# Website review
# outreachlabs.com

Generated on April 29 2024 13:17 PM

**The score is 50/100**

## SEO Content

| | | |
|---|---|---|
| ✓ | Title | Link Building Services Agency \| Outreach Labs<br><br>**Length : 45**<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✗ | Description | **Length : 0**<br><br>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description. |
| ✗ | 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 | Good, your page take advantage of Og Properties. |

| Property | Content |
|---|---|
| locale | en_US |
| type | website |
| title | Link Building Services Agency \| Outreach Labs |
| url | https://www.outreachlabs.com/ |
| site_name | Outreach Labs |
| updated_time | 2023-12-13T19:48:13+00:00 |
| image | https://www.outreachlabs.com/wp-content/uploads/2023/11/Featured-image.png |
| image:secure_url | https://www.outreachlabs.com/wp-content/uploads/2023/11/Featured-image.png |
| image:width | 1645 |
| image:height | 623 |

# SEO Content

| | | image:alt | link building services |
|---|---|---|---|
| | | image:type | image/png |

| | Headings | **H1** 1 | **H2** 9 | **H3** 8 | **H4** 1 | **H5** 7 | **H6** 8 |
|---|---|---|---|---|---|---|---|

- [H1] Quality link building made simple.
- [H2] Meet a few of our friends
- [H2] Link Building Services
- [H2] Proven to help SEO-driven businesses make quality link building less frustrating
- [H2] Sign up for monthly services or order links individually, à la carte
- [H2] Flexible and adaptable expertise to suit your specific needs
- [H2] Don't just take our word for it...
- [H2] Fresh off the press: Link building insights
- [H2] Diving into details
- [H2] Always Consistent. Always Quality.
- [H3] Create momentum with our powerful organic link building
- [H3] Enjoy a service that puts honesty ahead of profitability
- [H3] Blogger Outreach
- [H3] Editorial Guest Posts
- [H3] Monthly Blogger Outreach
- [H3] Monthly Digital PR
- [H3] Pricing that's fair. Plans that flex.
- [H3] Backlinks aren't enough ⚠
- [H4] Digital PR
- [H5] How to Find Journalists & Emails
- [H5] Digital PR
- [H5] Media Outlets
- [H5] Media Outlets
- [H5] Media Outlets
- [H5] Trusted by Experts
- [H5] Contact Us
- [H6] How to Find Journalists & Emails
- [H6] New Mexico Media Outlets & Publications
- [H6] Tennessee Media Outlets & Publications
- [H6] North Carolina Media Outlets & Publications
- [H6] What truly distinguishes Outreach Labs in the sea of link-building agencies?
- [H6] Does OutreachLabs require a contract?
- [H6] Can I approve/disapprove outreach websites?
- [H6] Can I approve custom created content?

| | Images | We found 82 images on this web page.<br><br>78 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 : **0%**<br><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content. |

# SEO Content

| | | |
|---|---|---|
| ✅ | Flash | Perfect, no Flash content has been detected on this page. |
| ❌ | Iframe | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

# SEO Links

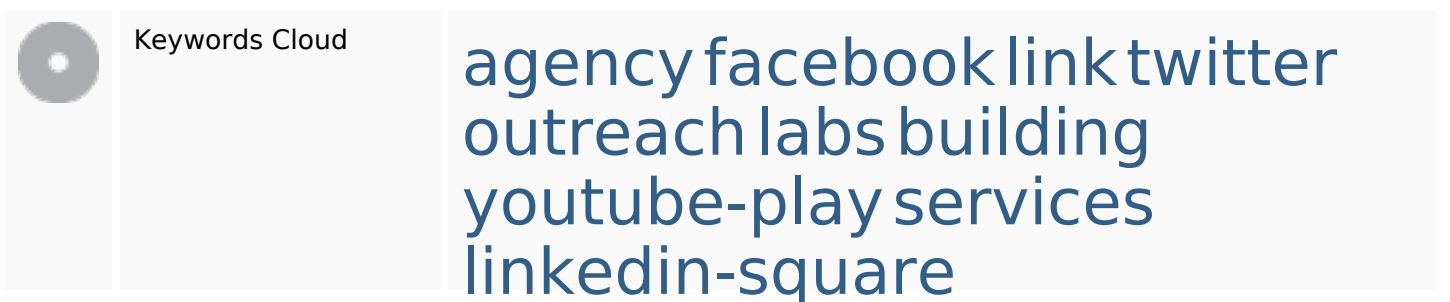| | | |
|---|---|---|
| ✅ | URL Rewrite | Good. Your links looks friendly! |
| ✅ | Underscores in the URLs | Perfect! No underscores detected in your URLs. |
| ✅ | In-page links | We found a total of 26 links including 0 link(s) to files |
| ⬤ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 0%<br><br>Internal Links 100% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Services | Internal | Passing Juice |
| Link Building Service | Internal | Passing Juice |
| White Label | Internal | Passing Juice |
| Blogger Outreach Service | Internal | Passing Juice |
| Link Insertion Service | Internal | Passing Juice |
| Guest Posting Service | Internal | Passing Juice |
| Digital PR Service | Internal | Passing Juice |
| Pricing | Internal | Passing Juice |
| About | Internal | Passing Juice |
| Blog | Internal | Passing Juice |

# In-page links

| | | |
|---|---|---|
| Case Study | Internal | Passing Juice |
| Linkio | Internal | Passing Juice |
| Pitch Panda | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Log in | Internal | Passing Juice |
| Sign up | Internal | Passing Juice |
| - | Internal | Passing Juice |
| 2 | Internal | Passing Juice |
| 3 | Internal | Passing Juice |
| 567 | Internal | Passing Juice |
| Digital PR | Internal | Passing Juice |
| Media Outlets | Internal | Passing Juice |
| 189 | Internal | Passing Juice |
| Sitemap | Internal | Passing Juice |
| Privacy & Cookie Policy | Internal | Passing Juice |
| Terms | Internal | Passing Juice |

# SEO Keywords

| | |
|---|---|
| (icon) | Keywords Cloud |

agency facebook link twitter outreach labs building youtube-play services linkedin-square

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| link | 1 | ✔ | ✖ | ✖ | ✔ |
| building | 1 | ✔ | ✖ | ✖ | ✔ |

# Keywords Consistency

| | | | | | |
|---|---|---|---|---|---|
| services | 1 | ✔ | ✖ | ✖ | ✔ |
| agency | 1 | ✔ | ✖ | ✖ | ✖ |
| outreach | 1 | ✔ | ✖ | ✖ | ✔ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : outreachlabs.com<br>Length : 16 |
| ✔ | 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 : 34<br>Warnings : 12 |
| ✖ | 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 | ✔ Excellent, your website doesn't use nested tables.<br>✖ Too bad, your website is using inline styles.<br>✖ Too bad, your website has too many CSS files (more than 4). |

# Document

✖ Too bad, your website has too many JS files (more than 6).

✔ Perfect, your website takes advantage of gzip.

# Mobile

| | Mobile Optimization | |
|---|---|---|
| ⊙ | | ✔ Apple Icon |
| | | ✔ Meta Viewport Tag |
| | | ✔ Flash content |

# Optimization

| | XML Sitemap | Great, your website has an XML sitemap. |
|---|---|---|
| ✔ | | https://www.outreachlabs.com/sitemap_index.xml |
| ✖ | Robots.txt | Missing<br><br>Your website doesn't have a robots.txt file - this can be problematic.<br><br>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<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |