KEYWORD SCORE

How well is this page optimised for its keyword?

https://seoaudit.software

Target keyword **“seo audit software”** · audited on 24 October 2026



Needs work

9 problems to fix, **17** warnings and **62** checks passed.

PREPARED FOR

SEO Audit Software
seoaudit.software

PREPARED BY

SEO Audit Software
seoaudit.software

CHECKS RUN

88

checks for one keyword
Keyword placement, content, links, images, speed, mobile, technical

SUMMARY

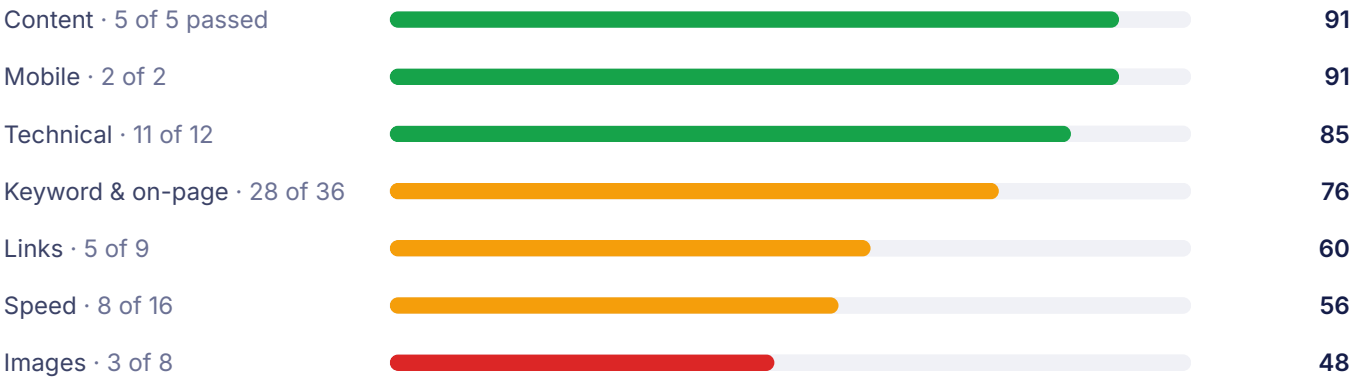
The page scores 71 for “seo audit software”

The keyword is in the right places: it leads the title and the H1 and appears in the description. Most of the lost points come from **images**, **speed** and **repeated links**, plus the keyword being used in too many headings.

PROBLEMS TO FIX	WARNINGS	PASSED CHECKS
9	17	62
Fix these first	Worth improving	Already good

Score by area

Area score = share of passed checks in that area × 70 + overall score × 30 %.



Fix these first

1 **Use the keyword in fewer headings**
“seo audit software” is in **6** headings. Keep it in the H1 and one H2, and use variations in the rest.
Keyword

2 **Shorten long image file names**
5 of 22 image names are longer than 5 words and 5 use underscores. 1 image has no alt text.
Images

3 **Make the page lighter**
The page weighs 673.9 KB and 87.9 % of it is JavaScript. It took 13.32 s to load fully.
Speed

KEYWORD PLACEMENT

The keyword leads the title and the H1

Google reads the title, description, H1 and URL first to judge what a page is about. “**seo audit software**” is found in **7 of 9** key places and partly in the other 2.

How it can look in Google (the keyword is shown in bold)

seoaudit.software

SEO Audit Software for Agencies | Free SEO Audit Tool

White label **SEO audit software** for agencies: audit any page in 20 seconds, send branded PDF SEO reports, track keywords and capture leads. Free 14-day trial.

Where the keyword appears

PLACE	WHAT THE PAGE HAS	RESULT
Title 53 characters	**SEO Audit Software** for Agencies | Free SEO Audit Tool Title starts with the exact keyword	At the start
Meta description 157 characters	White label **SEO audit software** for agencies: audit any page... Exact keyword found, but not at the start	Found, not first
H1 1 heading	**SEO Audit Software** Exact keyword found in the H1	Exact match
H2 18 headings	Exact keyword in **5 of 18**, e.g. “What Is **SEO Audit Software**?” See the next page: too many headings repeat it	Exact match
H3 7 headings	Part of the keyword in 2 of 7, e.g. “**SEO audit** tool”	Partial match
URL	https://seoaudit.software/ Starts with a word of the keyword, not the exact phrase	Partial match
Image alt text	**2** of 22 alt texts start with the keyword, e.g. “**SEO Audit Software** Dashboard”	Exact match
Image file names	**2** of 22 file names start with the keyword, e.g. **SEO-Audit-Software**-Dashboard.png	Exact match
Body text	Used **18** times in 2,020 words (**2.67** % of the text)	Natural level

TAKEAWAY

Move “seo audit software” to the very start of the meta description. The title and H1 already lead with it. The home page URL cannot hold the phrase, and that is fine.

KEYWORD IN HEADINGS

The keyword is in too many headings

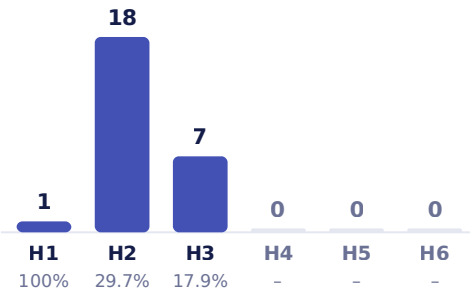
Headings tell readers and Google what each part of the page covers. The exact phrase is used in **6** headings; the check allows **2**. Repeating it looks forced and adds nothing.

HEADINGS ON THE PAGE
26
H1, H2 and H3 used

EXACT KEYWORD IN HEADINGS
6 / max 2
From the heading check

HEADING ORDER
Clean
H1 → H2 → H3, no skipped level

Headings per level



Percent under each bar: keyword relevance of that heading level.

Headings with the exact keyword

TAG	HEADING	CHARS
H1	**SEO Audit Software**	18
H2	What Is **SEO Audit Software**?	27
H2	Free **SEO Audit Software**	23
H2	**SEO audit software** built for agencies	37
H2	Compare **SEO Audit Software** with popular SEO tools	49
H2	**SEO Audit Software** FAQ	22

Heading too long

H2	Track any Keywords for any location Directly from search engine	63 chars

The check asks for headings between 20 and 60 characters. 1 heading is over the limit.

TAKEAWAY

Keep the exact phrase in the H1 and in “What Is SEO Audit Software?”. In the other 4 H2s, use a variation (for example “SEO audit tool” or “audit software”) or drop it.

KEYWORD DENSITY & PHRASES

The keyword is used at a natural level

Density is the share of the text taken by the keyword. The app counts 0.5–3 % as natural; above 3 % reads as stuffing. This page sits at **2.67 %**.

KEYWORD USES	DENSITY	WORDS ON PAGE	RELEVANCY
18	**2.67 %**	**2,020**	**12.2 %**
exact phrase	natural level	enough depth	top 3-word phrase

Most used words

seo	**91**
audit	**56**
software	**28**
free	23
tool	21
compare	20
lead	19
white	18

Words of the keyword are in bold.

Top 2-word phrases

seo audit	**44**
audit software	**19**
audit tool	9
free seo	8
seo report	7
the seo	7
audit form	3
page audits	3

Phrases made only of keyword words are in bold.

Top 3-word phrases and where they appear

PHRASE	COUNT	DENSITY	RELEVANCY	TITLE	META	H1	H2	H3
seo audit software	**18**	2.67 %	12.2 %	✔	✔	✔	✔	–
free seo audit	7	1.04 %	11.9 %	✔	–	–	✔	–
seo audit tool	7	1.04 %	11.7 %	✔	–	–	✔	✔
seo report generator	5	0.74 %	7.8 %	–	–	–	–	–
the seo audit	5	0.74 %	10.3 %	–	–	–	–	–
label seo audit	4	0.59 %	11.5 %	–	✔	–	–	–
seo audit report	3	0.45 %	11.4 %	–	–	–	–	–
seo audit tools	3	0.45 %	11.1 %	–	–	–	✔	–

CONTENT & READABILITY

Easy to read

Pages that are easy to read keep visitors longer, and that helps rankings. The text scores **76** out of 100 for reading ease, with short sentences.

READING EASE	SEO READABILITY	SENTENCES	WORDS
76 / 100	**76.77** / 100	**391**	**2,020**
fairly easy	app score	5.26 words each	enough depth

Readability formulas



Reading ease runs 0–100 (higher is easier). The other formulas give a school grade: 8 or below suits most visitors. Coleman Liau counts letters per word, so it rates text harder than the other formulas.

Text facts

Reading level	**3rd and 4th grade**
Complex words	**229 (11.13 %)**
Syllables per word	**1.48**
Characters	**10,501**

Content checks

- ✓ Word count · 2,020 words
- ✓ Keyword density · 18 uses, 2.67 %
- ✓ Readability · Flesch reading ease 76 / 100

TAKEAWAY

Nothing to fix here. Keep sentences short when new sections are added, and keep using the keyword naturally in the body text.

PROBLEMS TO FIX · 9

These cost the most points

Each problem shows why it matters and the exact steps to fix it. Work from the top down.

Exact keyword found 6 times in heading tags

Keyword

Headings tell readers and Google what each part of the page covers. The check allows the exact phrase in 2 headings at most.

1. Keep “seo audit software” in the H1 and in one H2.
2. In the other 4 H2s, use a close variation or drop it. They are listed on page 4.

Some H2 tags length is too long

On-page

Very long headings are hard to scan and read like paragraphs.

1. Keep headings between 20 and 60 characters and move detail into the body text. Longest H2 here: “Track any Keywords for any location Directly from search engine” (63 characters).

Fully Loaded Time: 13.32 s · target 2 s or less

Speed

Slow pages lose visitors and rank lower, especially on phones.

1. Compress images, defer scripts, cache pages and remove unused plugins or widgets.
2. 1 request failed in the test (chat widget script, app.holareply.com). Make sure it loads.

Server Blocking Time: 4,597 ms · target 200 ms or less

Speed

Blocking time is when the browser waits and the page cannot respond.

1. Reduce requests to slow third-party servers and defer scripts.

Some images name is too long

Images

Long file names are hard to read and look like spam. 5 of 22 image names are too long.

1. Keep image file names to 5 words or fewer, separated by hyphens. Longest here: How-to-do-on-page-SEO-Audit-and-fix-all-technical-issue.jpg

Some internal links have been used more than 3 times

Links

Repeating the same link many times clutters the page and weakens the anchor text signal.

1. Link to each page once or twice per page, from the most relevant spot.
2. Most repeated: /lead-generation-tools/ (5 times). See page 10.

+ 3 more problems: Page Size, JavaScript over 300 KB, same external link used often. See pages 9–10.

WARNINGS · 17

Worth improving next

Smaller issues. Each one is quick, and together they add points. Warnings with the same fix share one row.

WARNING	AREA	HOW TO FIX
Meta description does not start with the keyword	Keyword	Use the exact keyword once, early in the meta description.
URL does not start with the exact keyword	Keyword	For new pages, start the slug with the keyword. Change a live URL only with a 301 redirect.
Use the exact keyword in headings at most 2 times	Keyword	Keep it in the H1 and one H2; use variations elsewhere.
Keep H1, H2 and H3 length between 50 and 60 characters The H1 is 18 characters	On-page	Keep headings between 20 and 60 characters and move detail into the body text.
Image alt text 1 of 22 images has no alt text	Images	Describe each image in a few words.
All images should have alt tags	Images	Add a short, descriptive alt text to every meaningful image.
Keep image names to 5 words or fewer	Images	Keep image file names to 5 words or fewer, separated by hyphens.
Avoid underscores in image names 5 image names use underscores	Images	Use hyphens instead of underscores in image file names.
Same internal or external link used more than 3 times	Links	Link to each page once or twice per page, from the most relevant spot.
Time to First Byte (TTFB) 486 ms · target 200 ms	Speed	Use page caching, a CDN or a faster host.
Server Connection Time 339 ms · target 200 ms	Speed	Use a CDN close to your visitors and enable HTTP/2 or HTTP/3.
JavaScript should not be more than 150 KB 592.6 KB on this page	Speed	Remove unused scripts, defer the rest and load third-party widgets only when needed.
Other files should not be more than 50 KB 70.8 KB on this page	Speed	Load only the font weights you use and lazy-load videos and embeds.
Disallow directive in robots.txt	Technical	Check that the Disallow rules only block private or duplicate areas, never pages you want to rank.

SPEED

Slow to finish loading

The first content shows in **1.24 s**, which is good. But the page carries **673.9 KB**, mostly JavaScript, and took **13.32 s** to load fully.



Speed score / 100

LOAD TIME
13.32 s
target 2 s

PAGE SIZE
673.9 KB
target 150 KB

REQUESTS
69
target 75 or fewer

Loading times

METRIC	RESULT	TARGET	AVG SITE	RATING
Fully Loaded Time Until the last file has arrived	**13.32 s**	2 s	4 s	Poor
First Contentful Paint When the first text or image appears	**1.24 s**	1.8 s	3 s	Good
Time to First Byte (TTFB)	**486 ms**	200 ms	500 ms	Needs work
Server Response Time	**3 ms**	200 ms	400 ms	Good
Server Connection Time	**339 ms**	200 ms	400 ms	Needs work
Server Blocking Time How long the browser waits on scripts	**4,597 ms**	200 ms	600 ms	Poor
HTTP Requests	**69**	75	100	Good
Page Size	**673.95 KB**	150 KB	200 KB	Poor

What the page weight is made of



JavaScript **592.6 KB** · 87.9 % Other **70.8 KB** · 10.5 % CSS **9.0 KB** · 1.3 % Images **1.5 KB** · 0.2 %

Measured by SEO Audit Software's browser test on 24 Oct 2026. Google Lighthouse did not run for this audit. 1 request failed during the test: app.holareply.com/w.js (net::ERR_TUNNEL_CONNECTION_FAILED).

LINKS, IMAGES & TECHNICAL

No broken links, but links repeat

Every link works and Google can index the page. A few pages are linked too often, and image names need a clean-up.

INTERNAL LINKS	EXTERNAL LINKS	BROKEN LINKS	FAILED REQUESTS
66	10	0	1

IMAGES	MISSING ALT	OVER 50 KB	WEBP / AVIF
22	1	0	None

Links used more than 3 times

LINK	TIMES
app.seoaudit.software/pricing/ · external	8
/lead-generation-tools/ · internal	5
/seo-report/ · internal	4
/keyword-tracker/ · internal	4
/pricing/ · internal	4

Keyword in images

- ✓ Alt text starts with the keyword · 2 images
- ✓ Alt text has keyword words · 7 images
- ✓ File name starts with the keyword · 2 images
- ! File name too long · 5 images
- ! Underscores in file name · 5 images

Technical

Canonical URL	Set
robots.txt	Found
Meta robots	index, follow
Charset declaration	UTF-8 / Declared
Schema.org JSON-LD	None detected
Security headers	Standard

Mobile

- ✓ Viewport tag is set
- ✓ CSS media queries used
- ✓ Text at least 16 px
- ✓ Tap targets large enough
- ✓ Text compression (gzip) on

ALREADY GOOD · 62 CHECKS PASSED

Keep these as they are

- Title starts with the exact keyword
- Title length 53 characters
- Keyword in the meta description, 157 characters
- One H1, with the exact keyword
- Keyword in H2 and H3 headings
- Headings in order H1 → H2 → H3
- URL short, lowercase, no underscores
- Keyword density 2.67 % (18 uses)
- 2,020 words, reading ease 76 / 100
- Keyword in image alt texts and file names
- No broken links or resources
- Readable anchor text, no nofollow inside
- No image over 50 KB; image, HTML, CSS sizes good
- First content in 1.24 s, server response 3 ms
- 69 requests (under 75), text compression on
- Canonical tag, robots.txt, indexable
- Favicon, no deprecated HTML or meta refresh
- Viewport and media queries set

Next steps

1 **This week: headings**
Keep the exact keyword in the H1 and one H2 only, and shorten the 63-character H2.
+ keyword points

2 **This week: meta description and images**
Start the description with “seo audit software”. Rename the 5 long image files with hyphens and add the missing alt text.
+ on-page points

3 **This month: page weight**
Cut and defer JavaScript (592.6 KB), fix the failed chat widget request, then run the keyword audit again.
+ speed points

This report was made with **SEO Audit Software** on 24 October 2026. It checks 88 factors of one page for the keyword “seo audit software”. Scores can change when the page or Google's rules change, so re-run the audit after each fix.