



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.trustedcare.co.uk

Keyword: care homes

SEO Score

50%

URL Analysis3/6

- 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 not set Fail

Page Speed1/1

- Load speed is under 2 seconds Pass

Title Analysis1/2

TrustedCare - UKs Leading Care Service Referral Platform

- 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 Analysis2/4

- All images have alt tags Pass
- Exact keyword should be used in an alt tag Fail
- Add exact keyword to an image file name Fail
- No underscores found in image file names Pass

Headings (H1-H6)2/3

H1

H2

1. Help & advice
2. Latest reviews
3. Most popular locations

H3

- 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 43
- Care 22
- Homes 20
- Home 12
- you 11

Mobile Analysis 2/2

- We found viewport metatag Pass
- We found Apple icon Pass

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 4/6

- Code is not W3C valid. Fail
- No flash elements found. Pass
- No inline CSS found Pass
- 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
- Add favicon.ico
- You must set your preferred domain (www/non www)
- Start title with keyword
- Fix description length
- Add keyword in description
- 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
- Use keyword max. 3 times
- Use bold, italic or underline for keyword
- Add exact keyword in the first 100 words
- Fix w3c validation errors
- 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

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