

Page Grade: 76/100  
Web Page: www.juddbooks.com/  
Keyword: books

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Put important stuff above.



## Speed

SECONDS	0.13	KILOBYTES	112.56	REQUESTS	12
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- ✓ This page loads fast enough
- ✓ This size of this page is ok
- ✓ The number of file requests is acceptable

## URL

[www.juddbooks.com/](http://www.juddbooks.com/)

- ✓ URL is SEO friendly
- ✓ Exact keyword found in URL
- ✓ No underscores in URL
- ✓ Page is close enough to top-level domain

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## Title Tag

*Judd Books - Bloomsbury's used academic bookstore*

- ✓ Keyword found in title
- ✗ Title tag should begin with keyword
- ✓ Title tag has 70 characters or less

## Description Tag

*Not found.*

- ✗ Description tag needs exact keyword
- ✗ Description tag should be 160 characters or less

## Image Analysis

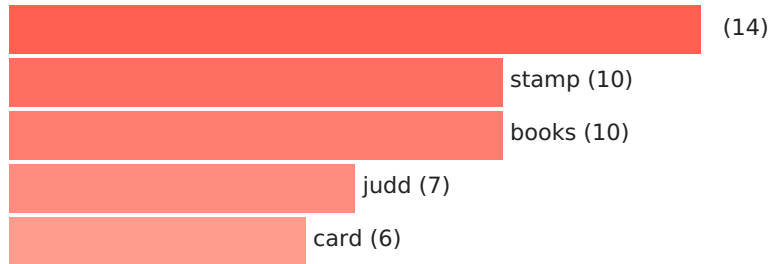
*9 images*

- ✓ 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: Missing*  
*H2 Tag: JUDD BOOKS*  
*H3 Tag: Telephone 02073875333 juddbooks82@gmail.com Opening Hours 11am to 7pm Mon - Sat 12 noon - 6pm Sundays Closed Bank Holiday Sundays and Mondays*

- Add a H1, H2, and H3 tag to this page
- 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
- Only use exact keyword 2-4 times
- Bold, italicize, or underline exact keyword
- Exact keyword found in the first 100 words
- Add your exact keyword to anchor text
- Link this page to a sitemap.html

## Code Analysis


- HTML is not W3C validated
- No flash found
- Remove inline CSS
- Text to HTML ratio is at least 25%
- Add schema.org markup
- Link to a sitemap.xml

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## Social Analysis



 Facebook share button found

 Add a link to a blog

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## Mobile Analysis

- ⊗ Add a mobile sitemap
- ⊗ Server should use compression (e.g., gzip)
- ⊗ Add an Apple icon
- ⊗ Add 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



- ✓ Found 399 links from other sites
- ✓ Found 295 links from unique domains
- ✓ This page has 0 outbound links
- ✓ This page has 0 outbound follow links
- ✓ MozTrust page score: 3.8
- ✓ MozRank page score: 3.8
- ✓ Moz Page Authority: 38

## Root Domain Link Analysis



- ✓ Found 410 links from other sites
- ✓ Found 304 links from unique domains
- ✓ MozTrust domain score: 2.8
- ✓ MozRank domain score: 2.8
- ✓ Moz Domain Authority: 28

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## Domain Analysis

*juddbooks.com*

- ✓ Domain is < 15 characters in length
- ✓ Found keyword in domain
- ✓ This domain is 11 years, 271 days old
- ✗ This domain expires in 0 years, 95 days
- ✗ Preferred domain is not set
- ✗ Canonicalize your IP address
- ✗ Site should be accessible via http (SSL)
- ✗ robots.txt file not found
- ✓ Favicon found



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## TASKS

- Title tag should begin with keyword

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- Description tag needs exact keyword

---

- Description tag should be 160 characters or less

---

- Add your exact keyword to an alt tag

---

- Add exact keyword to an image file name

---

- Add a H1, H2, and H3 tag to this page

---

- You should have 2,000+ words on this page

---

- Only use exact keyword 2-4 times

---

- Bold, italicize, or underline exact keyword

---

- Add your exact keyword to anchor text

---

## TASKS

HTML is not W3C validated

---

Remove inline CSS

---

Add schema.org markup

---

Link to a sitemap.xml

---

Add a tweet button

---

Add a Google+ button

---

Add a link to a blog

---

Add a mobile sitemap

---

Server should use compression (e.g., gzip)

---

Prepared by:

## TASKS

- Add a viewport metatag

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- This domain expires in 0 years, 95 days

---

- Preferred domain is not set

---

- Canonicalize your IP address

---

- Site should be accessible via http (SSL)

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- robots.txt file not found

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## **Summary**

Let us help you 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.

Thank you,

