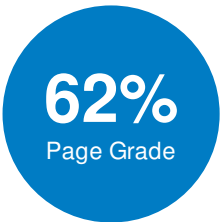
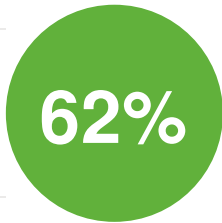


Landing Page Audit
sm2.accountants

Keyword
accounting



Put the important stuff above the fold.

SPEED

SECONDS	1.38	KILOBYTES	1239.98	REQUESTS	43
---------	------	-----------	---------	----------	----

- ✓ This page loads fast enough
- ✓ This size of this page is ok
- ✓ The number of file requests is acceptable

URL

sm2.accountants	
✓	URL is SEO friendly
✗	Exact keyword not found in this URL
✓	No underscores in URL
✓	Page is close enough to top-level domain

Landing Page Audit

sm2.accountants

Keyword

accounting

62%

TITLE TAG

SM2 | FORWARD THINKING

- ✗ Title tag should contain keyword
- ✗ Title tag should begin with keyword
- ✓ Title tag has 70 characters or less

DESCRIPTION TAG

Not found.

- ✗ Description tag needs exact keyword
- ✗ Description tag should be 160 characters or less

IMAGE ANALYSIS

27 images

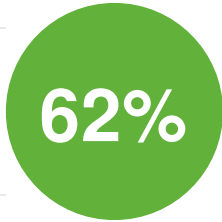
- ✓ All images have alt tags
- ✗ Add your exact keyword to an alt tag
- ✗ Add exact keyword to an image file name
- ✗ Remove any underscores in image file names

Landing Page Audit

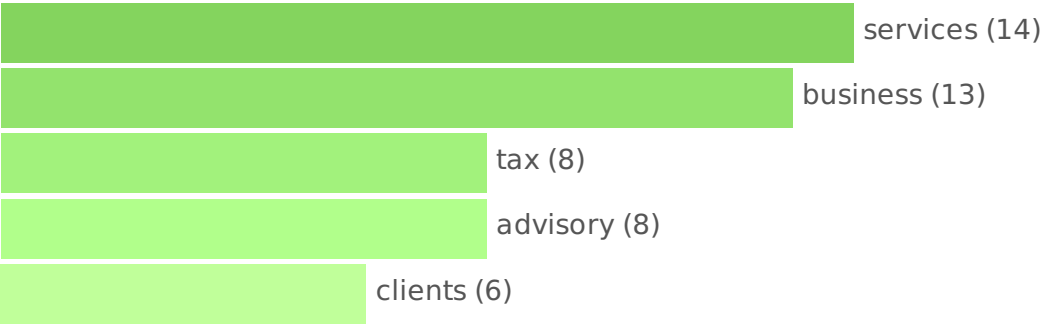
sm2.accountants

Keyword

accounting



TOP 5 WORDS USED



HEADING TAGS

H1 Tag: WHY SM SQUARED

H2 Tag: CFO SERVICES

H3 Tag: We keep our clients ahead of the curve with our multi-disciplined, practical and strategic problem solver approach that transforms your business.

✓ Found heading tags: H1, H2, and H3

✓ Exact keyword found in H1, H2, or H3 tag

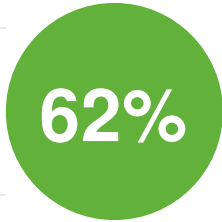
✗ Remove any duplicate heading tags

Landing Page Audit

sm2.accountants

Keyword

accounting



COPY ANALYSIS

- You should have 2,000+ words on this page
- Only use exact keyword 2-4 times
- Exact keyword is bolded, italicized, or underlined
- Exact keyword found in the first 100 words

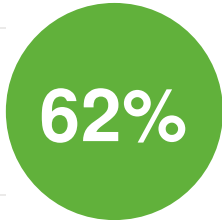
- Add your exact keyword to anchor text
- Link this page to a sitemap.html

CODE ANALYSIS

- HTML is not W3C validated
- No flash found
- Remove inline CSS
- Text to HTML ratio is too low (< 25%)
- Add schemaorg markup
- Link to a sitemap.xml

Landing Page Audit
sm2.accountants

Keyword
accounting



SOCIAL ANALYSIS



Page Shares

Page Shares

Page +1's



Domain Shares

Domain Shares

Domain +1's

- ☐ Add a tweet button
- ☐ Add a Facebook share or like button
- ☐ Add a Google+ button
- ☐ Add a link to a blog

Landing Page Audit

sm2.accountants

Keyword

accounting

62%

MOBILE ANALYSIS

✗ Add a mobile sitemap

✓ Server uses compression (e.g., gzip)

✗ Add an Apple icon

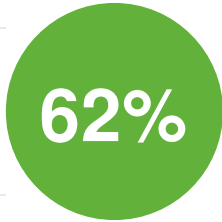
✓ We found a viewport metatag

Mobile-friendly landing pages and blog articles rank higher in Google's mobile search results.



Landing Page Audit
sm2.accountants

Keyword
accounting



PAGE LINK ANALYSIS



0 links from other sites



0 links from unique domains



This page has 12 outbound links



This page has 12 outbound follow links



MozTrust page score: 0



MozRank page score: 0



Moz Page Authority: 1

ROOT DOMAIN LINK ANALYSIS



0 links from other sites



0 links from unique domains



MozTrust domain score: 0



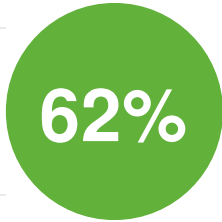
MozRank domain score: 0



Moz Domain Authority: 1

Landing Page Audit
sm2.accountants

Keyword
accounting



DOMAIN ANALYSIS

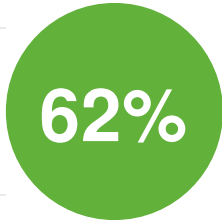
<i>sm2.accountants</i>	
✓	Domain is < 15 characters in length
✗	Domain should contain exact keyword
✓	This domain is 1 years, 298 days old
✗	This domain expires in 0 years, 67 days
✓	Preferred domain set
✗	Canonicalize your IP address
✓	Site is accessible via http (SSL)
✓	robots.txt file found
✓	Favicon found

Landing Page Audit

sm2.accountants

Keyword

accounting



TASKS

- ☐ Exact keyword not found in this URL
- ☐ Title tag should contain keyword
- ☐ Title tag should begin with keyword
- ☐ Description tag needs exact keyword
- ☐ Description tag should be 160 characters or less
- ☐ Add your exact keyword to an alt tag
- ☐ Add exact keyword to an image file name
- ☐ Remove any underscores in image file names
- ☐ Remove any duplicate heading tags
- ☐ You should have 2,000+ words on this page

TASKS

☐ Add your exact keyword to anchor text

☐ Link this page to a sitemap.html

☐ HTML is not W3C validated

☐ Remove inline CSS

☐ Text to HTML ratio is too low (< 25%)

☐ Add schemaorg markup

☐ Link to a sitemap.xml

☐ Add a tweet button

☐ Add a Facebook share or like button

TASKS

☐ Add a link to a blog

☐ Add a mobile sitemap

☐ Add an Apple icon

☐ 0 links from other sites

☐ 0 links from unique domains

☐ MozTrust page score: 0

☐ MozRank page score: 0

☐ Moz Page Authority: 1

☐ 0 links from other sites

TASKS

☐ MozTrust domain score: 0

☐ MozRank domain score: 0

☐ Moz Domain Authority: 1

☐ Domain should contain exact keyword

☐ This domain expires in 0 years, 67 days

☐ Canonicalize your IP address

Landing Page Audit

sm2.accountants

Keyword

accounting

62%

SUMMARY

Let us help you complete the tasks above and get your web pages and website ranked higher in major search engines like Google.
We will help you dramatically increase targeted traffic, conversions, and sales from your website.

Thank you,

PageRank

mysiteauditor@pagerank.co.za

+27 82 850 3563