










The score is 60/100






SEO Content

|  | Title | Digital Fizz Web Design Web Marketing Neston Wirral Chester Cheshire Length : 80 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length. | | | | | | | | | | | | | | | | |
|--|--|--|----------|---------|--------|-------|------|---------|-------|------|-------------|--|-----|-------------------------|-----------|--------------|-------|--|
|  | Description | Digital Fizz is a web design & marketing company specialising in mobile optimisation, eCommerce, CMS, social & email marketing, SEO & video production Length : 162 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length. | | | | | | | | | | | | | | | | |
|  | Keywords | Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords. | | | | | | | | | | | | | | | | |
|  | Og Meta Properties | Good, your page take advantage of Og Properties. <table><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>article</td></tr><tr><td>title</td><td>Home</td></tr><tr><td>description</td><td>Digital Fizz is a web design & marketing company specialising in mobile optimisation, eCommerce, CMS, social & email marketing, SEO & video production</td></tr><tr><td>url</td><td>http://digitalfizz.com/</td></tr><tr><td>site_name</td><td>Digital Fizz</td></tr><tr><td>image</td><td>http://digitalfizz.com/wp-content/uploads/2015/04/dflogo.png</td></tr></tbody></table> | Property | Content | locale | en_US | type | article | title | Home | description | Digital Fizz is a web design & marketing company specialising in mobile optimisation, eCommerce, CMS, social & email marketing, SEO & video production | url | http://digitalfizz.com/ | site_name | Digital Fizz | image | http://digitalfizz.com/wp-content/uploads/2015/04/dflogo.png |
| Property | Content | | | | | | | | | | | | | | | | | |
| locale | en_US | | | | | | | | | | | | | | | | | |
| type | article | | | | | | | | | | | | | | | | | |
| title | Home | | | | | | | | | | | | | | | | | |
| description | Digital Fizz is a web design & marketing company specialising in mobile optimisation, eCommerce, CMS, social & email marketing, SEO & video production | | | | | | | | | | | | | | | | | |
| url | http://digitalfizz.com/ | | | | | | | | | | | | | | | | | |
| site_name | Digital Fizz | | | | | | | | | | | | | | | | | |
| image | http://digitalfizz.com/wp-content/uploads/2015/04/dflogo.png | | | | | | | | | | | | | | | | | |

SEO Content

|  | Headings | <table><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>2</td><td>11</td><td>1</td><td>3</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Comprehensive eCommerce Solutions...• [H1] Your biz. Our fizz.• [H2] All your web needs in one place...• [H2] Website Design• [H2] Mobile Optimisation - Responsive Design• [H2] eCommerce• [H2] Content Management Systems (CMS)• [H2] Social Media Marketing• [H2] Video & Audio Production• [H2] Email Marketing• [H2] Search Engine Optimisation (SEO)• [H2] Website Hosting & Domain Management• [H2] Recent Projects• [H3] We'd Love To Hear From You!• [H4] Prochem Europe• [H4] Portable-UV by Integration Technology• [H4] Singsong Music Marketing | H1 | H2 | H3 | H4 | H5 | H6 | 2 | 11 | 1 | 3 | 0 | 0 |
|---|-----------------|--|----|----|----|----|----|----|---|----|---|---|---|---|
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 2 | 11 | 1 | 3 | 0 | 0 | | | | | | | | | |
|  | Images | <p>We found 18 images on this web page.</p> <p>16 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p> | | | | | | | | | | | | |
|  | Text/HTML Ratio | <p>Ratio : 2%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p> | | | | | | | | | | | | |
|  | Flash | <p>Perfect, no Flash content has been detected on this page.</p> | | | | | | | | | | | | |
|  | Iframe | <p>Great, there are no Iframes detected on this page.</p> | | | | | | | | | | | | |

SEO Links

| | | |
|---|-------------------------|--|
|  | URL Rewrite | <p>Good. Your links looks friendly!</p> |
|  | Underscores in the URLs | <p>Perfect! No underscores detected in your URLs.</p> |
|  | In-page links | <p>We found a total of 10 links including 0 link(s) to files</p> |

SEO Links

| | | |
|--|------------|-----------------------------------|
|  | Statistics | External Links : noFollow 0% |
| | | External Links : Passing Juice 0% |
| | | Internal Links 100% |

In-page links

| Anchor | Type | Juice |
|--------------------------------|----------|---------------|
| Home | Internal | Passing Juice |
| About Us | Internal | Passing Juice |
| Our Work | Internal | Passing Juice |
| Contact Us | Internal | Passing Juice |
| = | Internal | Passing Juice |
| Digital Fizz | Internal | Passing Juice |
| Permalink | Internal | Passing Juice |
| Permalink | Internal | Passing Juice |
| Permalink | Internal | Passing Juice |
| Privacy Policy | Internal | Passing Juice |

SEO Keywords

| | | |
|--|----------------|--|
|  | Keywords Cloud | all optimisation design web website fizz marketing digital management from |
|--|----------------|--|






Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| marketing | 15 | ✓ | ✗ | ✓ | ✓ |
| fizz | 12 | ✓ | ✗ | ✓ | ✓ |
| digital | 11 | ✓ | ✗ | ✓ | ✗ |







Keywords Consistency

| | | | | | |
|--------|----|---|---|---|---|
| web | 10 | ✓ | ✗ | ✓ | ✓ |
| design | 10 | ✓ | ✗ | ✓ | ✓ |

Usability

| | | |
|---|--------------|---|
|  | Url | Domain : digitalfizz.com Length : 15 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language | Good. Your declared language is en. |
|  | 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 : 60 Warnings : 30 |
|  | Email Privacy | Great no email address has been found in plain text! |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
|  | Speed Tips | <ul style="list-style-type: none">✓ Excellent, your website doesn't use nested tables.✗ Too bad, your website is using inline styles.✗ Too bad, your website has too many CSS files (more than 4). |

Document

- ✘ Too bad, your website has too many JS files (more than 6).
- ✘ Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

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

Optimization



XML Sitemap

Great, your website has an XML sitemap.

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



Robots.txt

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

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics



PIWIK