

# 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:

✗ Fail

JSON-LD structured data is missing.

## 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 HTML 5 Structure:

✗ Fail

## Semantic HTML 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:

 Pass

Body contains substantial content.

## 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 ``main`` 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.