

Landing Page Audit
hostfriend.com.au

Keyword
hosting services

69%

31
Good Signals

27
Issues Found

69%
Page Grade

Put the important stuff above the fold. ←



SPEED

| | | | | | |
|---------|-------------|-----------|----------------|----------|-----------|
| SECONDS | 1.86 | KILOBYTES | 1662.31 | REQUESTS | 36 |
|---------|-------------|-----------|----------------|----------|-----------|

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

URL

hostfriend.com.au

- ✓ URL is SEO friendly
- ✗ Exact keyword not found in this URL
- ✓ No underscores in URL
- ✓ Page is close enough to top-level domain

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TITLE TAG

Airbnb Property Manager | Airbnb Hosting Services | Host friend

✓ Keyword found in title

✗ Title tag should begin with keyword

✓ Title tag has 70 characters or less

DESCRIPTION TAG

Host friend is an Airbnb property & guest management service for your Sydney Airbnb listing. Call us today...

✗ Description tag needs exact keyword

✓ Description tag has 160 characters or less

IMAGE ANALYSIS

18 images

✓ All images have alt tags

✗ Add your exact keyword to an alt tag

✗ Add exact keyword to an image file name

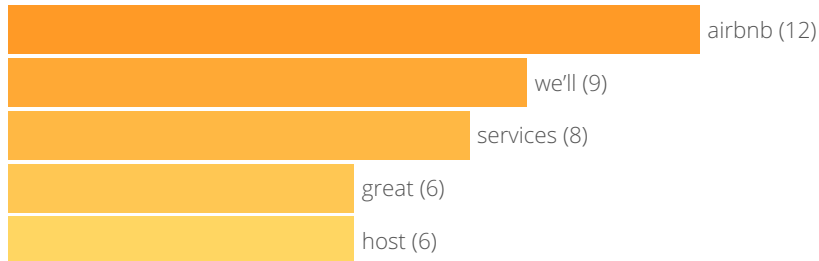
✓ No underscores found in image file names

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TOP 5 WORDS USED



HEADING TAGS

H1 Tag: Airbnb Property Management
H2 Tag: Looking for Airbnb Hosting services
H3 Tag: We are Airbnb experts

- ✓ 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

✔ Exact keyword used 3 times

✘ Bold, italicize, or underline exact keyword

✔ Exact keyword found in the first 100 words

✘ Add your exact keyword to anchor text

✔ Link to a sitemap.html found

CODE ANALYSIS

✘ HTML is not W3C validated

✔ No flash found

✘ Remove inline CSS

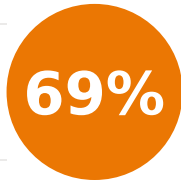
✘ Text to HTML ratio is too low (< 25%)

✘ Add schemaorg markup

✔ Link to a sitemap.xml found

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SOCIAL ANALYSIS



- ✗ Add a tweet button
- ✓ Facebook share button found
- ✗ Add a Google+ button
- ✓ We found a link to a blog

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MOBILE ANALYSIS

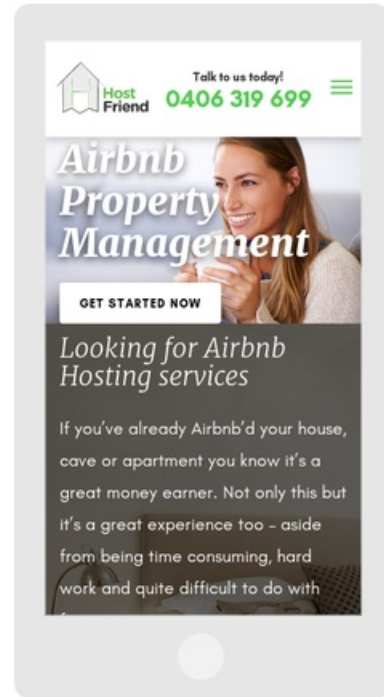
✗ Add a mobile sitemap

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

✓ We found an Apple icon

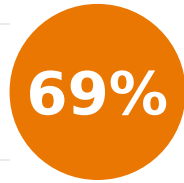
✓ We found a viewport metatag

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
- ✗ 0 links from unique domains
- ✓ This page has 3 outbound links
- ✓ This page has 3 outbound follow links
- ✗ MozTrust page score: 0
- ✗ MozRank page score: 0
- ✗ Moz Page Authority: 1

ROOT DOMAIN LINK ANALYSIS



- ✗ 3 links from other sites
- ✗ 6 links from unique domains
- ✓ MozTrust domain score: 2.69
- ✓ MozRank domain score: 2.45
- ✓ Moz Domain Authority: 13.7

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DOMAIN ANALYSIS

hostfriend.com.au

✗ Domain should be < 15 characters in length

✗ Domain should contain exact keyword

✗ This domain is only 0 years, 176 days old

✗ This domain expires in missing

✓ 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

- Exact keyword not found in this URL
- Title tag should begin with keyword
- Description tag needs exact keyword
- Add your exact keyword to an alt tag
- Add exact keyword to an image file name
- You should have 2,000+ words on this page
- Bold, italicize, or underline exact keyword
- Add your exact keyword to anchor text
- HTML is not W3C validated
- Remove inline CSS

TASKS

Add schemaorg markup

Add a tweet button

Add a Google+ button

Add a mobile sitemap

0 links from other sites

0 links from unique domains

MozTrust page score: 0

MozRank page score: 0

Moz Page Authority: 1

TASKS

- 6 links from unique domains

- Domain should be < 15 characters in length

- Domain should contain exact keyword

- This domain is only 0 years, 176 days old

- This domain expires in missing

- Canonicalize your IP address

- Site should be accessible via http (SSL)

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SUMMARY

Let our in-house development team 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.

If you have your own developer, just send this information over to them and ask them to make the changes. We have sent this report to you as a PDF.

Thank you,

The Team at Local Web
contact@localweb.com.au
+61 2 8039 1462

