

## SEO Score

38%

### URL Analysis

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

Pass  
Fail  
Pass  
Pass  
Fail  
Fail

### Page Speed

- Load speed is under 2 seconds

Pass

### Title Analysis

Caterpillar, stavebné stroje, stroje na predaj, poží?ov?a stavebných strojov | Zeppelin SK, s.r.o.

- Title is too long. Consider making it max. 60 characters long.
- Title tag should begin with exact keyword

Fail  
Fail

### Description Analysis

- Description is too short. Consider adding more characters.
- Description tag should contain the exact keyword

Fail  
Fail

### Image Analysis

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

Pass  
Fail  
Fail  
Fail

### Headings (H1-H6)

#### H1

#### H2

1. ZLATOVSKEJ
2. ONLINE PREHLIADKA STROJOV
3. CATERPILLAR
4. CATERPILLAR
5. Prihláste sa na odber noviniek

#### H3

1. NÁJDETE NÁS UŽ AJ V TREN?INE NA
2. Použité stroje/Used equipment
3. Široké spektrum strojov
4. Energetické systémy
5. Poží?ov?a Strojov
6. Stavebné stroje
7. Použité stroje
8. Energetické systémy
9. Mójstroj.sk
10. Náhradné diely a servis
11. Z Shop
12. Tla?ové správy
13. Kontakty
14. Kariéra
15. Používate **zastaralý** prehliada?. Môžete si ho aktualizova? na [tejto stránke](#).

- Found heading tags H1, H2 and H3
- Exact keyword NOT found heading tags H1, H2 or H3
- Remove any duplicate heading tags

Pass  
Fail  
Fail

### Top Words

- dajov 25
- osobn 24
- Pou 18
- Zobrazí 18
- viac 17

S/S

### Mobile Analysis

- We found viewport metatag
- We found Apple icon

Pass  
Pass

### Text Analysis

- You have 500+ words on this page
- 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

Pass  
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

- Could not check validation status.
- No flash elements found.
- Remove inline css.
- Text to html ratio is less than 2:1
- Add schema.org markup
- Link to sitemap.xml found

N/A  
Pass  
Fail  
Fail  
Fail  
Pass

### Suggestions for a better SEO Score

- Add keyword to url
- Add favicon.ico
- You must set your preferred domain (www/non www)
- Fix title lenght
- Start title with keyword
- Fix description lenght
- Add keyword in description
- 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
- Make sure you have unique heading tags (remove duplicate heading tags)
- 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
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add schema.org markup
- Add Tweet button
- Add Facebook share/like button
- Add blog link