

SEO Score

85%



URL Analysis1/6

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

Pass

Pass

Pass

Pass

Fail

Page Speed0/1

- This page should load quicker.
- Fail

Title Analysis0/3

Recruiting solutions that build world-class teams | Shortlist

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

Fail

Description Analysis2/3

Shortlist helps employers find top talent by using recruiting technology, data science and a human touch to go beyond CVs.

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

Pass

Image Analysis2/4

- Not all images have alt tags
  - Exact keyword should be used in an alt tag
  - Exact keyword found in image name
  - No underscores found in image file names
- Fail

Fail

Pass

Pass

Headings (H1-H6)3/3

H1

H2

- 1. Subscribe

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 Words5/5

- will 38
  - with 34
  - Company 22
  - Kenya 18
  - that 17

Mobile Analysis2/2

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

Pass

Text Analysis1/5

- 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 Buttons0/3

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

Fail

Fail

Code Analysis0/6

- 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
- You must set your preferred domain (www/non www)
- Fix title lenght
- Start title with keyword
- Add alt tags to images
- Add keyword to image alt tag
- 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