

Landing Page Audit

www.knowledge-vault.com/microsoft-office-365-au...

Keyword

office 365 auditing

79%



37

Good Signals

21

Issues Found

79%

Page Grade

Put the important stuff above the fold. <

SPEED

SECONDS

1.89

KILOBYTES

1693

REQUESTS

44

- ✓ This page loads fast enough
- ✓ This size of this page is ok
- ✓ The number of file requests is acceptable

URL

www.knowledge-vault.com/microsoft-office-365-auditing

- ✓ URL is SEO friendly
- ✓ Exact keyword found in URL
- ✓ No underscores in URL
- ✓ Page is close enough to top-level domain

Landing Page Audit

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TITLE TAG

Microsoft Office 365 Auditing

- ✓ Keyword found in title
- ✗ Title tag should begin with keyword
- ✓ Title tag has 70 characters or less

DESCRIPTION TAG

Knowledge vault Automate your audit reviews, user and mailbox auditing for Microsoft office 365 to track...

- ✗ Description tag needs exact keyword
- ✓ Description tag has 160 characters or less

IMAGE ANALYSIS

18 images

- ✓ All images have alt tags
- ✓ Exact keyword found in an alt tag
- ✗ Add exact keyword to an image file name
- ✗ Remove any underscores in image file names

Landing Page Audit

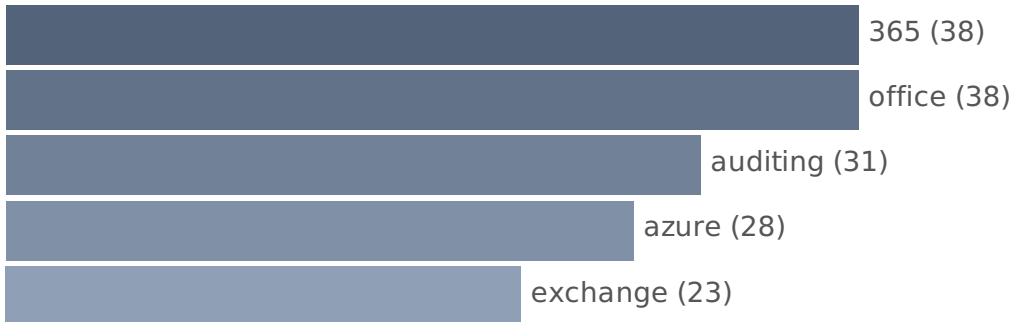
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TOP 5 WORDS USED



HEADING TAGS

H1 Tag: Office 365 Auditing
H2 Tag: Auditing for Office 365 with Knowledge Vault
H3 Tag: Get Informed. Stay Protected.

- ✓ Found heading tags: H1, H2, and H3
- ✓ Exact keyword found in H1, H2, or H3 tag
- ✓ There are no duplicate heading tags

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COPY ANALYSIS

✗ You should have 2,000+ words on this page

✗ Only use exact keyword 2-4 times

✗ Bold, italicize, or underline exact keyword

✓ Exact keyword found in the first 100 words

✗ Add your exact keyword to anchor text

✗ Link this page to a sitemap.html

CODE ANALYSIS

✗ HTML is not W3C validated




✓ No flash found

✗ Remove inline CSS

✗ Text to HTML ratio is too low (< 25%)

✓ Found schemaorg markup

✗ Link to a sitemap.xml

Landing Page Audit*www.knowledge-vault.com/microsoft-office-365-au...***Keyword***office 365 auditing***79%****SOCIAL ANALYSIS** Tweet button found Facebook share button found Add a Google+ button We found a link to a blog

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MOBILE ANALYSIS

✘ Add a mobile sitemap

✔ Server uses compression (e.g., gzip)

✘ Add an Apple icon

✔ We found a viewport metatag

Mobile-friendly landing pages and blog articles rank higher in Google's mobile search results.



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PAGE LINK ANALYSIS



✗ 0 links from other sites

✗ 1 links from unique domains

✓ This page has 5 outbound links

✓ This page has 0 outbound follow links

✓ MozTrust page score: 5.35

✓ MozRank page score: 5.03

✓ Moz Page Authority: 19.19

ROOT DOMAIN LINK ANALYSIS



✓ Found 144 links from other sites

✓ Found 35 links from unique domains

✓ MozTrust domain score: 4.14

✓ MozRank domain score: 3.98

✓ Moz Domain Authority: 29.66

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DOMAIN ANALYSIS

knowledge-vault.com

✓ Domain is < 15 characters in length

✗ Domain should contain exact keyword

✓ This domain is 4 years, 352 days old

✓ This domain expires in 3 years, 14 days

✓ Preferred domain set

✗ Canonicalize your IP address

✗ Site should be accessible via http (SSL)

✓ robots.txt file found

✓ Favicon found

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TASKS

- Title tag should begin with keyword
- Description tag needs exact keyword
- Add exact keyword to an image file name
- Remove any underscores in image file names
- You should have 2,000+ words on this page
- Only use exact keyword 2-4 times
- Bold, italicize, or underline exact keyword
- Add your exact keyword to anchor text
- Link this page to a sitemap.html
- HTML is not W3C validated



TASKS

Text to HTML ratio is too low (< 25%)

Link to a sitemap.xml

Add a Google+ button

Add a mobile sitemap

Add an Apple icon

0 links from other sites

1 links from unique domains

Domain should contain exact keyword

Canonicalize your IP address



Prepared by: Your Company Name
123 456 0000
your@companyemail.com

TASKS

Your Company Name • 123 456 0000 • your@companyemail.com



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SUMMARY

Let us help you complete the tasks above and get your web pages and website ranked higher in major search engines like Google. We will help you dramatically increase targeted traffic, conversions, and sales from your website.

Thank you,
Your Business Name