



Seo Analyzer bly.com

Generated on February 22 2022 06:21 AM





The score is 59/100







SEO Content

	Title	<p>Direct response copywriter Bob Bly</p> <p>Length : 34</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Bob Bly is a freelance direct response copywriter with over 4 decades of experience in writing copy that has increased response rates for his clients from 10% to 900%. McGraw-Hill calls Bob Bly America's top copywriter.</p> <p>Length : 219</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>America's top copywriter, top copywriters, Copywriter, copywriters, freelance copywriter, freelance copywriters, direct response copywriter, web copywriters, online copywriters, direct marketing copy, direct marketers, make money online, social networking, list segmentation, internet marketing, direct response marketing, online copywriting, landing page copywriting, copywriting that sells, internet marketing consultant, freelance copywriting, direct response copywriting</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table border="1" data-bbox="539 1742 1481 1816"> <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>2</td> <td>1</td> <td>0</td> <td>1</td> <td>5</td> </tr> </tbody> </table> <ul data-bbox="619 1845 1481 2078" style="list-style-type: none"> • [H1] Bob BlyThe direct response copywriter for the digital age™ • [H2] What's New • [H2] Bob's book "How to Create Irresistible Offers" published this month: • [H3] New FREE special report on marketing with content: • [H5] Need GreatCopy?Click HERENow! 	H1	H2	H3	H4	H5	H6	1	2	1	0	1	5
H1	H2	H3	H4	H5	H6									
1	2	1	0	1	5									

SEO Content

		<ul style="list-style-type: none"> • [H6] FREE B2BMARKETINGHANDBOOK • [H6] Free DM ROI Calculator Instantly calculates DM response rates • [H6] Sign up today to receive Bob Bly's FREE E-newsletter • [H6] Free Report: Writing Copy for the Digital Age • [H6] Free Marketing Rules of Thumb
	Images	<p>We found 4 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 15%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 44 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 11.36%</p> <p>Internal Links 88.64%</p>

In-page links

Anchor	Type	Juice
click here	Internal	Passing Juice
Home	Internal	Passing Juice

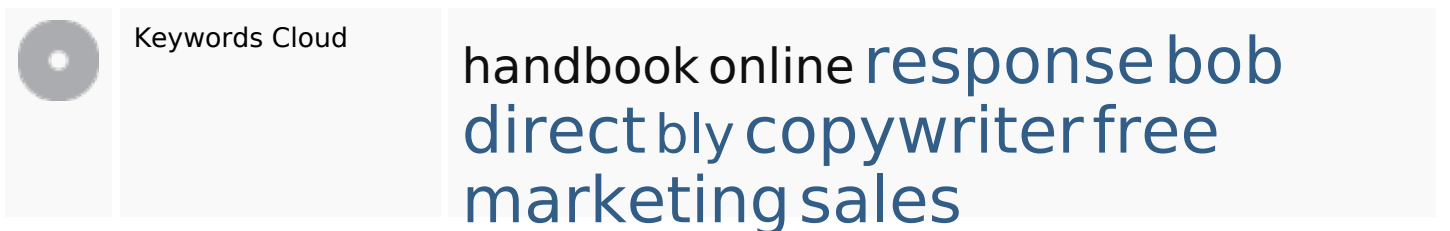
In-page links

Copywriting	Internal	Passing Juice
Copy Critique	Internal	Passing Juice
Consultation	Internal	Passing Juice
Accelerator	Internal	Passing Juice
Industrial Marketing	External	Passing Juice
Seminars	Internal	Passing Juice
Bio	Internal	Passing Juice
Portfolio	Internal	Passing Juice
Clients	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Methodology	Internal	Passing Juice
Monographs	Internal	Passing Juice
Online Payments	Internal	Passing Juice
FAQ	Internal	Passing Juice
Press Room	Internal	Passing Juice
Books	Internal	Passing Juice
Products	Internal	Passing Juice
Courses	Internal	Passing Juice
Affiliates	External	Passing Juice
Recommended	External	Passing Juice
Reports	Internal	Passing Juice
Briefings	Internal	Passing Juice
Articles	Internal	Passing Juice
Free App	External	Passing Juice
Free Audio	Internal	Passing Juice
Free Video	Internal	Passing Juice
Vendors	Internal	Passing Juice

In-page links

Blog	Internal	Passing Juice
For Writers Only	Internal	Passing Juice
Contact	Internal	Passing Juice
Links	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Glossary	Internal	Passing Juice
Sitemap	Internal	Passing Juice
Sign up today to receive Bob Bly's FREE E-newsletter	External	Passing Juice
Free Marketing Rules of Thumb	Internal	Passing Juice
www.bly.com	Internal	Passing Juice
&#114;&#119;&#98;&#108;&#121;&#64;&#98;&#108;&#121;&#46;&#99;&#111;&#109;	Internal	Passing Juice
www.bly.com/content	Internal	Passing Juice
www.bly.com/IrresistibleOffers	Internal	Passing Juice
What's New	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
direct	7	✓	✓	✓	✓
free	7	✗	✓	✓	✓
bob	7	✓	✗	✓	✓
marketing	6	✗	✓	✗	✓

Keywords Consistency

sales

6



Usability

	Url	Domain : bly.com Length : 7
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator 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 : 2 Warnings : 9						
	Email Privacy	Great no email address has been found in plain text!						
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><u></td><td>1</td></tr><tr><td><center></td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1	<center>	1
Deprecated tags	Occurrences							
<u>	1							
<center>	1							
	Speed Tips	Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles.						

Document

- ✔ Great, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✔ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

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

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<http://bly.com/sitemap.xml>

<https://www.bly.com/sitemap.xml>



Robots.txt

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

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics