

SEO SCORE: 12%

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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
- [FAIL] Preferred domain not set

PAGE SPEED

- [PASS] Load speed is under 2 seconds

TITLE ANALYSIS

- Title:
- The Business Supplies Group
- [PASS] Title has 60 characters or less.
 - [FAIL] Title tag should begin with exact keyword

DESCRIPTION ANALYSIS

- Meta description:
- None found
- [FAIL] Description is too short. Consider adding more characters.
 - [FAIL] Description tag should contain the exact keyword

IMAGE ANALYSIS

- Image count:
- 67
- [FAIL] Not 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

No data in this report section.

MOBILE ANALYSIS

[PASS] We found viewport metatag

[PASS] We found Apple icon

TEXT ANALYSIS

[FAIL] You should have 500+ words on this page

[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

[PASS] Exact keyword found in anchor text

SOCIAL BUTTONS

[FAIL] Add Tweet button

[FAIL] Add Facebook share/like button

[FAIL] Add Google +1 button

[PASS] Blog link found

CODE ANALYSIS

[N/A] Could not check validation status.

[PASS] No flash elements found.

[FAIL] Remove inline css.

SUGGESTIONS FOR A BETTER SEO SCORE

- Add keyword to url
- You must set your preferred domain (www/non www)
- Start title with keyword
- Fix description length
- 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
- 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
- Remove inline CSS
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button