Seo Analyzer
exchangezone.ca

The score is 68/100

SEO Content

✓	Title	Exchange Zone - The Great Exchange Book by Terry R. Bone **Length : 56** Perfect, your title contains between 10 and 70 characters.
✓	Description	The Great Exchange - Passing the baton between generations of world shapers. A book by Terry R. Bone. **Length : 101** Great, your meta description contains between 70 and 160 characters.
✗	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.

Property	Content
url	https://exchangezone.ca/
site_name	Exchange Zone
locale	en_US
type	website
title	Exchange Zone - The Great Exchange Book by Terry R. Bone
description	The Great Exchange - Passing the baton between generations of world shapers. A book by Terry R. Bone.
image	https://exchangezone.ca/wp-content/uploads/2018/10/TGE_cover-680x1024.jpg
image:secure_url	https://exchangezone.ca/wp-content/uploads/2018/10/TGE_cover-680x1024.jpg

SEO Content

⦿	Headings	**H1** 0	**H2** 12	**H3** 0	**H4** 0	**H5** 1	**H6** 0

- [H2] 'The Season is NOW for this book, this message must get 'out there'
- [H2] 'Terry redefines what it means for a Leader to finish well'
- [H2] 'The concept of the exchange zone has impacted how I think of every relationship in my life.'
- [H2] 'I couldn't put it down. Our success is found in the exchange zone with the next generation'
- [H2] "The Great Exchange comes at a crucial time for leaders unsure how to properly enable the next generation to RUN"
- [H2] Contents
- [H2] Your Amazing Race
- [H2] Contents
- [H2] Discovery
- [H2] From Destiny to Dynasty
- [H2] Exchange Zone
- [H2] An Unstoppable Life
- [H5] LATEST RELEASE

✓	Images	We found 3 images on this web page. Good, most or all of your images have alt attributes.
✗	Text/HTML Ratio	Ratio : **1%** 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	Great, there are no Iframes detected on this page.

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 9 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0%

SEO Links

		External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
About Terry	Internal	Passing Juice
What Leaders Are Saying	Internal	Passing Juice
Coaching & Consulting	Internal	Passing Juice
Blog	Internal	Passing Juice
Shop	Internal	Passing Juice
Contact	Internal	Passing Juice
Book Preview	Internal	Passing Juice

SEO Keywords

Keywords Cloud	book skip great zone exchange content terry bone

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
exchange	2	✔	✖	✔	✔
zone	1	✔	✖	✖	✔
great	1	✔	✖	✔	✔
book	1	✔	✖	✔	✔
terry	1	✔	✖	✔	✔

Usability

	Url	Domain : exchangezone.ca 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	Great. This page take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 4 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	✔ 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). ✖ Too bad, your website has too many JS files (more than 6). ✔ 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://exchangezone.ca/sitemap.xml
	Robots.txt	http://exchangezone.ca/robots.txt
		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.
		Google Analytics