



Is your website working well for your business? Do you appear on the first page of Google and obtain good sales and leads? If not, this report may contain clues to why you are not getting the visibility you need. Find out how we can help you today, email us at: hello@victory.digital

Ph247.co.uk/

Keyword: London plumbers

SEO Score

50%

URL Analysis5/6

- 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 Speed1/1

- Load speed is under 2 seconds Pass

Title Analysis1/2

Plumbing and Heating Services London - PH247

- Title has 60 characters or less.Pass
- Title tag should begin with exact keywordFail

Description Analysis0/2

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.

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

Image Analysis1/4

- All images have alt tags Pass
- 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. Fail

Headings (H1-H6)1/3

H1

1. Book your appointment
2. The “Why” behind the business

H2

1. Company Accreditations
2. Company Accreditations
3. Company Promise
4. Customer Reviews
5. Video Summary
6. PH247 Services
7. Operation Process
8. Operation Process
9. Sustainability
10. We believe in looking after the environment and our planet and that is why we are a paperless company. By 2030 we aim to be carbon neutral

H3

- Found heading tags H1, H2 and H3 Pass
- Exact keyword NOT found heading tags H1, H2 or H3 Fail
- Remove any duplicate heading tags Fail

Top Words5/5

- you 10
- will 10
- Appointment 8
- Investigation 6
- Fault 6

Mobile Analysis 2/2

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

Text Analysis 0/5

- 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 Fail

Social Buttons 1/3

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

Code Analysis 4/6

- Code is W3C valid. Pass
- No flash elements found. Pass
- Remove inline css. Fail
- Text to html ratio is less than 2:1 Fail
- Schema.org markup found. Pass
- Link to sitemap.xml found Pass

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

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