



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](mailto:hello@victory.digital)

[www.northdevongazette.co.uk/home](http://www.northdevongazette.co.uk/home)

Keyword: news

## SEO Score

# 15%

### URL Analysis4/6

- URL is SEO friendly Pass
- Keyword not found in URL Fail
- URL does not contain underscores Pass
- robots.txt file found Pass
- Favicon file not found Fail
- Preferred domain set Pass

### Page Speed0/1

- This page should load quicker. Fail

### Title Analysis0/2

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

- Title is too long. Consider making it max. 60 characters long.Fail
- Title tag should begin with exact keywordFail

### Description Analysis2/2

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

- Description has 160 characters or less. Pass
- Description tag contains exact keyword Pass

### 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)3/3

#### H1

1. "+item.jobHeadline+"

#### H2

1. More News
2. More Things to do

#### H3

1. Other pages
2. Contact us
3. About North Devon Gazette

- Found heading tags H1, H2 and H3 Pass
- Exact keyword found heading tags H1, H2 or H3 Pass
- No duplicate heading tags found Pass

### Top Words5/5

- Devon 29
- North 27
- var 24
- event 15
- height 15

### Mobile Analysis 1/2

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

### Text Analysis 2/5

- You have 500+ words on this page Pass
- Keyword usage exceeds 3 occurrences Fail
- Exact keyword was neither bolded, italicized, or underlined Fail
- Exact keyword was not found within first 100 words Fail
- Exact keyword found in anchor text Pass

### 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 1/6

- 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
- Add schema.org markup Fail
- Link to sitemap.xml was not found Fail

### Suggestions for a better SEO Score

- Optimise speed to load under 0 seconds
- Add keyword to url
- Add favicon.ico
- Fix title length
- 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

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