



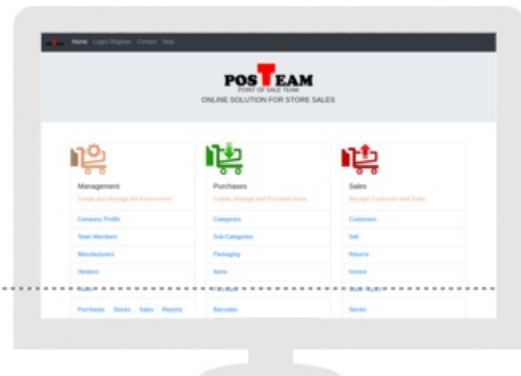
Landing Page Audit

www.pos.team/

Keyword
POINT OF SALE for TEAMS



Put the important stuff above the fold. ←



SPEED

SECONDS	0.99	KILOBYTES	882.75	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.pos.team/

- ✓ 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

POS TEAM - POINT OF SALE for TEAMS

✓ Keyword found in title

✗ Title tag should begin with keyword

✓ Title tag has 70 characters or less

DESCRIPTION TAG

Free Online POS, free point of sale, point of purchase, POS, point of sale

✗ Description tag needs exact keyword

✓ Description tag has 160 characters or less

IMAGE ANALYSIS

7 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

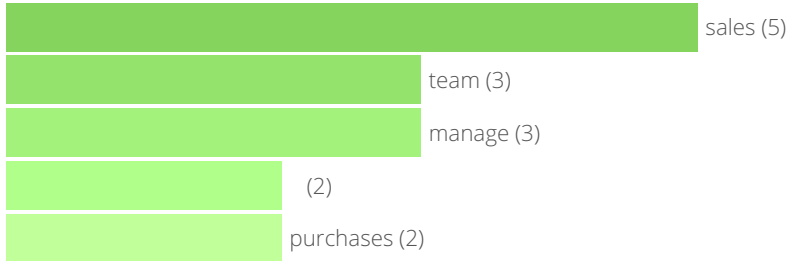


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TOP 5 WORDS USED



HEADING TAGS

H1 Tag: Missing
H2 Tag: Missing
H3 Tag: Missing

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

✗ Add exact keyword to 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 too low (< 25%)

✗ Add schemaorg markup

✗ Link to a sitemap.xml



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SOCIAL ANALYSIS



✕ Add a Facebook share or like button

✕ Add a link to a blog



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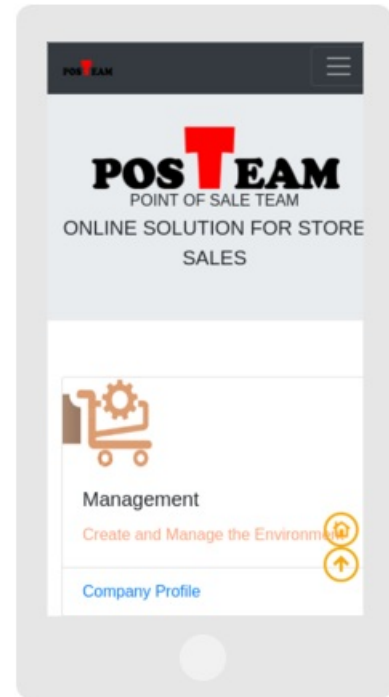
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MOBILE ANALYSIS

- ✗ Add a mobile sitemap
- ✗ Server should use compression (e.g., gzip)
- ✗ Add 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



✗ 1 links from other sites

✗ 1 links from unique domains

✓ This page has 1 outbound links

✓ This page has 1 outbound follow links

✗ MozTrust page score: 0.5

✗ MozRank page score: 0.5

✓ Moz Page Authority: 5

ROOT DOMAIN LINK ANALYSIS



✗ 1 links from other sites

✗ 1 links from unique domains

✗ MozTrust domain score: 0.3

✗ MozRank domain score: 0.3

✓ Moz Domain Authority: 3



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DOMAIN ANALYSIS

pos.team

- ✓ Domain is < 15 characters in length
- ✗ Domain should contain exact keyword
- ✗ This domain is only 0 years, 55 days old
- ✓ This domain expires in 2 years, 310 days
- ✗ Preferred domain is not set
- ✗ Canonicalize your IP address
- ✗ Site should be accessible via http (SSL)
- ✗ robots.txt file not found
- ✗ Add a favicon



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SUMMARY

Thank you for taking the time to review this audit. It's very important that this web page, along with the other pages on your site, are properly optimized for search engines, so they can rank on page #1 for your target keywords.

This audit is a small sample of the improvements we can make to your site. If you have any questions, please don't hesitate to contact us using the contact information below.

Thank you,

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