

SEO SCORE: 23%

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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
- [PASS] Preferred domain set

PAGE SPEED

- [PASS] Load speed is under 2 seconds

TITLE ANALYSIS

- Title:
- Supplier Finder | Accredited suppliers of commercial interior furnishings
 - [FAIL] Title is too long. Consider making it max. 60 characters long.
 - [FAIL] Title tag should begin with exact keyword

DESCRIPTION ANALYSIS

- Meta description:
- Welcome to Supplier Finder, the UK's only search platform for accredited suppliers of commercial interior furnishings. At Supplier Finder, our mission is simple: to help you find the perfect commercial furnishing suppliers for your interior schemes and projects. We understand the importance of having confidence in the suppliers you specify and the products that bring
- [FAIL] Description tag should be 160 characters or less.
 - [FAIL] Description tag should contain the exact keyword

IMAGE ANALYSIS

- Image count:
- 207
- [FAIL] Not all images have alt tags
 - [FAIL] Exact keyword should be used in an alt tag
 - [PASS] Exact keyword found in image 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

Read — 11

Supplier — 10

Finder — 10

suppliers — 9

Sen — 8

MOBILE ANALYSIS

[PASS] We found viewport metatag

[PASS] We found Apple icon

TEXT ANALYSIS

[PASS] You 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

[FAIL] Did not find a blog link

CODE ANALYSIS

[N/A] Could not check validation status.

[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
- Fix title length
- 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)
- Use keyword exactly 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- 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