








The score is 64/100







SEO Content

	Title	SMS and Email marketing software - Now Marketing Length : 48 Perfect, your title contains between 10 and 70 characters.												
	Description	Now Marketing Length : 13 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	Keywords	now, marketing, platform Good, your page contains meta keywords.												
	Og Meta Properties	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.												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>1</td><td>1</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Now Marketing• [H2] The all-in-one marketing system you'll love• [H3] Bulk Email & SMS with in-depth analytics and contacts database management	H1	H2	H3	H4	H5	H6	1	1	1	0	0	0
H1	H2	H3	H4	H5	H6									
1	1	1	0	0	0									
	Images	We found 2 images on this web page. 1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.												
	Text/HTML Ratio	Ratio : 6% 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.												

SEO Content

		
	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 1 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Learn more	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	sms software email now features sign pricing login marketing
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Keywords Consistency

marketing	3	✓	✓	✓	✓
sms	2	✓	✗	✗	✓
email	2	✓	✗	✗	✓
now	2	✓	✓	✓	✓
software	1	✓	✗	✗	✗


Usability

	Url	Domain : mail-serv.co.uk Length : 15
	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	XHTML 1.0 Transitional
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 3 Warnings : 8
	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.





Document

	Speed Tips	✓ Excellent, your website doesn't use nested tables.
		✗ Too bad, your website is using inline styles.
		✓ 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://mail-serv.co.uk/sitemap.xml
		http://www.nowmarketing.co.uk/sitemap.xml
	Robots.txt	http://mail-serv.co.uk/robots.txt
		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.
		 Google Analytics