



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

www.gracewell.co.uk/

Keyword: care homes in birmingham

SEO Score

43%

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

Nursing Homes | Residential, Nursing & Dementia | Gracewell

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

Description Analysis0/2

- Description is too short. Consider adding more characters. Fail
- Description tag should contain the exact keyword Fail

Image Analysis0/4

- 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. Fail

Headings (H1-H6)2/3

H1

1. Luxury Care Homes for Seniors

H2

1. [From Our Blog](#)

H3

1. Nursing Care
2. Dementia Care
3. Respite Care
4. Residential Care and Assisted Living
5. Stroke Rehabilitation
6. Explore Gracewell:
7. [World Book Day 2019: Meet Gracewell of Sutton Resident and Author, Marjorie Inkster](#)
8. [Gracewell of Woking Care Home Celebrates First Anniversary](#)
9. [Gracewell of Newbury Open Coffee Shop and Boutique](#)
10. Learn More About...

- Found heading tags H1, H2 and H3 Pass
- Exact keyword NOT found heading tags H1, H2 or H3 Fail
- No duplicate heading tags found Pass

Top Words5/5

- Care 12
- Home 5
- cookies 4
- you 3
- Contact 2

Mobile Analysis 1/2

- We found viewport metatag Pass
- Add an Apple icon Fail

Text Analysis 0/5

- 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 Fail
- Exact keyword not found in anchor text Fail

Social Buttons 0/4

- Add Tweet button Fail
- Add Facebook share/like button Fail
- Add Google +1 button Fail
- Did not find a blog link Fail

Code Analysis 3/6

- Code is not W3C valid. Fail
- 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 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
- 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
- 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 an Apple icon

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