

SEO SCORE: 15%

Generated: 2019-02-26

URL ANALYSIS

[PASS] URL is SEO friendly

[FAIL] Keyword not found in URL

[PASS] URL does not contain underscores

[PASS] robots.txt file found

[FAIL] Favicon file not found

[PASS] Preferred domain set

PAGE SPEED

[FAIL] This page should load quicker.

TITLE ANALYSIS

Title:

North Devon breaking news and sport - North Devon Gazette | North Devon Gazette

[FAIL] Title is too long. Consider making it max. 60 characters long.

[FAIL] Title tag should begin with exact keyword

DESCRIPTION ANALYSIS

Meta description:

Latest North Devon news and breaking stories, sport, weather and what's on in Barnstaple, Bideford, Ilfracombe, South Molton and Torrington

[PASS] Description has 160 characters or less.

[PASS] Description tag contains exact keyword

IMAGE ANALYSIS

Image count:

60

[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

[PASS] Exact keyword found heading tags H1, H2 or H3

[PASS] No duplicate heading tags found

TOP WORDS

Devon — 29

North — 27

var — 24

event — 15

height — 15

MOBILE ANALYSIS

[PASS] We found viewport metatag

[FAIL] Add an Apple icon

TEXT ANALYSIS

[PASS] You have 500+ words on this page

[FAIL] Keyword usage exceeds 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

[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

[FAIL] Add schema.org markup

[FAIL] Link to sitemap.xml was not found

SUGGESTIONS FOR A BETTER SEO SCORE

- Optimise speed to load under 0 seconds
- Add keyword to url
- Add favicon.ico
- Fix title lenght
- Start title with keyword
- 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
- Use keyword max. 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Fix w3c validation errors
- Remove inline CSS
- Add more text to achieve a text to html ratio of at least 2:1
- Add schema.org markup
- Add link to sitemap.xml
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button
- Add blog link
- Add an Apple icon