



Landing Page Audit
www.yahoo.com

Keyword
search

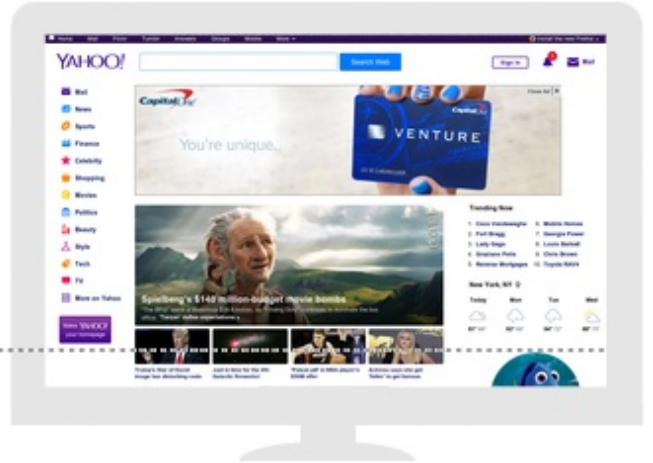
71%

36
Good Signals

22
Issues Found

71%
Page Grade

Put the important stuff above the fold. <



SPEED

SECONDS	4.8	KILOBYTES	1438.77	REQUESTS	71
---------	-----	-----------	---------	----------	----

✗ This page should load quicker

✓ This size of this page is ok

✗ Too many file requests

URL

www.yahoo.com

✓ 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
www.yahoo.com

Keyword
search

71%

TITLE TAG

Yahoo

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

DESCRIPTION TAG

News, email and search are just the beginning. Discover more every day. Find your yodel.

- ✓ Description tag includes exact keyword
- ✓ Description tag has 160 characters or less

IMAGE ANALYSIS

42 images

- ✗ Every image on this page needs an alt tag
- ✗ Add your exact keyword to an alt tag
- ✓ Exact keyword in an image file name
- ✗ Remove any underscores in image file names



Landing Page Audit

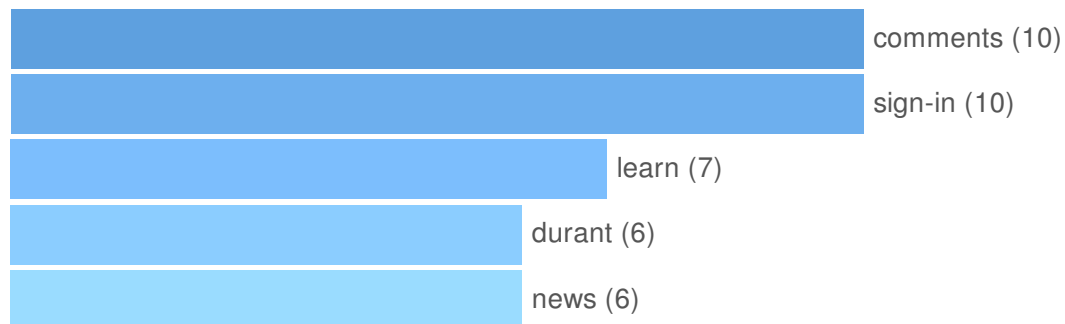
www.yahoo.com

Keyword

search

71%

TOP 5 WORDS USED



HEADING TAGS

H1 Tag: Yahoo
H2 Tag: 5 officers killed in Dallas sniper ambush
H3 Tag: Obama condemns 'despicable' Dallas attack

✓ Found heading tags: H1, H2, and H3

✗ Add exact keyword to H1, H2, or H3 tag

✓ There are no duplicate heading tags



Landing Page Audit

www.yahoo.com

Keyword

search

71%

COPY ANALYSIS

✗ You should have 2,000+ words on this page

✗ Only use exact keyword 2-4 times

✗ Bold, italicize, or underline exact keyword

✓ Exact keyword found in the first 100 words

✗ Add your exact keyword to anchor text

✓ Link to a sitemap.html found

CODE ANALYSIS

✓ HTML is W3C validated

✓ No flash found

✗ Remove inline CSS

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

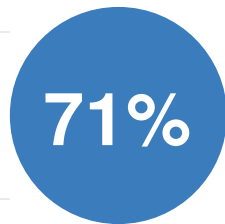
✗ Add schemaorg markup

✓ Link to a sitemap.xml found



Landing Page Audit
www.yahoo.com

Keyword
search



SOCIAL ANALYSIS



✓ Tweet button found

✗ Add a Facebook share or like button

✗ Add a Google+ button

✓ We found a link to a blog



Landing Page Audit

www.yahoo.com

Keyword

search

71%

MOBILE ANALYSIS

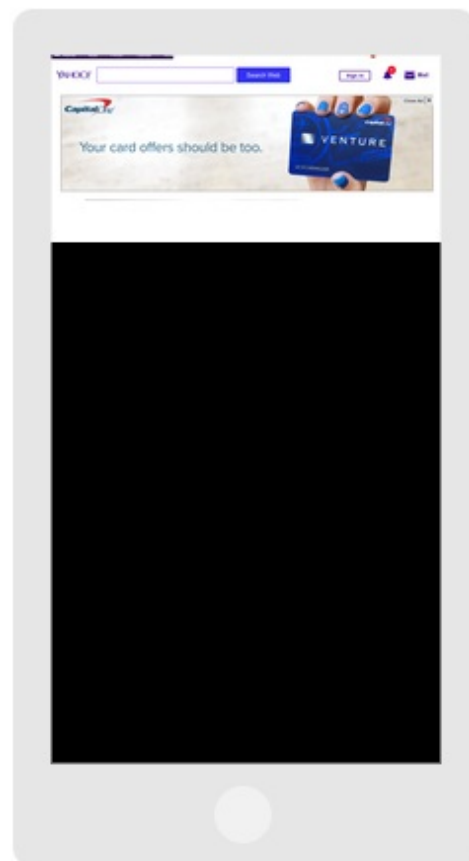
✘ Add a mobile sitemap

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

✘ Add an Apple icon

✘ Add a viewport metatag

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





Landing Page Audit

www.yahoo.com

Keyword

search

71%

PAGE LINK ANALYSIS



- ✓ Found 3086630 links from other sites
- ✓ Found 133431 links from unique domains
- ✓ This page has 13 outbound links
- ✓ This page has 11 outbound follow links
- ✓ MozTrust page score: 7
- ✓ MozRank page score: 7.86
- ✓ Moz Page Authority: 96.63

ROOT DOMAIN LINK ANALYSIS



- ✓ Found 105812579 links from other sites
- ✓ Found 871033 links from unique domains
- ✓ MozTrust domain score: 8.5
- ✓ MozRank domain score: 8.49
- ✓ Moz Domain Authority: 99.5



Landing Page Audit

www.yahoo.com

Keyword

search

71%

DOMAIN ANALYSIS

www.yahoo.com

✓ Domain is < 15 characters in length

✗ Domain should contain exact keyword

✓ This domain is 21 years, 172 days old

✓ This domain expires in 7 years, 193 days

✓ Preferred domain set

✓ IP redirects to your URL

✓ Site is accessible via HTTPS (SSL)

✓ robots.txt file found

✓ Favicon found



Landing Page Audit

www.yahoo.com

Keyword

search

71%

TASKS

- This page should load quicker
- Too many file requests
- Exact keyword not found in this URL
- Title tag should contain keyword
- Title tag should begin with keyword
- Every image on this page needs an alt tag
- Add your exact keyword to an alt tag
- Remove any underscores in image file names
- Add exact keyword to H1, H2, or H3 tag
- You should have 2,000+ words on this page



TASKS

Bold, italicize, or underline exact keyword

Add your exact keyword to anchor text

Remove inline CSS

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

Add schemaorg markup

Add a Facebook share or like button

Add a Google+ button

Add a mobile sitemap

Add an Apple icon



TASKS

- Domain should contain exact keyword
-



Landing Page Audit

www.yahoo.com

Keyword

search

71%

SUMMARY

Completing the above tasks is the first step in getting your site generating more sales for your business.

If you are interested in dramatically increasing your revenue then please schedule a call with us to discuss your goals and how we can help you achieve them.

Click here to select a suitable time for us to call you: <https://wilson-bloom-digital-marketing.youcanbook.me/>

Thank you,

Wilson Bloom

info@wilsonbloom.com

UK: +44 (0) 203 397 3087

USA: +1 888 839 7009