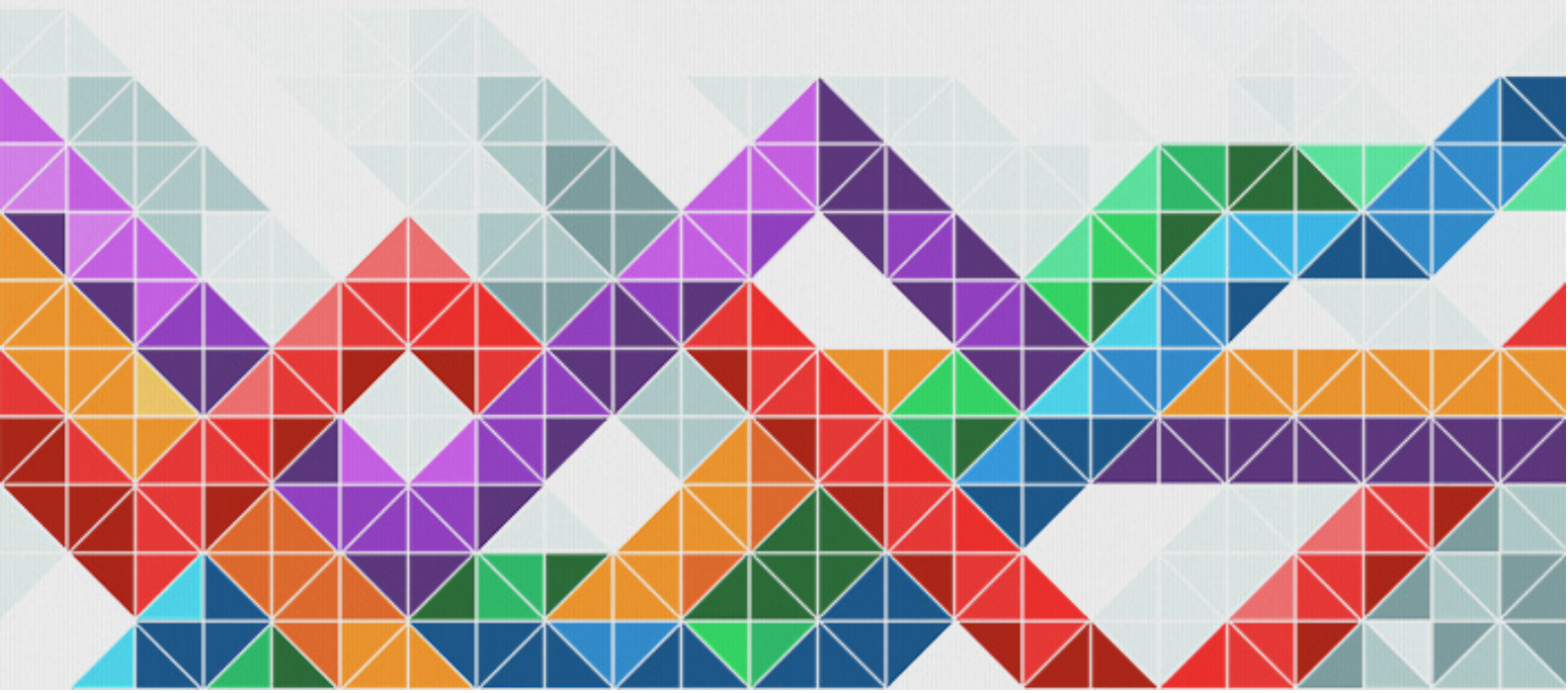


YOUR LOGO
COMPANY NAME

LANDING PAGE SEO REPORT

Prepared for
Jack Ross

09/01/2015
















EmailTray (www.emailtray.com)

LANDING PAGE SEO FOR THE PAGE

HTTP://WWW.EMAILTRAY.COM/ (SEPTEMBER 1, 2015)

This report shows SEO issues found on the landing page.

71% Page optimization	1 Critical issues	9 Consider fixing	4 Google PageRank	 No broken links	58 Inbound internal links
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Keyword Placement Map	simple email client	email notifier
Keywords in Title tags	-	1
Keywords in the H1 presence		
Keywords in the H2-H4 headings		
Keywords in the Description tag	-	1
Keyword presence in Body	1	-
Keywords in the URL		
Keywords in the image ALT tags		
Keywords in the image file names		
Pages with keywords as internal link text		
Keyword density in Body text	<1 %	-

CRITICAL ISSUES


 Use keywords in inbound internal link texts pointing to the page

Proper internal link structure and optimized inbound internal link texts help to establish your page's theme and authority, which results in higher rankings. Link the authoritative pages of your site to the landing page using phrases with the keywords you optimize the page for. Remember that linking pages should be relevant.

CONSIDER FIXING

 Make the Description tag shorter than 160 characters

The Description tag "EmailTray is a smart email client and an email notifier for POP3 and IMAP email accounts, including Gmail, Hotmail, Yahoo mail and AOL. EmailTray intelligently ranks messages, prioritizes them into 4 Inboxes and alerts you only to the most important." is longer than 160 characters. A Description tag longer than 160 characters will be cut in the SERPs and that may decrease its CTR.

 Use at least one of your keywords in the H1 heading

Keywords in the H1 heading are important to establish your page theme and help search engines match searchers' intent with your content.

 Use keywords in the H2-H4 headings

The H2-H4 headings help to structure the page content and strengthen the semantic core of the page.

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

 Use your keywords in the image ALT tags

The keywords "simple email client, email notifier" are not used in any image ALT tag on the page. 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/index/v2/logo-emailtray.png

/images/index/v4/screen-4.png

/images/cnet.png

 Use your keywords in the image file name


The keywords "simple email client, email notifier" are not used in any image name on the page. Keywords in the image file names make images searchable in the image search. This may bring you more targeted traffic.

The following image file names are missing keywords:

/images/index/v2/logo-emailtray.png

/images/index/v4/screen-4.png

/images/cnet.png

 Use at least one of your keywords in the URL

Keywords in the URL are an important factor in determining the relevance of a page with a searcher's intent.

 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 67 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

 The Description tag is properly optimized

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

- ✓ There is only one H1 heading on the page, which is good
- ✓ The page has reasonable keyword density in Body text
- ✓ The page's Body is properly optimized
- ✓ The page URL is properly optimized
- ✓ The Internal link texts are diversified
- ✓ There is no 302 Redirect
- ✓ There is no Meta Refresh
- ✓ There are no Broken Links on the page
- ✓ The page has a reasonable amount of outgoing links
- ✓ All of your keywords are used in important SEO areas of the page
- ✓ The Title tag is not over-optimized
- ✓ The Title tag has an optimal length
- ✓ The Description tag is not over-optimized
- ✓ The H1 heading is not over-optimized
- ✓ The page URL structure is OK
- ✓ Words in your URL are separated correctly
- ✓ The page URL contains valid characters
- ✓ The page content is fresh
- ✓ The page speed is high

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