








# Seo Analyzer aristothemortgageman.com

Generated on April 01 2022 10:59 AM





The score is 38/100







## SEO Content

|    | <p>Title</p>                         | <p>About Us - Aristo the Mortgage Man</p> <p><b>Length : 34</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
|--|--------------------------------------|---|----------|---------|--------|-------|------|---------|-------|------------------------------------|-----|--------------------------------------|-----------|-------------------------|
|    | <p>Description</p>                   | <p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
|  | <p>Keywords</p>                      | <p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>  |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
|  | <p>Og Meta Properties</p>            | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1249 1481 1675"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>About Us - Aristo the Mortgage Man</td> </tr> <tr> <td>url</td> <td>http://www.aristothemortgageman.com/</td> </tr> <tr> <td>site_name</td> <td>Aristo the Mortgage Man</td> </tr> </tbody> </table>   | Property | Content | locale | en_US | type | website | title | About Us - Aristo the Mortgage Man | url | http://www.aristothemortgageman.com/ | site_name | Aristo the Mortgage Man |
| Property   | Content                              |   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
| locale   | en_US                                |   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
| type   | website                              |   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
| title  | About Us - Aristo the Mortgage Man   |   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
| url  | http://www.aristothemortgageman.com/ |   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
| site_name  | Aristo the Mortgage Man              |   |          |         |        |       |      |         |       |                                    |     |                                      |           |                         |
|  | <p>Headings</p>                      | <table border="1" data-bbox="539 1711 1481 1778"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>0</td> <td>1</td> <td>6</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1809 1043 2069" style="list-style-type: none"> <li>• [H1] About Us</li> <li>• [H3] Chat With Aristo..</li> <li>• [H4] 10:00 - 18:00</li> <li>• [H4] Toronto, ON M1B 3W3</li> <li>• [H4] Bus Tel : (416) 881-5927</li> <li>• [H4] Toronto Office</li> <li>• [H4] Markham Office</li> <li>• [H4] Contact Details</li> </ul> | H1       | H2      | H3     | H4    | H5   | H6      | 1     | 0                                  | 1   | 6                                    | 0         | 0                       |
| H1   | H2                                   | H3  | H4       | H5      | H6     |       |      |         |       |                                    |     |                                      |           |                         |
| 1  | 0                                    | 1   | 6        | 0       | 0      |       |      |         |       |                                    |     |                                      |           |                         |

## SEO Content

|   |                 |   |
|---|-----------------|---|
|  | Images          | We found 8 images on this web page.<br>2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images. |
|  | Text/HTML Ratio | Ratio : <b>4%</b><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.                             |
|  | Flash           | Perfect, no Flash content has been detected on this page.   |
|  | Iframe          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.  |

## SEO Links

|   |                         |  |
|---|-------------------------|--|
|   | URL Rewrite             | Good. Your links looks friendly!   |
|  | Underscores in the URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
|  | In-page links           | We found a total of 20 links including 0 link(s) to files                                      |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 20%<br>Internal Links 80%       |

## In-page links

| Anchor   | Type     | Juice         |
|--|----------|---------------|
| <a href="mailto:aariyaratnam@mortgagealliance.com">aariyaratnam@mortgagealliance.com</a> | Internal | Passing Juice |
| <a href="#">Home</a>   | Internal | Passing Juice |
| <a href="#">About Us</a>   | Internal | Passing Juice |
| <a href="#">Services</a>   | Internal | Passing Juice |
| <a href="#">Events</a>   | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Incentives</a>               | Internal | Passing Juice |
| <a href="#">Calculators</a>              | Internal | Passing Juice |
| <a href="#">Payment Calculator</a>       | Internal | Passing Juice |
| <a href="#">Affordability Calculator</a> | Internal | Passing Juice |
| <a href="#">Mortgage Calculator</a>      | Internal | Passing Juice |
| <a href="#">Debt Service Calculator</a>  | Internal | Passing Juice |
| <a href="#">Rates</a>                    | Internal | Passing Juice |
| <a href="#">Apply Online</a>             | External | Passing Juice |
| <a href="#">Contact Us</a>               | Internal | Passing Juice |
| <a href="#">News</a>                     | Internal | Passing Juice |
| <a href="#">Skip to content</a>          | Internal | Passing Juice |
| <a href="#">Facebook</a>                 | External | Passing Juice |
| <a href="#">Twitter</a>                  | External | Passing Juice |
| <a href="#">LinkedIn</a>                 | External | Passing Juice |
| <a href="#">Top</a>                      | Internal | Passing Juice |

## SEO Keywords



## Keywords Consistency

| Keyword  | Content | Title | Keywords | Description | Headings |
|----------|---------|-------|----------|-------------|----------|
| mortgage | 9       | ✓     | ✗        | ✗           | ✗        |
| future   | 3       | ✗     | ✗        | ✗           | ✗        |
| service  | 3       | ✗     | ✗        | ✗           | ✗        |
| provide  | 3       | ✗     | ✗        | ✗           | ✗        |

## Keywords Consistency

aristo

2



## Usability

|  |              |  |
|--|--------------|--|
|  | Url          | Domain : aristothemortgageman.com<br>Length : 24   |
|  | Favicon      | Great, your website has a favicon.   |
|  | Printability | We could not find a Print-Friendly CSS.  |
|  | Language     | You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website. |
|  | Dublin Core  | This page does not take advantage of Dublin Core.  |

## Document

|  |                 |   |
|--|-----------------|---|
|  | Doctype         | HTML 5  |
|  | Encoding        | Perfect. Your declared charset is UTF-8.  |
|  | W3C Validity    | Errors : 7<br>Warnings : 48   |
|  | Email Privacy   | Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.  |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.  |
|  | Speed Tips      | <ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li></ul> |

## Document

✔ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✔ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



### Robots.txt

<http://aristothemortgageman.com/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Missing

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but it can also be good to install a second in order to cross-check the data.