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Seo Report: appiko.org

Generated on July 23 2018 08:30 AM





The score is 47/100







SEO Content

	Title	Appiko's homepage Length : 17 Perfect, your title contains between 10 and 70 characters.												
	Description	The homepage of Appiko, the startup with the mission of developing technology for wildlife conservation. Length : 104 Great, your meta description contains between 70 and 160 characters.												
	Keywords	camera traps, motion sensors, wildlife conservation, camera trigger Good, your page contains meta 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>4</td><td>5</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Technology for Wildlife Conservation• [H2] Products of Appiko• [H2] SensePi• [H2] ABOUT US• [H2] Get in touch• [H3] Sense• [H3] Snap• [H3] Seek• [H3] Setup• [H3] Want early access to SensePi?We'll let you as soon as they're ready.• [H4] Save the world!	H1	H2	H3	H4	H5	H6	1	4	5	1	0	0
H1	H2	H3	H4	H5	H6									
1	4	5	1	0	0									

SEO Content

	Images	We found 7 images on this web page. 7 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 14% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

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 7 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 85.71% Internal Links 14.29%

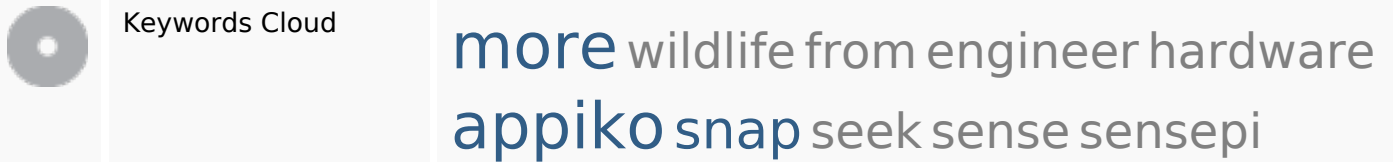
In-page links

Anchor	Type	Juice
Products	Internal	Passing Juice
More details here	External	Passing Juice
PlayStore	External	Passing Juice
began	External	Passing Juice
lkigai	External	Passing Juice

In-page links

Sangram Parida	External	Passing Juice
Gesine Todt	External	Passing Juice

SEO Keywords












Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
appiko	7	✓	✗	✓	✓
more	6	✗	✗	✗	✗
snap	5	✗	✗	✗	✓
sensepi	4	✗	✗	✗	✓
wildlife	4	✗	✓	✓	✓





Usability

	Url	Domain : appiko.org Length : 10
	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 : 2 Warnings : 17
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	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.

Mobile

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

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
	Robots.txt	Missing

Optimization



Your website doesn't have a robots.txt file - this can be problematic.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.



Analytics

Missing

We didn't detect an analytics tool installed on this website.

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.