

URL :

Score : Keyword Target :

Page Content

Score	Analysis
1.	Content has a lot of spelling and grammar mistakes. Very long paragraphs without breaks between the content. No formatting (bold, italics, bullets) to enhance content. No headlines (H2, H3) to categorize content. No images to support the content.
2.	Content has some spelling and grammar mistakes. Some long paragraphs with little break or white space. Very minimal content formatting (may include some bold, 1 list etc.). Includes 1 headline and 1 image.
3.	Content has one or two spelling or grammar issues. Use of white space, but paragraphs are long. Some use of formatting (bold, underline etc.) Includes at least one bulleted list. The page has some images that relate to the content.
4.	Content has no spelling or grammar mistakes. A good use of white space, eye catching content. Good use of bulleted lists and other formatting to segment the content. A number of H2, H3 and H4 tags categorize the content. The page has a number of high quality images.
5.	Content has no spelling or grammar mistakes. Lots of white space that draws the eye to specific pieces of valuable content. Excellent use of heading throughout the content. Several well displayed headlines the content stand-out. Uses bulleted lists and other formatting to communicate key content. A number of high quality, well formatted and optimized images.

Most of these are basic word processing issues.

H tags are important for guiding visitors and SEO.

Short paragraphs and white space have been proven to improve scroll and time on page.

Images are an essential website component in almost all industries.

List improve scroll and are an ever increasing SEO component. Read this post about [Personal Searches, Featured Snippets and Answer Boxes](#).

Page Design

Score	Analysis
1.	No Links on page (either inbound or outbound). No consistent design. Fonts and colour scheme are muddled. The relationship between text and images is confused. No white space, no headings, no formatting or lists. Page is not mobile friendly.
2.	There are too many images, too large and too small. There are very few links, 2 or less. Small amount of whitespace between the content. There are too many font styles and colors. Page is not Mobile Friendly.
3.	Header, content and footer are clear. Images are somewhat relevant, but the page lacks a consistent color scheme. There is just enough white space around images and text. Very few links are present in the content. The content has no bolding and very few headlines. Page has an average mobile friendliness score.
4.	Header, content and footer are clear and distinguishable. Images are relevant to the content. Consistent formatting, font and colours. There is enough white space around images and text. Three or more links are present in the content. The content has several headlines. The page has an above average mobile friendliness score.
5.	Header, content and footer are clear and distinguishable. Images are relevant to the content. There is enough white space around images and text. Four or more links are present in the content. The content has bolding, several headlines and a consistent colour scheme. The page is mobile friendly.

This is about how the page looks and is mostly non-technical.

It's all about how the page looks to your visitors. Consistent font, formatting and colour scheme portray professionalism.

In the modern world mobile friendliness is vital. Google recently moved to mobile first indexing. Read this post on [Mobile Usability](#).

Links, both to your content and to other websites, are very important for SEO.

Lead Generation

Your website must have a Contact Page. The following analysis is based on having a Contact Page. Your Contact Page will be analysed separately based on different criteria

Score	Analysis
1.	No call to action on the page.
2.	1 sidebar call to action, below page fold.
3.	1 call to action. In in content, above the fold.
4.	2 call to action, 1 in content above page fold. 1 can be blog subscription.
5.	3 calls to action, 2 in content above the fold. 1 can be blog subscription.

Call to action is one of the most vital parts of your website structure. Put simply you want every website visitor to do something on your site. In most cases, make contact with you to ask for quote or other inquiry about possible work in the future.

Not every visitor is at the point of making contact with you. Second prize is to get their email address via a sign-up form.

This call to action, especially on mobile, should take the form of a clickable button. The user should then be taken to a contact page where there are a number of contact options. Your phone number, an option to request a phone call, email address, pre-populated contact form, instant messenger (possibly via social media).

Your Contact Page (if it features in your top 20 pages) will not be analysed in the same way as your content pages. Recommendations for your Contact Page are outlined in another section.

Many of these issues are taken care of on a site wide basis. In WordPress your theme will probably have social icon option along with a must have plugin, [Jetpack](#). For greater sharing functionality I would recommend [Shareaholic](#).

Search Engine Optimization

Score	Analysis
1.	No Keyword Target. and/or no-index tag.
2.	Page has target keyword. Poor Optimization. Keyword not found in URL, title tag, meta description, image alt. tags etc. Meta description either not found, too long or too short. Page Title either not found, too long or too short. Keyword density within the content is too low and does to appear in first paragraph. Keyword does not appear in any H tags. Overall text content is below 300 words.
3.	Page has target keyword. Average Optimization. Keyword found in 1 or 2 of URL, title tag, meta description, image alt. Tags etc. Average meta description. Average Page Title. Average keyword density. 1 or 2 uses, not in first paragraph. Keyword appears in 1 H tag. Roughly 300 words of content.
4.	Page has target keyword. Good Optimization. Keyword found in most important locations. Good meta description in length and quality. Good Page Title, keyword at the start. Well spread and good density of keywords. Keyword in first paragraph. Keyword appears in 1 or more H tags, in bold at least once and 1 link. Content in 300 words or more.
5.	Page has target keyword. Excellent Optimization. Keyword found in all important locations. Excellent Page Title and meta description with keyword at the start of both. Well spread, high keyword density. Keyword in first paragraph. Keyword appears in 2 or more H tags, in bold at least once and at least 1 link. Content is 500 words or more.

These are not the only factors that get your web page to rank well in search. Having said that, getting these basic, best practices wrong damages your chances of good ranking, and hence, high traffic levels.

Each page should have a different target keyword. Site structure will be dealt with another section but as must for your WordPress Website is to install Yoast SEO Plugin. It will handle many of the above factors for you as you create posts, pages and keyword targets.

Social Media

Score	Analysis
1.	No links to social media.
2.	Social icons are below page fold. In footer for example. No share options available.
3.	Call to action (follow us) for at least Facebook and Twitter. No share options.
4.	Call to action (follow us) for at least Facebook and Twitter. Some share options.
5.	Call to action (follow us) for at least Facebook, Twitter and 1 other. Full list of social sharing option including Facebook, Twitter, email, Google+. Facebook and Twitter like options, Goggle +1. Option to sign up for blog updates and/or email newsletter. Facebook (open graph) and Twitter (cards) present with optimized text and images.

Social Media is one of your key online marketing strategies and most valuable traffic sources. Your content need to be shared by visitors with their online friends and you need to make this easy to do.

Twitter and Facebook now have the option the specifically optimize the Title, Description and Image for each URL. This means that when people share on these platforms the post can look exactly how you want it to.

Icons for each social media platform you own should link to these platforms so that users can visit, like follow etc. Facebook and Twitter like buttons are also recommended especially for blog posts. Google +1 can also be a ranking factor according to some research.