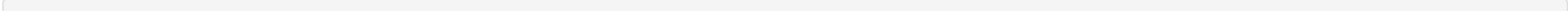


Wwww.hubspot.com/
Keyword: blog

SEO Score

40%



URL Analysis 4/6

- URL is SEO friendly

Pass
- Keyword not found in URL

Fail
- URL does not contain underscores

Pass
- robots.txt file found

Pass
- Favicon found

Pass
- Preferred domain set

Pass

Page Speed 1/1

- Load speed is under 2 seconds

Pass

Title Analysis 1/3

HubSpot | Inbound Marketing, Sales, and Service Software

- Title has 60 characters or less.

Pass
- Title tag should begin with exact keyword

Fail

Description Analysis 2/3

HubSpot offers a full platform of marketing, sales, customer service, and CRM software — plus the methodology, resources, and support — to help businesses grow better. Get started with free tools, and upgrade as you grow.

- Description tag should be 160 characters or less.

Fail
- Description tag should contain the exact keyword

Fail

Image Analysis 1/4

- Not all images have alt tags

Fail
- Exact keyword should be used in an alt tag

Fail
- Exact keyword found in image name

Pass
- Do not use underscore in image file names.

Fail

Headings (H1-H6) 2/3

- H1**
 - 1. There's a better way to grow.

- H2**

- H3**

- Found heading tags H1, H2 and H3

Pass
- Exact keyword NOT found heading tags H1, H2 or H3

Fail
- No duplicate heading tags found

Pass

Top Words 5/5

- HubSpot 22
- Get 16
- you 13
- software 12
- with 11

Mobile Analysis 1/2

- We found viewport metatag

Pass
- Add an Apple icon

Fail

Text Analysis 2/5

- You have 500+ words on this page

Pass
- Keyword usage exceeds 3 occurrences

Fail
- Exact keyword was neither bolded, italicized, or underlined

Fail
- Exact keyword was not found within first 100 words

Fail
- Exact keyword found in anchor text

Pass

Social Buttons 1/4

- Add Tweet button

Fail
- Add Facebook share/like button

Fail
- Add Google +1 button

Fail
- Blog link found

Pass

Code Analysis 2/5

- Code is not W3C valid.

Fail
- No flash elements found.

Pass
- Remove inline css.

Fail
- Text to html ratio is less than 2:1

Fail
- Add schema.org markup

Fail
- Link to sitemap.xml found

Pass

Suggestions for a better SEO Score

- Add keyword to url
- Start title with keyword
- Fix description lenght
- Add keyword in description
- Add alt tags to images
- 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
- 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 schema.org markup
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button
- Add an Apple icon