

# SEO Analysis

https://dac.co.ke/

Overall Score:  12 / 19

Fair

## Head Section SEO

7/10 Passed

**Title Tag:** ✗ Fail

Title tag found but length is not optimal (73 chars). Recommended: 10-60 chars.

**Meta Description:** ✓ Pass

Meta description found and is optimal length (142 chars): "DAC empowers entrepreneur farmers by facilitating the seamless distribution of their agricultural p..."

**Meta Keywords Tag:** ✓ Pass

Meta keywords tag found: "Distribution Assistance Corporation, EU agriculture export, entrepreneur farmers, farm produce distribution, export to EU, agricultural logistics" (Note: Less important for modern SEO).

**Viewport Meta Tag:** ✓ Pass

Viewport meta tag found and correctly configured for responsive design.

**Canonical Tag:** ✗ Fail

Canonical tag is missing.

**Character Set (UTF-8):** ✓ Pass

Character set declared as UTF-8.

**Robots Meta Tag:** ✓ Pass

Robots meta tag is missing (defaults to index, follow).

**Favicon:** ✓ Pass

Favicon found.

**HTML Lang Attribute (en):** **Pass**

HTML lang attribute is set to "en".

**X-UA-Compatible Meta Tag:** **Fail**

X-UA-Compatible meta tag is missing or not set to "IE=edge" (less critical for modern browsers, but good for older IE support).

## Social Media SEO

 2/2 Passed

### Open Graph (OG) Metatags:

 **Pass**

All essential Open Graph tags found.

### Twitter Card Metatags:

 **Pass**

All essential Twitter Card tags found.

## Structured Data

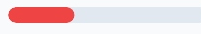
 0/1 Passed

### JSON-LD Structured Data:

JSON-LD structured data is missing.

 **Fail**

## On-Page Content / Accessibility

 1/3 Passed

### Images with Alt Attributes:

 **Fail**

5 image(s) are missing alt attributes or have empty ones.

### Heading Structure (H1-H6):

 **Pass**

Heading tags follow a logical and sequential structure, with a single

.

### Semantic HTML5 Structure:

 **Fail**


Potentially missing semantic HTML5 tags:

,

,

. Consider using them to improve document outline and accessibility.

## On-Page Content

 1/1 Passed

### Sufficient Body Content:

Body contains substantial content.

 **Pass**

## Technical SEO

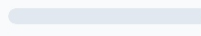
 1/1 Passed

### Broken Links:

 **Pass**

Checking for broken links is a complex task and requires network requests for each link. This check is a placeholder.

## Accessibility

 0/1 Passed

### Basic ARIA & Keyboard Navigation Checks:

 **Fail**

Consider using ``` tag or `role="main"` to identify the primary content area for assistive technologies. Consider `aria-live`` regions for dynamic content updates that screen readers should announce.