



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

Www.hootsuite.com/
Keyword: social

SEO Score

89%



URL Analysis

4/5

- 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

1/3

Social Media Marketing & Management Dashboard - Hootsuite

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

Fail

Pass

Description Analysis

1/3

Enhance your social media management with Hootsuite, the leading social media dashboard. Manage multiple networks and profiles and measure your campaign results.

- Description tag should be 160 characters or less.
- Description tag contains exact keyword

Fail

Pass

Image Analysis

1/4

- Not all images have alt tags
- Exact keyword should be used in an alt tag
- Exact keyword found in image name
- Do not use underscore in image file names.

Fail

Fail

Pass

Fail

Headings (H1-H6)

2/3

H1

H2

H3

- Found heading tags H1, H2 and H3
- Exact keyword found heading tags H1, H2 or H3
- Remove any duplicate heading tags

Pass

Pass

Fail

Top Words

5/5

- social 148
- with 77
- media 63
- more 54
- Hootsuite 46

Mobile Analysis

2/3

- We found viewport metatag
- We found Apple icon

Pass

Pass

Text Analysis

3/5

- 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 Buttons

0/3

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

Fail

Fail

Fail

Code Analysis

3/6

- 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

- Add keyword to url
- You must set your preferred domain (www/non www)
- Fix title lenght
- Fix description lenght
- Add alt tags to images
- Add keyword to image alt tag
- Remove underscores from image file names
- Make sure you have unique heading tags (remove duplicate heading 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

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