Seo Analyzer
thesmartshark.com

The score is 43/100

SEO Content

✓	Title	Smart Shark | Home — SMART SHARK **Length : 38** Perfect, your title contains between 10 and 70 characters.
⚠	Description	We help elite coaches get what they're worth. **Length : 50** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✗	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
locale	en_US
type	website
title	Smart Shark | Home — SMART SHARK
description	We help elite coaches get what they're worth.
url	https://thesmartshark.com/
site_name	SMART SHARK
image	http://thesmartshark.com/wp-content/uploads/2022/02/Smart-Shark-Social-Card.png
image:width	940
image:height	788
image:type	image/png

SEO Content

		image:url	http://thesmartshark.com/wp-content/uploads/2022/02/Smart-Shark-Social-Card.png				

	Headings	H1	H2	H3	H4	H5	H6
		9	3	0	6	0	0

- [H1] We help elite coaches get what they're worth.
- [H1] We specialize in the thing that matters most – Helping you reach your Freedom Number
- [H1] Our Core Values
- [H1] Integrity
- [H1] Ownership
- [H1] Simplicity
- [H1] Results
- [H1] Just A Few of the Brands We've Worked With
- [H1] Featured Articles & Videos
- [H2] 3 Simple Steps for Improved Client Retention
- [H2] The 5 Building Blocks of Business
- [H2] Building Your Life with Intention
- [H4] Marketing
- [H4] Lead Generation
- [H4] Follow-Up
- [H4] Sales
- [H4] SITE POLICIES
- [H4] Privacy Overview

	Images	We found 20 images on this web page.
		16 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 : **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	Bad. Your links have query string.

	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.

SEO Links

✓	In-page links	We found a total of 21 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 19.05%
		Internal Links 80.95%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About Us	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Fit Pro Collective	External	Passing Juice
Media	Internal	Passing Juice
Podcast	External	Passing Juice
Book	External	Passing Juice
Blog	Internal	Passing Juice
Members Area	Internal	Passing Juice
3 Simple Steps for Improved Client Retention	Internal	Passing Juice
Jonathan Lautermilch	Internal	Passing Juice
Marketing	Internal	Passing Juice
The 5 Building Blocks of Business	Internal	Passing Juice
Building Your Life with Intention	Internal	Passing Juice
« Older Entries	Internal	Passing Juice
Log in	Internal	Passing Juice
Lost password?	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Terms of Use	External	Passing Juice

In-page links

Read More	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	browser essential basic stored accept cookies experience website necessary -necessary

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
cookies	14	✖	✖	✖	✖
website	9	✖	✖	✖	✖
necessary	5	✖	✖	✖	✖
-necessary	3	✖	✖	✖	✖
experience	3	✖	✖	✖	✖

Usability

	Url	Domain : thesmartshark.com Length : 17
✔	Favicon	Great, your website has a favicon.
✔	Printability	Great. We have found 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 : 7 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://thesmartshark.com/sitemap.xml
✓	Robots.txt	http://thesmartshark.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization

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.