Website review
insightexpressai.com

The score is 50/100

SEO Content

✓	Title	Microsoft Azure Web App - Error 404 **Length : 35** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
◉	Headings	<table><tr><td>**H1**</td><td>**H2**</td><td>**H3**</td><td>**H4**</td><td>**H5**</td><td>**H6**</td></tr><tr><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> • [H1] 404 Web Site not found.
✓	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.
✓	Text/HTML Ratio	Ratio : **23%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✓	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

✅	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 2 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%

In-page links

Anchor	Type	Juice
how to map an existing domain	External	Passing Juice
App Service Domain FAQ	External	Passing Juice

SEO Keywords

⦿	Keywords Cloud	clear cache azure old domain pointing microsoft app error web

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
domain	4	✖	✖	✖	✖

Keywords Consistency

web	2	✔	✖	✖	✔
app	2	✔	✖	✖	✖
error	2	✔	✖	✖	✖
azure	2	✔	✖	✖	✖

Usability

	Url	Domain : insightexpressai.com Length : 20
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✖	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

✔	Doctype	HTML 5
✖	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
✖	W3C Validity	Errors : 1 Warnings : 0
✔	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.

Document

✔ Perfect. No inline css has been found in HTML tags!

✔ Great, your website has few CSS files.

✔ Perfect, your website has few JavaScript files.

✖ Too bad, your website does not take 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://insightexpressai.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.