

Website review moz.com

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The score is 57/100



SEO Content

	Title	Moz - SEO Software for Smarter Marketing Length : 40 Perfect, your title contains between 10 and 70 characters.												
	Description	Backed by the largest community of SEOs on the planet, Moz builds the tools that make SEO, content marketing, market research, digital PR, and local SEO easy. Start your free 30-day trial today! Length : 194 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>13</td><td>9</td><td>5</td><td>18</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Higher rankings. Quality traffic. Measurable results.• [H2] Trusted by 500,000+ brands and agencies• [H2] Your SEO & digital marketing solutions• [H2] NEW at Moz: Announcing the Moz Affiliate Program• [H2] Learn more about Moz tools• [H2] Moz Pro: the all-in-one SEO toolkit• [H2] STAT: the ultimate large-scale rank tracking platform• [H2] Moz Local: the local SEO and reputation management tool• [H2] Moz API: powering custom data solutions• [H2] Propel your business forward with Moz Data• [H2] Why marketers trust Moz Data & tools• [H2] Learn SEO from our experts• [H2] Ready to get started with Moz Pro?• [H2] The latest from the Moz Blog• [H3] Get the SEO insights you need to convert more traffic and	H1	H2	H3	H4	H5	H6	1	13	9	5	18	0
H1	H2	H3	H4	H5	H6									
1	13	9	5	18	0									





SEO Content

		<p>outrank the competition</p> <ul style="list-style-type: none">• [H3] Tackle large-scale SEO with accuracy and ease• [H3] Improve discovery, user experience, and rankings through content optimization• [H3] Craft high-impact PR strategies to get your brand in front of the right audience• [H3] Reach more customers online for your local business(es)• [H3] Supercharge your own tools and dashboards with leading SEO metrics• [H3] 7 Psychology-Backed Reasons Why People Buy — Whiteboard Friday• [H3] 21 Black Friday Marketing Strategies to Maximize Your Profits• [H3] How To Create Helpful Content Post-HCU• [H4] Discover top competitors' winning content• [H4] What is your Brand Authority?• [H4] Unlock flexible pricing & new endpoints• [H4] Surface actionable competitive intel• [H4] Power your digital marketing strategies with Moz SEO software, tools, APIs, and bespoke data solutions.• [H5] Keyword Research• [H5] Competitive Research• [H5] Link Research• [H5] Rank Tracking• [H5] Domain Overview• [H5] Site Crawl• [H5] 1.25 billionKeyword suggestions in Keyword Explorer• [H5] 44.8 trillionLinks indexed by Link Explorer• [H5] 100,000Local business listings optimized with Moz Local• [H5] 8 millionSERPs analyzed daily by STAT• [H5] Attend MozCon• [H5] Attend MozCon• [H5] Get Certified with Moz Academy• [H5] Get Certified with Moz Academy• [H5] New to SEO?• [H5] New to SEO?• [H5] Get free SEO education• [H5] Get free SEO education
	Images	<p>We found 45 images on this web page.</p> <p>14 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 35%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>

SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 87 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.75% Internal Links 94.25%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Products	Internal	Passing Juice
Moz Pro	Internal	Passing Juice
Moz Pro Home	Internal	Passing Juice
Moz Local	Internal	Passing Juice
STAT	Internal	Passing Juice
Moz API	Internal	Passing Juice
Moz API Home	Internal	Passing Juice
Compare SEO Products	Internal	Passing Juice
Moz Data	Internal	Passing Juice
Domain Analysis	Internal	Passing Juice

In-page links

Keyword Explorer	Internal	Passing Juice
Link Explorer	Internal	Passing Juice
Competitive Research	Internal	Passing Juice
MozBar	Internal	Passing Juice
More Free SEO Tools	Internal	Passing Juice
Beginner's Guide to SEO	Internal	Passing Juice
SEO Learning Center	Internal	Passing Juice
Moz Academy	Internal	Passing Juice
SEO Q&A	Internal	Passing Juice
Webinars, Whitepapers, & Guides	Internal	Passing Juice
Blog	Internal	Passing Juice
Agency Solutions	Internal	Passing Juice
Enterprise Solutions	Internal	Passing Juice
Small Business Solutions	Internal	Passing Juice
Case Studies	Internal	Passing Juice
The Moz Story	Internal	Passing Juice
New Releases	Internal	Passing Juice
Log in	Internal	Passing Juice
Log out	Internal	Passing Juice
Products	Internal	Passing Juice
Moz Pro	Internal	Passing Juice
Moz Local	Internal	Passing Juice
STAT	Internal	Passing Juice
Moz API	Internal	Passing Juice
Learn More	Internal	Passing Juice
Free SEO Tools	Internal	Passing Juice
Domain Analysis	Internal	Passing Juice
Take the quiz	Internal	Passing Juice

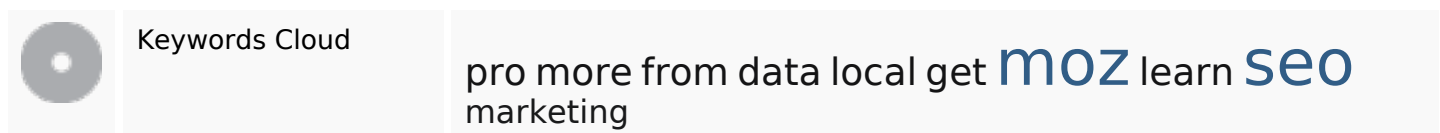
In-page links

Learn SEO	Internal	Passing Juice
Beginner's Guide to SEO	Internal	Passing Juice
On-Demand Webinars	Internal	Passing Juice
How-To Guides	Internal	Passing Juice
Moz Academy	Internal	Passing Juice
SEO Q&A	Internal	Passing Juice
Find your plan	Internal	Passing Juice
Why Moz	Internal	Passing Juice
Small Business Solutions	Internal	Passing Juice
Agency Solutions	Internal	Passing Juice
Enterprise Solutions	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Learn More	Internal	Passing Juice
Moz Pro	Internal	Passing Juice
Moz Local Dashboard	Internal	Passing Juice
Moz API Dashboard	Internal	Passing Juice
Moz Academy	Internal	Passing Juice
Moz Home	Internal	Passing Juice
Notifications	Internal	Passing Juice
Account & Billing	Internal	Passing Juice
Manage Users	Internal	Passing Juice
Community Profile	Internal	Passing Juice
My Q&A	Internal	Passing Juice
My Videos	Internal	Passing Juice
Sign up now	Internal	Passing Juice
See all plans	Internal	Passing Juice
Try Moz Pro free	Internal	Passing Juice
Get free listing score	Internal	Passing Juice

In-page links

Try Moz API free	Internal	Passing Juice
Become a Moz Affiliate	Internal	Passing Juice
Explore Moz Pro	Internal	Passing Juice
Explore Moz Local	Internal	Passing Juice
Explore Moz API	Internal	Passing Juice
Go Fish Digital	External	Passing Juice
Chesapeake Regional Healthcare	Internal	Passing Juice
Intellitonic	External	Passing Juice
Hum	External	Passing Juice
Zillow	External	Passing Juice
Get tickets	Internal	Passing Juice
Contact	Internal	Passing Juice
Community	Internal	Passing Juice
Free Trial	Internal	Passing Juice
Terms & Privacy	Internal	Passing Juice
Accessibility	External	Passing Juice
Jobs	Internal	Passing Juice
Help	Internal	Passing Juice
News & Press	Internal	Passing Juice
MozCon	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Keywords Consistency

moz	79	✓	✗	✓	✓
seo	73	✓	✗	✓	✓
data	24	✗	✗	✗	✓
get	23	✗	✗	✗	✓
local	23	✗	✗	✓	✓


Usability

	Url	Domain : moz.com Length : 7
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 128 Warnings : 14
	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.




Document

	Speed Tips	<ul style="list-style-type: none">✓ Excellent, your website doesn't use nested tables.✗ Too bad, your website is using inline styles.✗ Too bad, your website has too many CSS files (more than 4).✗ Too bad, your website has too many JS files (more than 6).✓ Perfect, your website takes advantage of gzip.
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Mobile

	Mobile Optimization	<ul style="list-style-type: none">✗ Apple Icon✓ Meta Viewport Tag✓ Flash content
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p>https://moz.com/sitemaps-1-sitemap.xml</p> <p>https://moz.com/community/q/sitemap.xml</p>
	Robots.txt	<p>http://moz.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>