Website review exactsciences laboratories.com

The score is 39/100

SEO Content

✅	Title	Laboratories | Exact Labs **Length : 25** Perfect, your title contains between 10 and 70 characters.
✅	Description	Exact Sciences Laboratories is dedicated to delivering the most accurate colorectal cancer results, providing physicians and patients with world-class service. **Length : 159** Great, your meta description contains between 70 and 160 characters.
❌	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	Exact Sciences Laboratories is dedicated to delivering the most accurate colorectal cancer results, providing physicians and patients with world-class service.
title	Laboratories | Exact Labs
url	https://www.exactlabs.com/

Headings

H1	H2	H3	H4	H5	H6
2	0	4	0	0	1

- [H1] Exact Sciences Laboratories is dedicated to delivering the most accurate results and providing physicians and patients with world-class service.
- [H1] Cologuard® is an FDA-approved, noninvasive multi-target stool DNA test for colorectal cancer screening.
- [H3] ORDER COLOGUARD BY FAX

SEO Content

		[H3] EPICCARE LINK PROVIDER PORTAL [H3] Quick Links [H3] Follow us on [H6] References
❌	Images	We found 4 images on this web page. 3 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

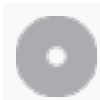|		
❌	URL Rewrite	Bad. Your links have query string.
❌	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 29 links including 2 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 41.38% Internal Links 58.62%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Lab Client Services	Internal	Passing Juice

In-page links

Becoming a Client	Internal	Passing Juice
Sample Report	Internal	Passing Juice
Patient Billing	Internal	Passing Juice
Visual Map of Testing Process	Internal	Passing Juice
Quality and Compliance	Internal	Passing Juice
Patient Privacy Policy	Internal	Passing Juice
Licensing and Accreditation	Internal	Passing Juice
About Us	Internal	Passing Juice
Frequently Asked Questions	Internal	Passing Juice
Lab Leadership Bios	Internal	Passing Juice
NCT01397747	External	Passing Juice
New England Journal of Medicine	External	Passing Juice
Download an Order Form (PDF)	Internal	Passing Juice
Set Up My EpicCare Link Provider Portal	External	Passing Juice
About	External	Passing Juice
Terms of Use	Internal	Passing Juice
SMS Terms	Internal	Passing Juice
Purchasing Terms	Internal	Passing Juice
Patents & Trademarks	External	Passing Juice
Privacy Policy	External	Passing Juice
HIPAA Notice	Internal	Passing Juice
Do Not Sell My Info	External	Passing Juice
EpicCare Link Provider Portal	External	Passing Juice
Cologuard.com	External	Passing Juice
Facebook	External	Passing Juice
Twitter	External	Passing Juice
LinkedIn	External	Passing Juice

SEO Keywords

⦿	Keywords Cloud	

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Usability

⦿	Url	Domain : exactscienceslaboratories.com Length : 29
✅	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 : 19 Warnings : 2
✅	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.

Document

	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.

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://exactscienceslaboratories.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. |