



Mashable.com/
Keyword: tech

SEO Score

50%



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 not set
- Pass

Fail

Pass

Pass

Pass

Fail

Page Speed

1/1

- Load speed is under 2 seconds
- Pass

Title Analysis

2/3

Mashable

- Title is too short. Consider adding more characters.
- Title tag should begin with exact keyword

Fail

Fail

Description Analysis

1/3

Mashable is a global, multi-platform media and entertainment company.

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

Pass

Fail

Image Analysis

1/4

- 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)

2/3

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

5/5

- More 12
 - Life 9
 - Mashable 9
 - Tech 8
 - Social 7

Mobile Analysis

2/3

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

Pass

Text Analysis

4/5

- You have 500+ words on this page
 - Keyword usage exceeds 3 occurrences
 - Exact keyword is bolded, italicized, or underlined
 - Text to html ratio is less than 2:1
 - Exact keyword found in the first 100 words
 - Exact keyword found in anchor text
- Pass

Fail

Pass

Pass

Pass

Social Buttons

0/3

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

Fail

Fail

Code Analysis

2/6

- 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 was not found
- Fail

Pass

Fail

Fail

Pass

Fail

Suggestions for a better SEO Score

- Add keyword to url
- You must set your preferred domain (www/non www)
- Fix title lenght
- Start title with keyword
- 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
- Use keyword max. 3 times
- Fix w3c validation errors
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button
- Add blog link