

SEO SCORE: 49%

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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] Preferred domain set
- [FAIL] Favicon file not found

PAGE SPEED

- [PASS] Load speed is under 2 seconds

TITLE ANALYSIS

- Title:
- Small Business Websites, Local SEO & Marketing | Local Business Works
- [FAIL] Title tag should begin with exact keyword
 - [FAIL] Title is too long. Consider making it max. 60 characters long.

DESCRIPTION ANALYSIS

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

IMAGE ANALYSIS

- Image count:
- 0
- No data in this report section.

HEADINGS (H1-H3)

- [FAIL] H1, H2 or H3 tag not found
- [FAIL] Exact keyword NOT found heading tags H1, H2 or H3
- [PASS] No duplicate heading tags found

TOP WORDS

you — 6
business — 6
what — 6
website — 6
Free — 4

MOBILE ANALYSIS

[FAIL] Add a 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

[PASS] Exact keyword found in the 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

[FAIL] Did not find a blog link

CODE ANALYSIS

[FAIL] Code is not 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

ADVANCED SEO CHECKS

[PASS] Page is served over HTTPS

[PASS] Canonical tag present and points at this page

[PASS] Open Graph tags present (title, description, image)

[PASS] Twitter Card meta present

[PASS] Structured data (schema.org) present

[PASS] Page is indexable (no noindex)

[PASS] Viewport meta present — mobile friendly

[FAIL] No lang attribute on <html> — accessibility and SEO signal

[PASS] Favicon present

[FAIL] Thin content — only 193 words (aim for 300+)

[FAIL] No external/outbound links found

[PASS] No mixed content (all resources over HTTPS)

SUGGESTIONS FOR A BETTER SEO SCORE

- Add keyword to url
- Add favicon.ico
- Fix title lenght
- Start title with keyword
- Fix description lenght
- Add keyword in description
- You need to add H1, H2 and H3 tags
- You need to add exact keyword in H1, H2 or H3 tags
- Add more words (500+ is optimal)
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- 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 Google +1 button
- Add blog link
- Add the lang attribute to <html>
- Expand the page content (300+ words)
- Consider linking to authoritative sources
- Add a viewport metatag