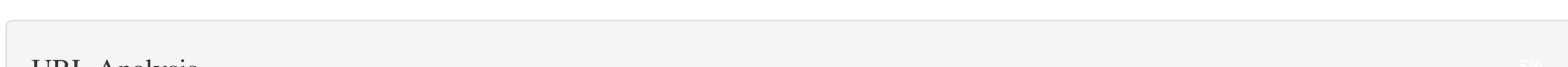


SEO Score

67%



URL Analysis 1/4

- 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 1/1

- Load speed is under 2 seconds Pass

Title Analysis 1/2

Search Engine Optimization Services - West Bay Web

- Title has 60 characters or less. Pass
- Title tag begins with exact keyword Pass

Description Analysis 1/2

With 25 years of Search Engine Optimization experience, we offer the best Traverse City area Search Engine Optimization Services for local as well as global search results.

- 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
- No underscores found in image file names Pass

Headings (H1-H6) 1/4

- **H1**
- **H2**
 1. What is Search Engine Optimization?
 2. **Our Search Engine Optimization Services Include:**
 3. SEO Website Audit
- **H3**
 1. Local SEO Services
 2. Global SEO
 3. On Page SEO
 4. Content Marketing Analysis and Keyword Research
 5. Keyword Density
 6. Technical SEO
 7. Off-Site SEO
 8. WordPress SEO
- 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

- that **33**
- SEO **24**
- website **19**
- Engine **19**
- Search **17**

Mobile Analysis 1/2

- We found viewport metatag Pass
- We found Apple icon Pass

Text Analysis 1/5

- You have 500+ words on this page Pass
- Keyword should have 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 1/3

- Add Tweet button Fail
- Add Facebook share/like button Fail
- Blog link found Pass

Code Analysis 1/5

- Could not check validation status. N/A
- No flash elements found. Pass
- Remove inline css. Fail
- Text to html ratio is good Pass
- Schema.org markup found. Pass
- Link to sitemap.xml found Pass

Suggestions for a better SEO Score

- Add keyword to url
- Fix description length
- Add keyword to image alt tag
- Add exact keyword to an image file name
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Remove inline CSS
- Add Tweet button
- Add Facebook share/like button