

#### **SEO Content**

| $\bigotimes$ | Title              | Length : 0  |  |  |  |
|--------------|--------------------|---|--|--|--|
|              |                    | Very bad. We haven't found title on your page.  |  |  |  |
| 8            | Description        | <b>Length : 0</b><br>Very bad. We haven't found meta description on your page. Use <u>this</u> <u>free online meta tags generator</u> to create description.                                  |  |  |  |
| $\bigotimes$ | Keywords           | Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.   |  |  |  |
| 8            | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows<br>social crawler's better structurize your page. Use <u>this free og</u><br><u>properties generator</u> to create them. |  |  |  |
| 0            | Headings           | H1         H2         H3         H4         H5         H6           0         0         0         0         0         0         0   |  |  |  |
| 0            | Images             | We found 0 images on this web page.<br>Good, most or all of your images have alt attributes.  |  |  |  |
| $\bigotimes$ | Text/HTML Ratio    | Ratio : <b>100%</b><br>This page's ratio of text to HTML code is more than 70 percent, this means that your the page might run the risk of being considered spam.                             |  |  |  |
| 0            | Flash              | Perfect, no Flash content has been detected on this page.   |  |  |  |
| $\bigcirc$   | lframe             | Great, there are no Iframes detected on this page.  |  |  |  |

### SEO Links

| $\bigcirc$   | URL Rewrite                | Good. Your links looks friendly!   |
|--------------|----------------------------|--|
| $\bigcirc$   | Underscores in the<br>URLs | Perfect! No underscores detected in your URLs.   |
| $\bigotimes$ | In-page links              | We found a total of 0 links including 0 link(s) to files                               |
| 0            | Statistics                 | External Links : noFollow 0%<br>External Links : Passing Juice 0%<br>Internal Links 0% |

## In-page links

| Anchor | Туре | Juice |
|--------|------|-------|
|        |      |       |

## SEO Keywords

| <b>backenddefault</b> |  |
|-----------------------|--|
|-----------------------|--|

#### **Keywords Consistency**

| Keyword | Content | Title | Keywords | Descripti<br>on | Headings |
|---------|---------|-------|----------|-----------------|----------|
| default | 1       | ×     | ×        | ×               | ×        |
| backend | 1       | ×     | ×        | ×               | ×        |

### Usability

| 0            | Url     | Domain : getsalesloft.com<br>Length : 16  |
|--------------|---------|---|
| $\bigotimes$ | Favicon | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often. |

## Usability

| $\bigotimes$ | Printability | We could not find a Print-Friendly CSS.   |
|--------------|--------------|---|
| $\bigotimes$ | Language     | You have not specified the language. Use <u>this free meta tags generator</u> to declare the intended language of your website. |
| 8            | Dublin Core  | This page does not take advantage of Dublin Core.   |

#### Document

| 8            | Doctype         | Missing doctype  |  |  |
|--------------|-----------------|--|--|--|
| $\bigotimes$ | Encoding        | You have not specified the document's charset. Use <u>this free meta tags</u> <u>generator</u> to declare document's charset.  |  |  |
| $\bigotimes$ | W3C Validity    | Errors : 1<br>Warnings : 0   |  |  |
| $\bigcirc$   | Email Privacy   | Great no email address has been found in plain text!   |  |  |
| $\bigcirc$   | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |  |  |
| 0            | Speed Tips      | <ul> <li>Excellent, your website doesn't use nested tables.</li> <li>Perfect. No inline css has been found in HTML tags!</li> <li>Great, your website has few CSS files.</li> <li>Perfect, your website has few JavaScript files.</li> <li>Too bad, your website does not take advantage of gzip.</li> </ul> |  |  |

#### Mobile

| 0 | 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<br>additional information like your site's latest updates, frequency of<br>changes and importance of the URLs. This allows search engines to<br>crawl the site more intelligently. |
|              | Robots.txt  | http://getsalesloft.com/robots.txt  |
| $\mathbf{}$  |             | Great, your website has a robots.txt file.  |
|              | Analytics   | Missing   |
| $\mathbf{v}$ |             | 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.  |