Overview of the SEO Check

👍 Like

Meta information	80%
Page quality	47%
Page structure	41%
Link structure	90%
Server	0%
External factors	23%

SEO Score

44%
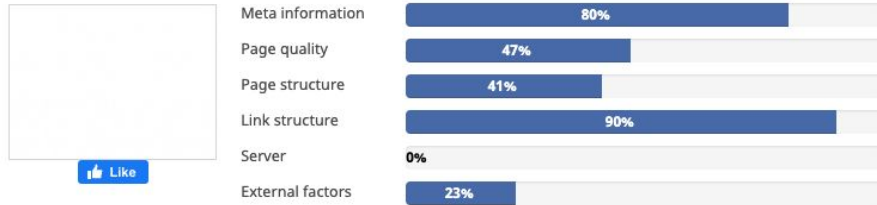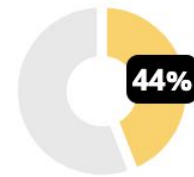
SEO Score Widget

⏱ Response time	⚖ File size	T Words	🖼 Media files	🔗 Number of links
0.60 s	91.50 kB	442	15	25 internal / 4 external

Task list of SEO Improvements   11 Tasks

☐	Use 301 redirects to drive traffic to URLS with the same domain and sub domain (www and non-www subdomain).	**Very important!**
☐	The used PHP version is outdated and may be a security risk.	**Very important!**
☐	Only use 1 H1 Heading in your text.	**Very important!**
☐	Try to reduce the number of used CSS files.	**Very important!**
☐	Try to reduce the number of used JavaScript files.	**Very important!**
☐	Review and improve the page title.	**Important!**
☐	Add a meta description.	**Important!**
☐	Use good alternative descriptions (alt attributes) for your images.	**Important!**
☐	Review and improve the heading structure.	**Hint!**
☐	Improve the page response time.	**Hint!**
☐	Promote your page in social networks.	**Hint!**

Meta specifications   80% achieved

Title
■■■

> Optymoney

— The page title is too short. (**104** pixels of **580** max pixel length)   **Optimize title**

— The page title is only one word.

✔ There are no duplicate words in the title

❓ Meta Title

Meta description
■■■

— The meta description is empty.

❓ Meta Description

Crawlability
■■■

✔ There are no problems in accessing the website.

❓ Search Engine Crawlers

Canonical URL
■■□

✔ No canonical link is specified.

❓ Canonical Tag

Language
■□□

> Language detected in text: en

> Language defined in HTML: zxx

> Server location: India

✔ The following language is defined by HTML: **zxx**

❓ Declaring language in HTML

Alternate/Hreflang Links

✔ There are no alternate links specified on this page.

❓ Hreflang

Other meta tags ■□□	✔ There is no rel next meta tag on this page. ✔ There is no rel prev meta tag on this page.	❓ Meta Tags
Domain ■□□	✔ The domain is no subdomain. ✔ The domain length is good. ✔ The domain does not contain non-latin characters.	❓ Domain for SEO
Page URL ■□□	✔ No parameters were found in the URL. ✔ No session ID was found in the URL. ✔ The URL does not have too many subdirectories.	❓ SEO-friendly URLs
Charset encoding ■□□	✔ The charset encoding (**UTF-8**) is set correctly.	❓ Character Encoding
Doctype □□□	✔ The doctype **HTML 5** is set correctly. ✔ The doctype is placed at first in the HTML code.	❓ HTML Doctype
Favicon □□□	✔ The favicon is linked correctly.	❓ Favicon

HTML Doctype

Meta tags

Name	Value
description	Empty
viewport	width=device-width, initial-scale=1
lang	zxx
Content-Type	text/html; charset=utf-8
x-ua-compatible	ie=edge

Page quality   47% achieved

Content
▪▪▪

— There are only **442** words on this page. Good pages should have about 1,000 words of useful content.

✔ **37.3%** of the text are stop words.

✔ Words from the H1 heading are used in the page content.

✔ The page contains a listing, which indicates a good text layout.

✔ **8** paragraphs were found on this page.

✔ No placeholders texts or images were found.

✔ There are no duplicates on the site.

✔ The average number of words per sentence of **14.82** words is good.

❓ Content is King

Frames
▪▪▪

✔ This website does not use a frameset.

❓ Frames and framesets

Mobile optimization
▪◻◻

— No Apple touch icon is specified.

— This website loads **28** javascript files. This may affect the load time negatively.

✔ A viewport "**width=device-width, initial-scale=1**" is provided.

❓ Mobile Optimization

Bold and strong tags
▪◻◻

✔ The usage of strong and bold tags is perfect. We recommend the use of up to **9** tags for this page.

❓ Strong and Bold Tags

Media list

URL	Alt attribute	Title
/static/opty_theme/img/logo_3.png	No alt attribute provided	
/static/opty_theme/img/black-logo.png	No alt attribute provided	
/static/opty_theme/img/file-ityour-self.png	No alt attribute provided	
/static/opty_theme/img/ca-assisted.png	No alt attribute provided	
...ic/opty_theme/img/icon/Business-Icon.png	No alt attribute provided	
...ic/opty_theme/img/icon/Business-Icon.png	No alt attribute provided	

Media list

/static/opty_theme/img/icon/House-Icon.png	No alt attribute provided
...tic/opty_theme/img/icon/Other-Income.png	No alt attribute provided
...tic/opty_theme/img/icon/Captial-Gain.png	No alt attribute provided
/static/opty_theme/img/icon/NRI-Fund.png	No alt attribute provided
...c/opty_theme/img/banner/footer_ils_1.png	No alt attribute provided
/static/opty_theme/img/animated_icon/4.png	No alt attribute provided
/static/opty_theme/img/animated_icon/5.png	No alt attribute provided
/static/opty_theme/img/black-logo.png	No alt attribute provided
/__lib.apis/captcha/securimage_show.php?tt	No alt attribute provided

Page structure   41% achieved

H1 heading ▪▪▪	Income from Salary/Pension	H1-H6 headings
	✕ Too many H1 headings	

Headings ▪▪▫	— The structure of headings is missing one or more levels. Do not skip heading levels.	H1-H6 headings
	— There are **27** headings on the page. The amount of headings should be in a more proper relation to the amount of text.	
	— Some headings do not have any content.	

Heading structure

Heading level	Content
H1	Income from Salary/Pension
H1	Income from business/ profession
H1	Income from House Property or Home Loan
H1	Income from Other Sources
H1	Income from Capital Gains
H1	Income from Foreign Source / NRI income

Link structure

90% achieved

Internal links ■■□	— Some anchor texts are used more than once.	Internal Linking
	— **3** links don't have an anchor text.	
	✔ The amount of internal links is ok.	
	✔ None of the anchor texts is too long.	
	✔ All internal links don't have dynamic parameters.	
External links □□□	✔ There are **4** external links on this page.	External Links

Found links on this page

Link	Attributes	Anchor text
https://optymoney.com/home.html		No Text
https://optymoney.com/home.html		No Text
https://optymoney.com/tax.html		Tax
/all_product.html		Investments
/createwill.html		Will
https://optymoney.com/faq.html		FAQ

Found links on this page

https://optymoney.com/tax.html		ITR Filling
/all_product.html	Text duplicate	Investments
/createwill.html	Text duplicate	Will
/calculators.html		Calculators
/all_product.html		Mutual Funds Explorer
/all_product.html		Mutual Fund Categories
https://optymoney.com/faq.html		Help & Support

Server configuration

0% achieved

HTTP redirects
■■■

The checked page does not redirect to another URL.

✗ This website uses URLs with www and non-www subdomain. This may cause duplicate content and bad links to your website.

WWW Redirect

HTTP header
■■☐

✗ The used PHP version is outdated and may be a security risk.

— The used PHP version is outdated and may be a security risk.

— The web server version is sent within the HTTP header.

— The X-powered header is sent within the response header. (unnecessary)

✓ This website uses GZip for compressed data transmission.

HTTP headers

Performance
■☐☐

— The page response time of **0.60** seconds is longer than the recommended limit of 0.4 seconds. A high response time unnecessarily slows down search engine crawling and results in bad user experience as well.

— This website loads **17** CSS files. This may affect the page load time negatively.

— This website loads **28** javascript files. This may affect the load time negatively.

✓ The file size of the HTML document is fine (**92** kB).

Page Speed

HTTP Response Header

Name	Value
date	Wed, 14 Oct 2020 16:09:32 GMT
server	Apache/2.4.6 (CentOS) OpenSSL/1.0.2k-fips PHP/7.0.33
x-powered-by	PHP/7.0.33
access-control-allow-origin	*
set-cookie	44 Characters
expires	Thu, 19 Nov 1981 08:52:00 GMT

Robots.txt

No valid Robots.txt file was found.

Facebook popularity

Shares / Likes / Comments
0

Only the data for the given URL is shown. We cannot determine the social actions for a linked fan page.

Search preview

optymoney.com › tax.html ▾
Optymoney

Most important keywords

Following keywords were found. You can check the keyword optimization of this page for each keyword.

Keyword	Result	Recheck
Income	56%	Check
Optymoney	54%	Check
Income Tax	52%	Check
Pension	50%	Check
Salary	50%	Check
Income Tax Return	49%	Check