



# Seo Analyzer ontargetwriter.com

Generated on January 15 2022 19:40 PM

The score is **54/100**



## SEO Content





	Title	<p>OnTargetWriter.com Home - OnTargetWriter.com</p> <p><b>Length : 44</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	Description	<p>Need more B2B leads to turn quickly into sales? Michelle Murray's Atlanta B2B copywriter and content marketing services increases the ROI for many clients.</p> <p><b>Length : 155</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" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Property</th> <th style="text-align: left;">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>Home - OnTargetWriter.com</td> </tr> <tr> <td>description</td> <td>Need more B2B leads to turn quickly into sales? Michelle Murray's Atlanta B2B copywriter and content marketing services increases the ROI for many clients.</td> </tr> <tr> <td>url</td> <td>http://ontargetwriter.com/</td> </tr> <tr> <td>site_name</td> <td>OnTargetWriter.com</td> </tr> <tr> <td>image</td> <td>http://ontargetwriter.com/wp-content/uploads/2013/01/send_me_a_free_report_btn.png</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Home - OnTargetWriter.com	description	Need more B2B leads to turn quickly into sales? Michelle Murray's Atlanta B2B copywriter and content marketing services increases the ROI for many clients.	url	http://ontargetwriter.com/	site_name	OnTargetWriter.com	image	http://ontargetwriter.com/wp-content/uploads/2013/01/send_me_a_free_report_btn.png
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url	http://ontargetwriter.com/																	
site_name	OnTargetWriter.com																	
image	http://ontargetwriter.com/wp-content/uploads/2013/01/send_me_a_free_report_btn.png																	
	Headings	<p><b>H1      H2      H3      H4      H5      H6</b></p>																

# SEO Content





0 1 2 33 0 0

- [H2] Need High Impact ... On Target Copy - On Call?
- [H3] Client Testimonials
- [H3] Download free resources
- [H4] If you are like most marketing professionals, you are here because you ...
- [H4]
- [H4] Want to increase quality leads or boost sales
- [H4]
- [H4] Need to convert complex information into compelling lead generating copy
- [H4]
- [H4] Realize your in-house writers are out of capacity and need content
- [H4]
- [H4] Require a B2B copywriter to bring your marketing projects across the finish line - with speed!
- [H4] Need a B2B copywriter who ...
- [H4]
- [H4] Writes fresh, energizing content to attract, engage, and nurture your prospects
- [H4]
- [H4] Understands B2B or technology and can quickly grasp your market
- [H4]
- [H4] Powerfully connects with your audience using the right tone of voice while maintaining your brand in every piece of copy
- [H4] Prefer a strategic marketer who ...
- [H4]
- [H4] Helps define your unique selling proposition and marketing message to differentiate your solution
- [H4]
- [H4] Builds reliable and predictable customer lead generating systems with proven strategies for online, offline or across social media
- [H4]
- [H4] Develops playbooks with call scripts and tools to give your sales team the advantage to win
- [H4] You expect ...
- [H4]
- [H4] Reliability, quality, and a commitment to your success
- [H4] You've come to the right place ... I can help you with your web copy, white papers, case studies, newsworthy content, articles and more.
- [H4]
- [H4] When your copy is on target, you'll gain more clicks, more leads, and more sales.
- [H4] Contact me at [Michelle@OnTargetWriter.com](mailto:Michelle@OnTargetWriter.com) and
- [H4] ... let's get started!
- [H4] Pete Nassos, Executive Director of BFSI at Dell
- [H4] "Highly recommend Michelle for her insights, solid marketing and business development services!"...

## SEO Content

	Images	We found 20 images on this web page.  2 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 : <b>7%</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	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 28 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 3.57%  Internal Links 96.43%

## In-page links

Anchor	Type	Juice
<a href="#">View more..</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Why Choose Me as Your B2B Copywriter</a>	Internal	Passing Juice

## In-page links

<a href="#">How We Work Together</a>	Internal	Passing Juice
<a href="#">Rates</a>	Internal	Passing Juice
<a href="#">Client List</a>	Internal	Passing Juice
<a href="#">Industries</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">White Papers</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">Web Copywriting</a>	Internal	Passing Juice
<a href="#">Newsletters, Email, Articles</a>	Internal	Passing Juice
<a href="#">Trade Show</a>	Internal	Passing Juice
<a href="#">Lead Generating Content</a>	Internal	Passing Juice
<a href="#">Ghost Writing Books</a>	Internal	Passing Juice
<a href="#">Marketing Consultant</a>	Internal	Passing Juice
<a href="#">Portfolio</a>	Internal	Passing Juice
<a href="#">B2B Technology Portfolio</a>	Internal	Passing Juice
<a href="#">What's New</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Reports</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Privacy Statement</a>	Internal	Passing Juice
<a href="#">Terms and Conditions</a>	Internal	Passing Juice
<a href="#">Site Map</a>	Internal	Passing Juice
<a href="#">Website By: Elegant Image Studios, Inc.</a>	External	Passing Juice
<a href="#">Back to Top</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

case copy need content more  
portfolio marketing client






## SEO Keywords

ontargetwriter **b2b**



### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	6	✘	✘	✔	✔
marketing	5	✘	✘	✔	✔
b2b	5	✘	✘	✔	✔
copy	5	✘	✘	✔	✔
content	4	✘	✘	✔	✔










### Usability

	Url	Domain : ontargetwriter.com Length : 18
	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 : 12



## Document

		Warnings : 31						
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.						
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;u&gt;</td><td>2</td></tr><tr><td>&lt;center&gt;</td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	2	<center>	1
Deprecated tags	Occurrences							
<u>	2							
<center>	1							
	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	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p><a href="http://ontargetwriter.com/robots.txt">http://ontargetwriter.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>

## Optimization



Analytics

Great, your website has an analytics tool.



Google Analytics