

SEO SCORE: 50%

Generated: 2022-01-31

URL ANALYSIS

[PASS] URL is SEO friendly**[FAIL]** Keyword not found in URL**[PASS]** URL does not contain underscores**[PASS]** robots.txt file found**[PASS]** Favicon found**[PASS]** Preferred domain set

PAGE SPEED

[PASS] Load speed is under 2 seconds

TITLE ANALYSIS

Title:

Plumbing and Heating Services London - PH247

[PASS] Title has 60 characters or less.**[FAIL]** Title tag should begin with exact keyword

DESCRIPTION ANALYSIS

Meta description:

PH247 is a London based, Plumbing and Heating company that operates 24 hours a day, 7 days a week and 365 days a year. Our mission is to eliminate stress by ensuring our services are easily accessible for all with clear & simple procedures.

[FAIL] Description tag should be 160 characters or less.**[FAIL]** Description tag should contain the exact keyword

IMAGE ANALYSIS

Image count:

56

[PASS] All images have alt tags**[FAIL]** Exact keyword should be used in an alt tag**[FAIL]** Add exact keyword to an image file name**[FAIL]** Do not use underscore in image file names.

HEADINGS (H1-H3)

[PASS] Found heading tags H1, H2 and H3

[FAIL] Exact keyword NOT found heading tags H1, H2 or H3

[FAIL] Remove any duplicate heading tags

TOP WORDS

you — 10

will — 10

Appointment — 8

Investigation — 6

Fault — 6

MOBILE ANALYSIS

[PASS] We found viewport metatag

[PASS] We found Apple icon

TEXT ANALYSIS

[FAIL] You should have 500+ words on this page. Your word count: 285

[FAIL] Keyword should have 3 occurrences

[FAIL] Exact keyword was neither bolded, italicized, or underlined

[FAIL] Exact keyword was not found within first 100 words

[FAIL] Exact keyword not found in anchor text

SOCIAL BUTTONS

[FAIL] Add Tweet button

[FAIL] Add Facebook share/like button

[PASS] Blog link found

CODE ANALYSIS

[PASS] Code is W3C valid.

[PASS] No flash elements found.

[FAIL] Remove inline css.

[FAIL] Text to html ratio is less than 2:1

[PASS] Schema.org markup found.

[PASS] Link to sitemap.xml found

SUGGESTIONS FOR A BETTER SEO SCORE

- Add keyword to url
- Start title with keyword
- Fix description length
- 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
- Make sure you have unique heading tags (remove duplicate heading tags)
- Add more words (500+ is optimal)
- 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