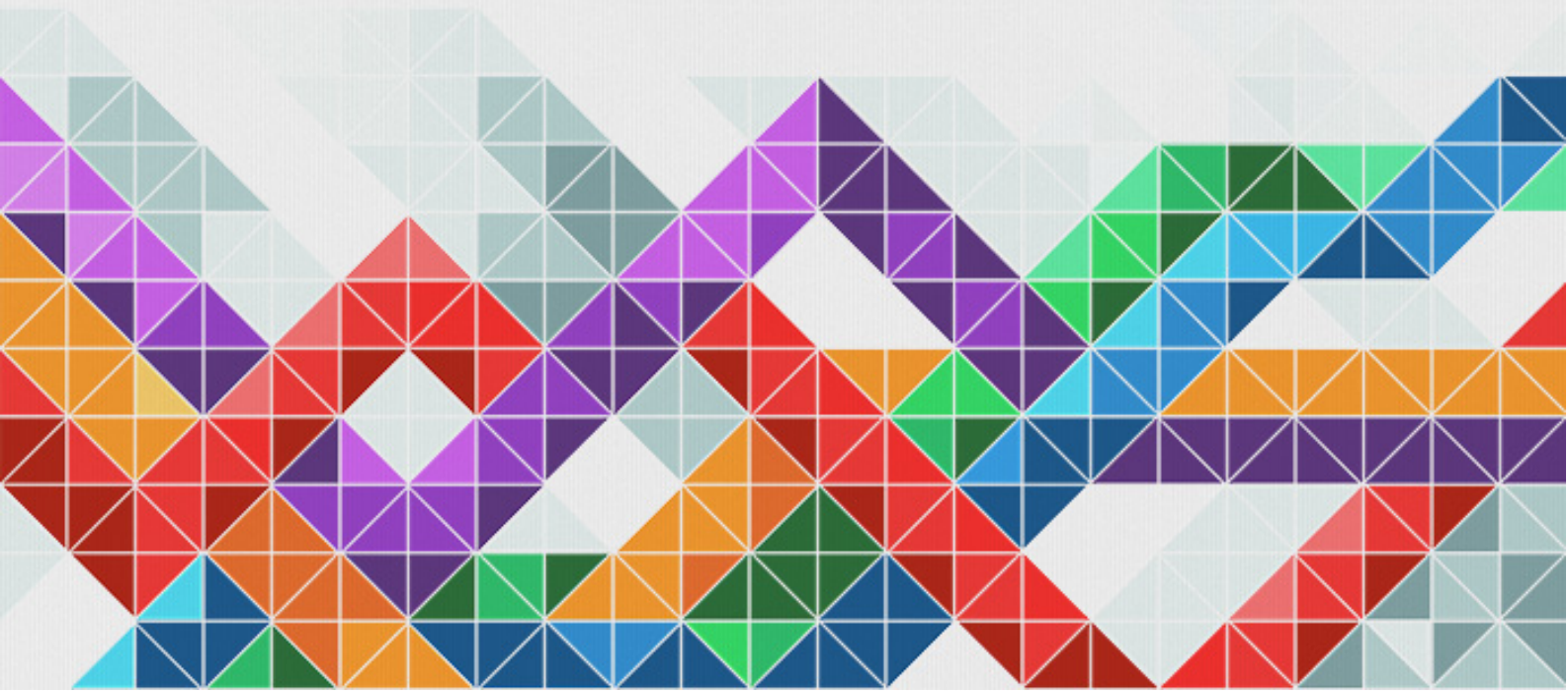




SEO ANALYSIS REPORT





MySite (www.emailtray.com)

LANDING PAGE SEO FOR THE PAGE

HTTP://WWW.EMAILTRAY.COM/FEATURES.HTML (DECEMBER 9, 2014)

75% Page optimization	0 Critical issues	7 Consider fixing	3 Google PageRank	- Broken links	186 Inbound internal links
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Keyword Placement Map	email client	email clients for windows	emailtray	Email Management Software
Keywords in Title tags	-	-	1	-
Keywords in the H1 presence	-	-	1	-
Keywords in the H2-H4 headings	1	-	-	1
Keywords in the Description tag	1	-	2	-
Keyword presence in Body	10	-	16	3
Keywords in the URL	-	-	1	-
Keywords in the image ALT tags	-	-	-	-
Keywords in the image names	!	!	!	!
Pages with keywords as internal link text	-	-	186	-
Keyword density in Body text	4.31%	-	3.45%	1.94%

CONSIDER FIXING

! Use your keywords in important SEO areas of the page

You should use keywords you want to rank for in SEO sensitive areas like the Title tag, Meta Description and H1 heading to help search engines match your page with searchers' queries.
The keyword "email clients for windows" is not used in important SEO areas.

! Make the Description tag shorter than 160 characters

The Description tag "Learn about features of EmailTray, a multi-functional email client and email notifier. A competitive advantage of EmailTray is smart email sorting which lets you focus on important emails." is longer than 160 characters.
A Description tag longer than 160 characters will be cut in the SERPs and that may decrease its CTR.



MySite (www.emailtray.com) > Landing Page SEO for the page, continued

! Use at least one of your keywords in the image ALT tags

Keywords in the image ALT tags make images searchable using image search. Image carousels often appear amid organic results as well. This may bring you more targeted traffic.

The following ALT tags are empty or missing keywords:

[/images/emailtray_mail_notification.png](#)

[/images/features/btn_download.jpg](#)

[/images/emailtray_screen.png](#)

[/images/emailtray_tabs.png](#)

! Use at least one of your keywords in the image name

Keywords in the image names make images searchable in the image search. This may bring you more targeted traffic.

The following image names are missing keywords:

[/images/emailtray_mail_notification.png](#)

[/images/emailtray_logo.png](#)

[/images/features/btn_download.jpg](#)

[/images/emailtray_screen.png](#)

[/images/emailtray_tabs.png](#)

! Add Schema Markup

Schema Markup tells search engines what your site is about in a form search engines can easily understand. Besides, the Schema Markup is used to create rich snippets on the SERPs that get a higher CTR.

! Add Open Graph Markup

The Open Graph protocol enables any web page to become a rich object in a social graph. It means that, if you want to control how your page looks when shared on Facebook, you'd better use the Open Graph meta tags in the right part of a page's code.

! Improve the mobile page speed

Mobile page speed is one of the quality factors used by search engines to rank pages in the mobile SERPs. The mobile page speed score of the page is 72 according to Google Page Speed Insights.

PASSED RULES

✓ Your landing page is not over-optimized

✓ The Title tag is unique

✓ The Title tag is properly optimized

✓ The Description tag is unique



MySite (www.emailtray.com) > Landing Page SEO for the page, continued

<input checked="" type="checkbox"/> The Description tag is properly optimized
<input checked="" type="checkbox"/> There is only one H1 heading on the page, which is good
<input checked="" type="checkbox"/> The page has reasonable keyword density in Body text
<input checked="" type="checkbox"/> The page's Body is properly optimized
<input checked="" type="checkbox"/> The page URL is properly optimized
<input checked="" type="checkbox"/> The Internal link texts are properly optimized
<input checked="" type="checkbox"/> The Internal link texts are diversified
<input checked="" type="checkbox"/> There is no 302 Redirect
<input checked="" type="checkbox"/> There is no Meta Refresh
<input checked="" type="checkbox"/> There are no Broken Links on the page
<input checked="" type="checkbox"/> The page has a reasonable amount of outgoing links
<input checked="" type="checkbox"/> The Title tag is not over-optimized
<input checked="" type="checkbox"/> The Title tag has an optimal length
<input checked="" type="checkbox"/> The Description tag is not over-optimized
<input checked="" type="checkbox"/> The H1 heading is properly optimized for your keywords
<input checked="" type="checkbox"/> The H1 heading is not over-optimized
<input checked="" type="checkbox"/> The H2-H4 headings are properly optimized for your keywords
<input checked="" type="checkbox"/> The page URL structure is OK
<input checked="" type="checkbox"/> Words in your URL are separated correctly
<input checked="" type="checkbox"/> The page URL contains valid characters
<input checked="" type="checkbox"/> The page URL is properly optimized
<input checked="" type="checkbox"/> The page content is fresh
<input checked="" type="checkbox"/> The page speed is high