

### **SEO Content**

| $\bigotimes$ | Title              | Length : 0  |  |  |
|--------------|--------------------|---|--|--|
|              |                    | Very bad. We haven't found title on your page.  |  |  |
| $\bigotimes$ | Description        | Length : 0  |  |  |
|              |                    | Very bad. We haven't found meta description on your page. Use <u>this</u> <u>free online meta tags generator</u> to create description.   |  |  |
| $\bigotimes$ | Keywords           | Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.   |  |  |
| 8            | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows<br>social crawler's better structurize your page. Use <u>this free og</u><br><u>properties generator</u> to create them. |  |  |
| 0            | Headings           | H1         H2         H3         H4         H5         H6           0         0         0         0         0         0         0   |  |  |
| 0            | Images             | We found 0 images on this web page.<br>Good, most or all of your images have alt attributes.  |  |  |
| $\bigotimes$ | Text/HTML Ratio    | Ratio : <b>0%</b><br>This page's ratio of text to HTML code is below 15 percent, this means<br>that your website probably needs more text content.  |  |  |
| 0            | Flash              | Perfect, no Flash content has been detected on this page.   |  |  |
| $\bigcirc$   | lframe             | Great, there are no Iframes detected on this page.  |  |  |

## **SEO Links**

| $\bigotimes$ | URL Rewrite                | Bad. Your links have query string.                                |
|--------------|----------------------------|---|
| 0            | Underscores in the<br>URLs | Perfect! No underscores detected in your URLs.                    |
| 0            | In-page links              | We found a total of 1 links including 0 link(s) to files          |
| 0            | Statistics                 | External Links : noFollow 0%<br>External Links : Passing Juice 0% |
|              |                            | Internal Links 100%   |

# In-page links

| Anchor                | Туре     | Juice         |
|-----------------------|----------|---------------|
| Click here to proceed | Internal | Passing Juice |

## **SEO Keywords**



Keywords Cloud

# **Keywords Consistency**

# Usability

| 0 | Url          | Domain : larahartley.com<br>Length : 15   |
|---|--------------|---|
|   | Favicon      | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often. |
|   | Printability | We could not find a Print-Friendly CSS.   |

# Usability

| $\bigotimes$ |             |   |
|--------------|-------------|---|
| $\bigotimes$ | Language    | You have not specified the language. Use <u>this free meta tags generator</u> to declare the intended language of your website. |
| $\bigotimes$ | Dublin Core | This page does not take advantage of Dublin Core.   |

#### Document

| ⊗ | Doctype         | Missing doctype   |                       |
|---|-----------------|---|-----------------------|
| 0 | Encoding        | Perfect. Your declared charset is UT  | F-8.                  |
|   | W3C Validity    | Errors : 9<br>Warnings : 2  |                       |
| 0 | Email Privacy   | Great no email address has been fo  | und in plain text!    |
|   | Deprecated HTML | Deprecated tags   | Occurrences           |
|   |                 | <frameset></frameset>   | 1                     |
|   |                 | <frame/>  | 1                     |
|   |                 | <noframes></noframes>   | 1                     |
|   |                 | Deprecated HTML tags are HTML tag<br>recommended that you remove or r<br>they are now obsolete. |                       |
| 0 | Speed Tips      | <ul> <li>Excellent, your website doesn</li> </ul>   | 't use nested tables. |
|   |                 | <ul> <li>Perfect. No inline css has been</li> </ul>   | n found in HTML tags! |
|   |                 | <ul> <li>Great, your website has few C</li> </ul>   | CSS files.            |
|   |                 | <ul> <li>Perfect, your website has few</li> </ul>   | JavaScript files.     |
|   |                 | <ul> <li>Perfect, your website takes ad</li> </ul>  | dvantage of gzip.     |

### Mobile

| 0 | Mobile Optimization | × | Apple Icon        |
|---|---------------------|---|-------------------|
|   |                     | ~ | Meta Viewport Tag |
|   |                     | ۲ | Flash content     |

# Optimization

| 0          | XML Sitemap | Great, your website has an XML sitemap.<br>http://larahartley.com/sitemap.xml  |
|------------|-------------|--|
| $\bigcirc$ | Robots.txt  | http://larahartley.com/robots.txt<br>Great, your website has a robots.txt file.  |
| 8          | Analytics   | Missing<br>We didn't detect an analytics tool installed on this website.<br>Web analytics let you measure visitor activity on your website. You<br>should have at least one analytics tool installed, but It can also be<br>good to install a second in order to cross-check the data. |