



NerdPapers.com

On-Site SEO Analyze

## Over-all Analyzing:




### overview of this page

Overall score: 36

Over all score of the page according to different on-site SEO tools is only 36. The score is dependent on the page size, keyword density, domain authority, page speed, and other content related algorithms.

### meta title & description

Do the following statements accurately describe this page?

<b>Title</b>	NerdPapers (10 characters)  Page's title is too short.
<b>Keywords</b>	(0 phrases, 0 characters)  Keywords metatag is empty.
<b>Description</b>	Material Style Theme (20 characters)  Description is too short.

Title of the page should include any tagline/Keyword related to the content of the website

For example:

Nokia - Connecting People

NerdPapers - The Best Quality Essays

Description of the page also needs to be rendered correctly and be updated according to the keywords.

Heading

```

<h3> theme configurator ..... ⚠️ Wrong heading level. Max allowed level is 1
  <h4> color selector
  <h4> color brightness
  <h4> header styles
    <h6> Header Options ..... ⚠️ Wrong heading level. Max allowed level is 5
    <h6> Navbar Options
  <h4> container options
<h2> 50% off n all orders
<h2> 50% off on all orders
<h2> our services
  <h4> assignments
  <h4> essay writing
  <h4> dissertations
  <h4> research papers
  <h4> term papers
  <h4> non-academic custom writing
  <h4> editing & proofreading
  <h4> thesis writing
  <h4> literature review
<h2> nerdpapers your personal college essay writing service
  <h3> "when you hire a custom academic writer, you can't afford "second best."
<h2> why us
<h2> "
  <h5> You no longer need to worry about any of these issues if you ask for a helping hand
        from our Professionals.
  <h3> sitemap
  <h3> contact us
  <h3> sitemap
  <h3> nerdpapers
  <h4> social links

```

Heading structures and heading levels both need to be adjusted according to the content.  
More keywords need to be added in a structured heading.

## KEYWORDS

	TOP WORDS	FREQ.	TITLE	DESC.	<H>
1.	WRITING	19	×	×	✓
2.	ORDER	18	×	×	✓
3.	NOW	16	×	×	×
4.	NERDPAPERS	10	✓	×	✓
5.	COLOR	8	×	×	✓

	TWO WORD PHRASES	FREQ.	TITLE	DESC.	<H>
1.	ORDER NOW	13	×	×	×
2.	WRITING SERVICES	7	×	×	×
3.	ESSAY WRITING	4	×	×	✓
4.	CONTACT US	3	×	×	✓
5.	WRITING ORDER	3	×	×	×

Over all keywords need to be re-aligned and placed accordingly on the website. Also the website lacks any markup for hiding of web page extensions which can be vulnerable for security of the page.

## images without alt:

```
https://nerdpapers.com/assets/img/sandglass.gif  
https://nerdpapers.com/assets/img/sandglass.gif  
https://nerdpapers.com/assets/img/bage1.png  
https://nerdpapers.com/assets/img/bage2.png  
https://nerdpapers.com/assets/img/bage3.png  
https://nerdpapers.com/assets/img/bage4.png  
https://nerdpapers.com/assets/img/badge-icon.png  
https://nerdpapers.com/assets/img/paypal.png  
https://nerdpapers.com/assets/img/paymentlogoshorizontal.png  
https://nerdpapers.com/assets/img/badge-icon.png  
https://nerdpapers.com/assets/img/paypal.png  
https://nerdpapers.com/assets/img/paymentlogoshorizontal.png  
https://nerdpapers.com/assets/img/paymentlogoshorizontal.png  
https://nerdpapers.com/assets/img/badge-icon.png  
https://nerdpapers.com/assets/img/paypal.png
```

## images with empty alt:

```
https://nerdpapers.com/assets/img/logo.png  
https://nerdpapers.com/assets/img/logo2.png  
https://nerdpapers.com/assets/img/logo.png  
https://nerdpapers.com/assets/img/demo/mock-imac-material3.png  
https://nerdpapers.com/assets/img/demo/mock-imac-material2.png  
https://nerdpapers.com/assets/img/demo/hero1.png  
https://nerdpapers.com/assets/img/demo/hero2.png  
https://nerdpapers.com/assets/img/demo/hero3.png  
https://nerdpapers.com/assets/img/demo/whyUs2.png  
assets/img/logo.png
```

Alt of almost all the images on the website are missing. Alt images are a factor that search engine bots take to guide the system regarding the nature of the image.

Robots.txt and Site-map.xml are not found which are a primary requirement for the SEO crawlers to guide them regarding the crawling settings and the over all directory of the website.


## Work-around regarding campaign:

Although google bans any selling of any intellectual related material (writing of thesis, essays etc) However the only work-around regarding this is to select the targeted countries and run the campaign. The only initial check that google does is checks the keywords eligibility. Currently if I input essay related keywords the status for the keywords is eligible.

<input type="checkbox"/>	<input type="radio"/>	Keyword <span>↑</span>	Status
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Essay Online	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Custom Writing	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Do my Essay	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Essay Writing	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Essay Writing Service	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Write my Essay	Eligible

After this once the payment method is set up google will set up the ads and start displaying. Unless and until it is cancelled by google it will keep on being displayed and ofcourse will only utilize the money placed into the ads for which google has delivered results.

An example of under-review/rejected keywords/campaign is as follows:

<input type="checkbox"/>	<input type="radio"/>	Keyword <span>↑</span>	Status	Max. CPC	Policy details
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Smok Kit	Eligible	auto: PKR1	Eligible
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Vape	Eligible	auto: PKR1	Under review
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Vape in Australia	Eligible	auto: PKR1	Under review
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Vape Online	Eligible	auto: PKR1	Under review
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Vaporizer	 Eligible	auto: PKR1	Under review
<input type="checkbox"/>	<input checked="" type="radio"/>	Smok Alien	Eligible	auto: PKR1	Eligible

For vapes all the keywords regarding the selling of any product is not-eligible. However the brand names are eligible. Where as our keywords for the campaign show APPROVED under policy details.

<input type="checkbox"/>	<input type="radio"/>	Keyword <span>↑</span>	Status	Max. CPC	Policy details
<input type="checkbox"/>	<input checked="" type="radio"/>	Buy Essay Online	<u>Eligible</u>	auto: PKR184	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	Custom Writing	<u>Eligible</u>	auto: PKR184	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	Do my Essay	<u>Eligible</u>	auto: PKR184	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	Essay Writing	<u>Eligible</u>	auto: PKR184	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	Essay Writing Service	<u>Eligible</u>	auto: PKR184	Approved
<input type="checkbox"/>	<input checked="" type="radio"/>	Write my Essay	<u>Eligible</u>	auto: PKR184	Approved