



# Seo Analyzer




## easymortgagecompany.com

Generated on March 31 2022 10:45 AM






The score is 56/100






## SEO Content

	Title	<p>Madison Mortgage Lender   Easy Mortgage Company Madison WI</p> <p><b>Length : 58</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>As your local Madison mortgage lender, we offer the best interest rates, lowest closing costs, and responsive service. Contact us or apply online today!</p> <p><b>Length : 152</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	Keywords	<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>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1317 1481 1937"> <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>Madison Mortgage Lender   Easy Mortgage Company Madison WI</td> </tr> <tr> <td>description</td> <td>As your local Madison mortgage lender, we offer the best interest rates, lowest closing costs, and responsive service. Contact us or apply online today!</td> </tr> <tr> <td>url</td> <td>https://www.easymortgagecompany.com/</td> </tr> <tr> <td>site_name</td> <td>Easy Mortgage Company</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Madison Mortgage Lender   Easy Mortgage Company Madison WI	description	As your local Madison mortgage lender, we offer the best interest rates, lowest closing costs, and responsive service. Contact us or apply online today!	url	https://www.easymortgagecompany.com/	site_name	Easy Mortgage Company
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## SEO Content

	Headings	<b>H1</b> 5	<b>H2</b> 5	<b>H3</b> 0	<b>H4</b> 7	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"><li>• [H1] Tired of being turned away?</li><li>• [H1] Looking for a competitive lender?</li><li>• [H1]</li><li>• [H1] Online Home Loan Application</li><li>• [H1] Have a question? Ask an Expert here!</li><li>• [H2] Easy Mortgage, Madison, WI</li><li>• [H2] Buy a Home in 6 Easy Steps with our Mortgage 101 Guide</li><li>• [H2] View our Home Loan Programs</li><li>• [H2] Apply Online &amp; Get Pre-Approved</li><li>• [H2] Home buying is personal. Our Easy Mortgage Madison, Wisconsin team wants to be your personal lender and is ready to help you every step of the way.</li><li>• [H4] Why Are Your Rates So Low?</li><li>• [H4] What Mortgage Products Do You Offer?</li><li>• [H4] How Much Can I Afford?</li><li>• [H4] No Down Payment Programs</li><li>• [H4] Contact Us</li><li>• [H4] Resources</li><li>• [H4] Disclaimers</li></ul>					
	Images	We found 4 images on this web page. Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : <b>1%</b> 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 27 links including 0 link(s) to files

## SEO Links



### Statistics

External Links : noFollow 0%

External Links : Passing Juice 3.7%

Internal Links 96.3%


## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Current Mortgage Rates</a>	Internal	Passing Juice
<a href="#">Home Loan Programs</a>	Internal	Passing Juice
<a href="#">Fixed Rate Home Loans</a>	Internal	Passing Juice
<a href="#">Adjustable Rate Home Loans</a>	Internal	Passing Juice
<a href="#">FHA Home Loans</a>	Internal	Passing Juice
<a href="#">Jumbo Loans</a>	Internal	Passing Juice
<a href="#">No Down Payment Programs</a>	Internal	Passing Juice
<a href="#">Veterans Loans</a>	Internal	Passing Juice
<a href="#">WHEDA Loans</a>	Internal	Passing Juice
<a href="#">USDA Home Loans</a>	Internal	Passing Juice
<a href="#">Apply Now</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Mortgage Calculator</a>	Internal	Passing Juice
<a href="#">Mortgage 101 Guide</a>	Internal	Passing Juice
<a href="#">Document Checklist</a>	Internal	Passing Juice
<a href="#">How We Help First Time Home Owners</a>	Internal	Passing Juice
<a href="#">Getting A Home Loan With Bad Credit</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice

## In-page links

<a href="#">Team</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">approved</a>	Internal	Passing Juice
<a href="#">Apply Online</a>	Internal	Passing Juice
<a href="#">Terms of Service</a>	Internal	Passing Juice
<a href="#">RAD Web Marketing</a>	External	Passing Juice




## SEO Keywords

 Keywords Cloud	first <b>loans</b> getting help programs mortgage how <b>home</b> loan rate
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
home	8	✘	✘	✘	✔
loans	7	✘	✘	✘	✘
mortgage	3	✔	✘	✔	✔
loan	2	✘	✘	✘	✔
programs	2	✘	✘	✘	✔












## Usability

 Url	Domain : easymortgagecompany.com Length : 23
 Favicon	Great, your website has a favicon.
 Printability	We could not find a Print-Friendly CSS.

## Usability

	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 : 14 Warnings : 19
	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"><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><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://easymortgagecompany.com/sitemap.xml">http://easymortgagecompany.com/sitemap.xml</a>
	Robots.txt	<a href="http://easymortgagecompany.com/robots.txt">http://easymortgagecompany.com/robots.txt</a> 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.