
Pass

Text Analysis

3/3

- You have 500+ words on this page
- Keyword usage exceeds 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

Pass
Fail
Fail
Fail
Pass

Social Buttons

0/1

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

Fail
Fail
Fail

Code Analysis

4/6

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

Fail
Pass
Fail
Fail
Pass
Pass

Suggestions for a better SEO Score

- Optimise speed to load under 2 seconds
- Add keyword to url
- Start title with keyword
- 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
- 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