Website review
eslaboratories.com

Generated on May 23 2025 12:35 PM

The score is 42/100

SEO Content

⚠️	Title	Cologuard® and Cologuard Plus™ Colon Cancer Screening Tests | Collected at Home, Tested in the Lab **Length : 98** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Discover Cologuard® and Cologuard Plus™ noninvasive colon cancer screening tests for adults 45+ at average risk. Collect at home and ship to the lab. Rx only. See risk info. **Length : 173** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
description	Discover Cologuard® and Cologuard Plus™ noninvasive colon cancer screening tests for adults 45+ at average risk. Collect at home and ship to the lab. Rx only. See risk info.
title	Cologuard® and Cologuard Plus™ Colon Cancer Screening Tests | Collected at Home, Tested in the Lab
url	https://www.cologuard.com/

		H1	H2	H3	H4	H5	H6
	Headings	2	6	9	4	0	0

- [H1] What is the Cologuard test?

SEO Content

		• [H1] I Have A Kit • [H2] Let's get you started • [H2] Already have your at-home collection kit? • [H2] Enhanced accuracy. Same ease of use. • [H2] Screen for Colon Cancer in the Privacy of Your Home • [H2] Request your Cologuard test today • [H2] Your care is our care • [H3] 45 Is the New 50 • [H3] Cologuard detects 92% of colon cancers.2 • [H3] From start to finish • [H3] Learn more about how to use the Cologuard test for at-home colon cancer screening • [H3] Most people pay $03 • [H3] FAQs • [H3] Contact us • [H3] Helpful Links • [H3] Billing & Insurance • [H4] Request a Cologuard test kit online or through your doctor. • [H4] It comes right to your door with step-by-step instructions. • [H4] When you're ready to use your kit, use the triple S method: Set up your test, collect a sample, and ship it back to our lab for testing. • [H4] Exact Sciences Corporation
❌	Images	We found 17 images on this web page. 2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **0%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 40 links including 0 link(s) to files

SEO Links

✓		
○	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 32.5%
		Internal Links 67.5%

In-page links

Anchor	Type	Juice
Español (US)	Internal	Passing Juice
View Healthcare Professional Site	External	Passing Juice
Log In	External	Passing Juice
Important Risk Information	Internal	Passing Juice
Language	Internal	Passing Juice
Search	Internal	Passing Juice
Request Cologuard	External	Passing Juice
What is the Cologuard test	Internal	Passing Juice
Is the Cologuard test for you?	Internal	Passing Juice
Ways to get the Cologuard test	Internal	Passing Juice
Benefits of screening	Internal	Passing Juice
Patient stories	Internal	Passing Juice
How to use the Cologuard test	Internal	Passing Juice
I have a Cologuard kit	Internal	Passing Juice
Returning Your Kit	Internal	Passing Juice
Understanding Your Results	Internal	Passing Juice
Resources	Internal	Passing Juice
FAQ	Internal	Passing Juice
Screen Again	Internal	Passing Juice
Read Full Story	Internal	Passing Juice

In-page links

Link	Type	Status
Read Full Story	Internal	Passing Juice
Read Full Story	Internal	Passing Juice
Read Full Story	Internal	Passing Juice
Read Full Story	Internal	Passing Juice
Check your insurance	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Give Us Feedback	Internal	Passing Juice
Check Your Results	External	Passing Juice
Play GoGo Cologuard	External	Passing Juice
Pay A Bill	Internal	Passing Juice
Appeal A Claim	Internal	Passing Juice
About Exact Sciences	External	Passing Juice
HIPAA Notice	External	Passing Juice
Privacy Policy	External	Passing Juice
Terms of Use	Internal	Passing Juice
Do Not Sell My Info	External	Passing Juice
Instagram	External	Passing Juice
Youtube	External	Passing Juice
Facebook	External	Passing Juice
www.fda.gov/MedWatch	External	Passing Juice

SEO Keywords

Keywords Cloud	

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

Usability

	Url	Domain : eslaboratories.com Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 35 Warnings : 7
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ Perfect, your website takes advantage of gzip.

Document

Mobile

	Mobile Optimization		
		✖	Apple Icon
		✔	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
	Robots.txt	http://eslaboratories.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.