INTERNET MARKETING REPORT
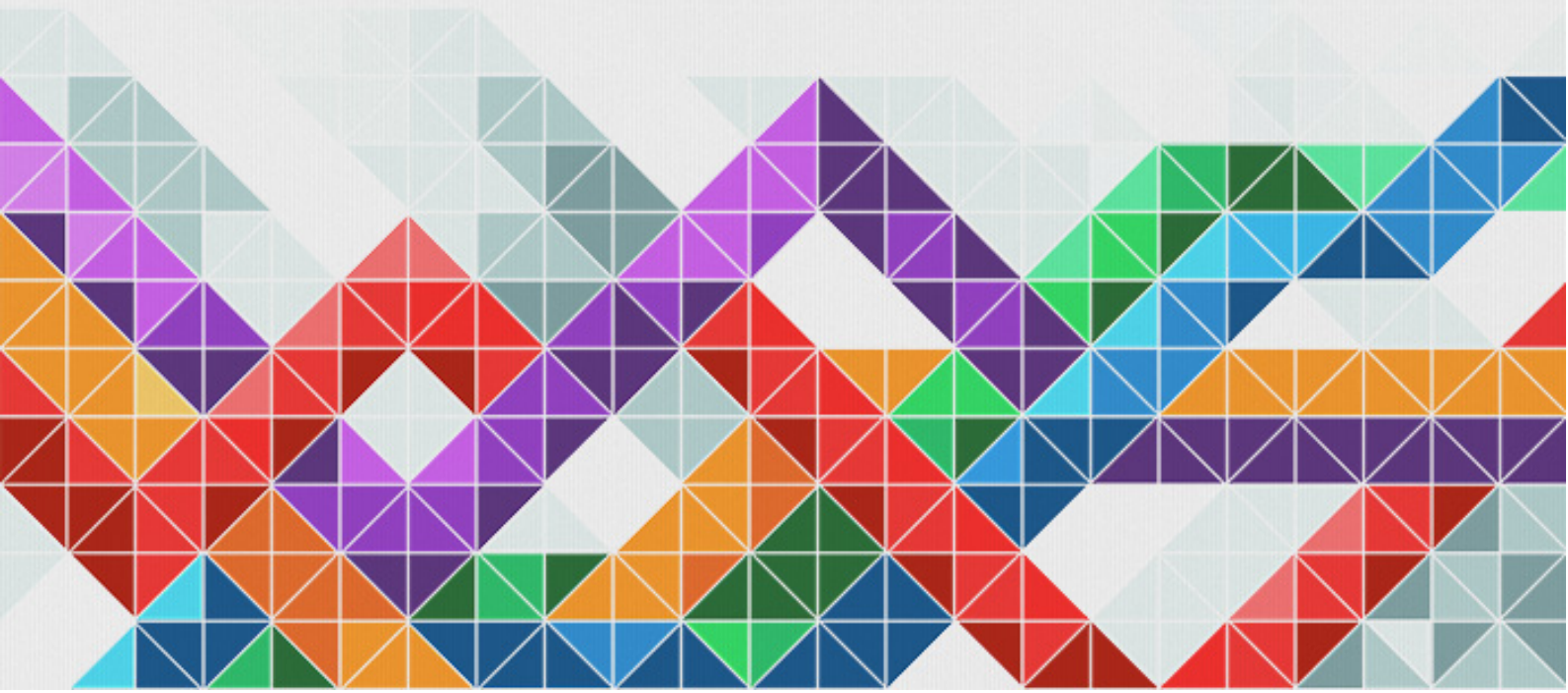
LANDING PAGE SEO FOR THE PAGE
HTTPS://SKINANDBEAUTYEXPERTS.COM/ (MAY 24, 2017)

This report shows SEO issues found on the landing page.

71%	2	5	1	69
Page optimization	Critical issues	Consider fixing	Broken links	Inbound internal links

Keyword Placement Map	anti aging cream	face cream	anti-aging cream	eye serum	angelique monet
Keywords in the Title tag	1	-	1	-	1
Keywords in the H1 presence	!	!	!	!	!
Keywords in the H2-H4 headings	!	!	!	!	!
Keywords in the Description tag	1	-	1	-	-
Keyword presence in Body	2	2	2	1	1
Keywords in the URL	!	!	!	!	!
Keywords in the image ALT tags	1	-	1	1	3
Keywords in the image file names	1	1	1	1	-
Site pages with keywords in link text	!	!	!	!	!
Keyword density in Body text	2.32%	1.54%	2.32%	<1 %	<1 %

Critical issues

! Use keywords in inbound internal link texts pointing to the page

There are no site pages linking to the page with the keywords in link text. 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 are optimizing the page for. Remember that linking pages should be relevant.

! Fix broken links

Broken links can ruin a visitor's experience with your site and they are signs of poor site quality for search engines. Site quality is one of the factors search engines use to rank pages.
The page has the following outgoing broken links:

https://plus.google.com/b/116324686903089152308/116324686903089152308/about/p/pub	Line: 140; Status: 404

Consider fixing

! 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.

! Use your keywords in the image ALT tags

The keyword "**face cream**" is 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 tag is empty or missing keywords:

https://skinandbeautyexperts.com/wp-content/uploads/2017/02/Website-LOGO.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/05/Anti-Aging-Facial-Cream.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2016/12/Vitamin-C-Serum.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2016/12/anti-aging-cream.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2016/12/Eye-Serum-1.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Gold-Stars.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Gold-Stars.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Gold-Stars.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Face-Cream-Model.jpg
https://skinandbeautyexperts.com/wp-content/plugins/bloom/images/premade-image-14.png

(!) **Use your keywords in the image file name**

The keyword "**angelique monet**" is 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.
Consider using the missing keyword in the following image file names:

https://skinandbeautyexperts.com/wp-content/uploads/2017/02/Website-LOGO.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/05/Anti-Aging-Facial-Cream.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2016/12/Vitamin-C-Serum.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2016/12/anti-aging-cream.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2016/12/Eye-Serum-1.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Gold-Stars.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Gold-Stars.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Gold-Stars.jpg
https://skinandbeautyexperts.com/wp-content/uploads/2017/04/Face-Cream-Model.jpg
https://skinandbeautyexperts.com/wp-content/plugins/bloom/images/premade-image-14.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.

Passed rules

✓	Your landing page is not over-optimized
✓	The Title tag is properly optimized
✓	The Description tag is properly optimized
✓	There is no stuffing of extra H1 headings on the page, which is good
✓	The page's Body is properly optimized
✓	The page URL is properly optimized
✓	There is no 302 Redirect
✓	There is no Meta Refresh
✓	All of your keywords are used in important SEO areas of the page
✓	The page URL structure is OK

✔ Words in your URL are separated correctly

✔ The page URL contains valid characters

✔ There is Schema Markup on the page

✔ There is Open Graph markup on the page

✔ The page content is fresh

✔ The page speed is high

✔ The mobile page speed is high