

SEO SCORE: 38%

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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**[FAIL]** Favicon file not found**[PASS]** Preferred domain set

PAGE SPEED

[PASS] Load speed is under 2 seconds

TITLE ANALYSIS

Title:

North Devon - Liberal Democrats

[PASS] Title has 60 characters or less.**[FAIL]** Title tag should begin with exact keyword

DESCRIPTION ANALYSIS

Meta description:

North Devon - Liberal Democrats, North Devon - Liberal Democrats,

[PASS] Description has 160 characters or less.**[FAIL]** Description tag should contain the exact keyword

IMAGE ANALYSIS

Image count:

11

[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**[PASS]** No underscores found 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

[PASS] No duplicate heading tags found

TOP WORDS

Liberal — 11

Democrats — 9

North — 7

Devon — 7

with — 6

MOBILE ANALYSIS

[PASS] We found viewport metatag

[FAIL] Add an 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

[FAIL] Exact keyword was not found within first 100 words

[FAIL] Exact keyword not 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

[PASS] Link to sitemap.xml found

SUGGESTIONS FOR A BETTER SEO SCORE

- Add keyword to url
- Add favicon.ico
- Start title with keyword
- Add keyword in description
- Add alt tags to images
- Add keyword to image alt tag
- Add exact keyword to an image file name
- 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 schema.org markup
- Add Tweet button
- Add Facebook share/like button
- Add Google +1 button
- Add blog link
- Add an Apple icon