



PDF Header: This is a text you can manage in SEO Propeller plugin configuration page.

[www.ambitiondigital.co.uk/](http://www.ambitiondigital.co.uk/)  
Keyword: digital marketing agency edinburgh

# SEO Score

65%



URL Analysis1/6

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

Pass

Fail

Pass

Pass

Fail

Pass

Page Speed1/1

- Load speed is under 2 seconds

Pass

Title Analysis2/3

Digital Marketing Agency in Edinburgh | Digital Marketing Edinburgh

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

Fail

Fail

Description Analysis1/3

Ambition Digital is a digital marketing agency based in Edinburgh. We specialise in custom-tailored digital marketing solutions & strategies.

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

Pass

Fail

Image Analysis2/4

- All images have alt tags
- Exact keyword should be used in an alt tag
- Add exact keyword to an image file name
- No underscores found in image file names

Pass

Fail

Fail

Pass

Headings (H1-H6)3/3

H1

1. Digital Marketing Agency in Edinburgh

H2

1. Results-Driven SEO Agency in Edinburgh  
2. ClientSuccess Stories  
3. Answers To YourQuestions  
4. Let Us Boost Your Marketing Performance

H3

1. Ryan Patrick  
2. Colin Gordon  
3. Simon Davies  
4. + Should I Hire a Digital Marketing Agency?  
5. + Are You an Edinburgh Digital Marketing Agency?  
6. + What Services Does Ambition Digital Provide?  
7. + What Types of Businesses Do You Work With?  
8. + What is Your Pricing Model?  
9. + I'm Just Starting Up. Can You Help My Business Grow?  
10. + Do You Trade Services for Equity?

- 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

- you19
- Digital16
- business15
- with14
- marketing13

Mobile Analysis2/3

- We found viewport metatag
- We found Apple icon

Pass

Pass

Text Analysis1/3

- 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 Buttons1/3

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

Fail

Fail

Pass

Code Analysis1/6

- Could not check validation status.
- 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

N/A

Pass

Fail

Fail

Pass

Pass

Suggestions for a better SEO Score

- Add keyword to url
- Add favicon.ico
- 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
- You need to add exact keyword in H1, H2 or H3 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 Tweet button
- Add Facebook share/like button

PDF Footer: This is a text you can manage in SEO Propeller plugin configuration page.