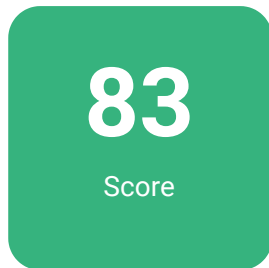






May-18 2024 | Top 5 |  Google |  USA | English |  Desktop




lead
<https://www.speedtoleadgeneration.com>

Page quality score





-  56 Passed
-  6 Notices
-  2 Warnings
-  2 Errors

Title

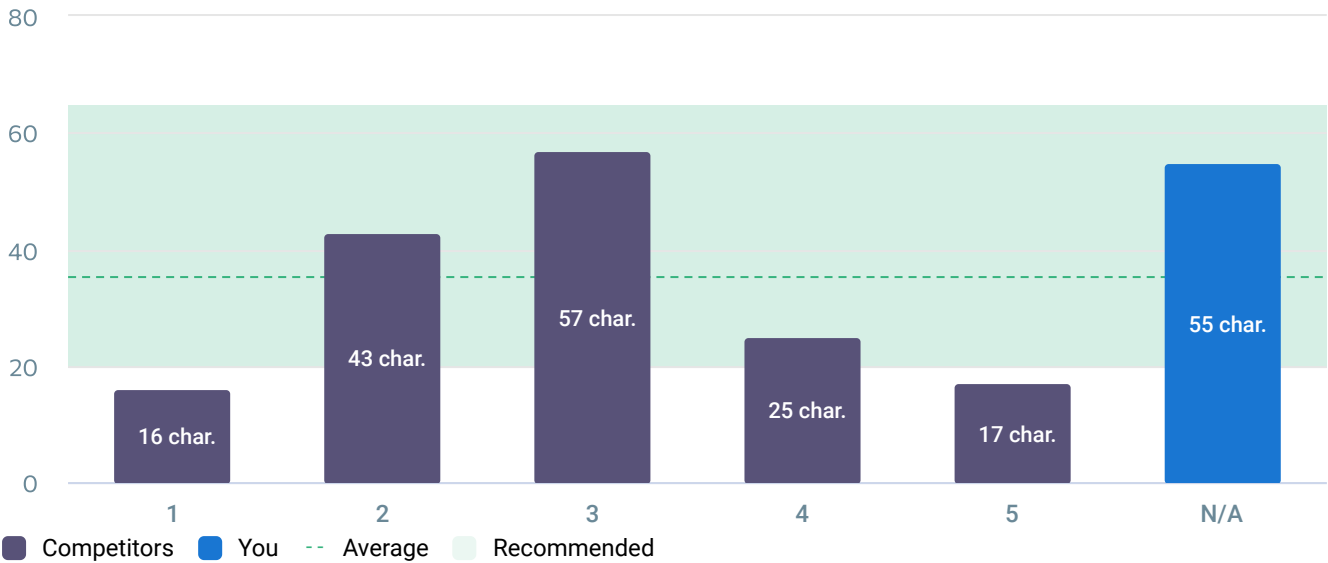
 The <head> section contains one <title> tag

Lead Generation Services Cold Calling, Automated Social

 The page title is the text displayed as part of the snippet in the SERPs. Make sure the page contains the <title> tag, which must be located within the <head> section of the page's HTML. If the <title> tag is missing, it will be automatically generated by search engines, i.e. taken from the heading tags. If the <title> tag is not empty, check if it contains the recommended number of characters.

 The <title> tag is within the recommended length

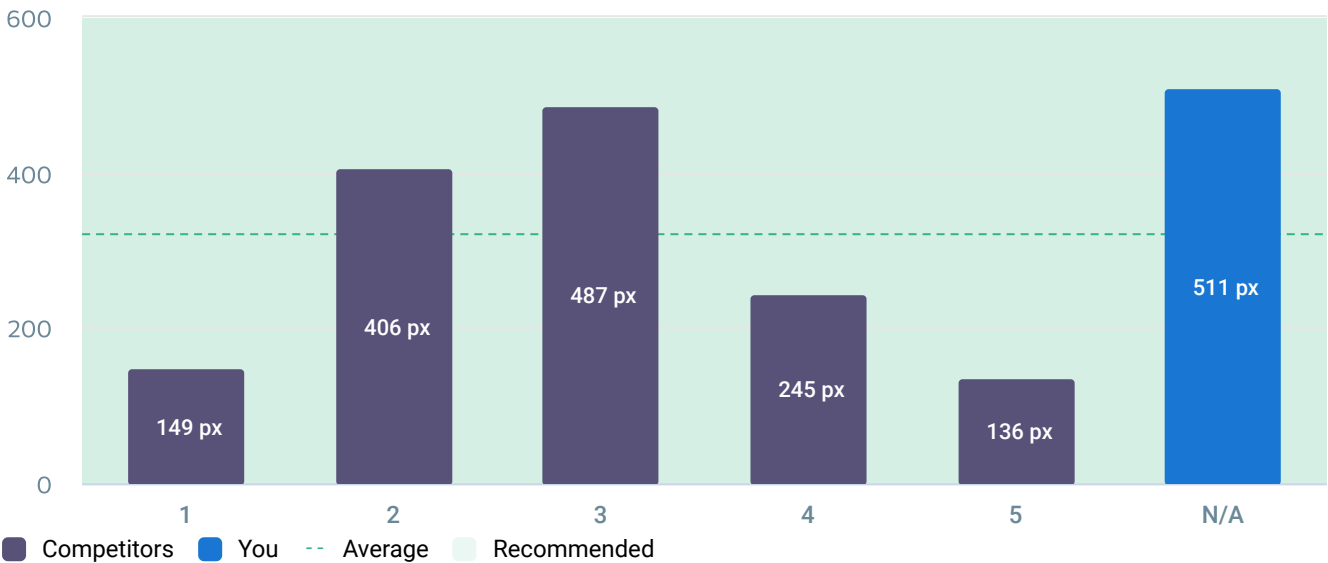
Your value: **55 char.** Recommended: **20 - 65 char.** Top 5 competitors: **16 - 57 char.** Top 5 average: **32 char.**



The page title is the text displayed as part of the snippet in the SERPs. Make sure the page contains the <title> tag, which must be located within the <head> section of the page's HTML. If the <title> tag is missing, it will be automatically generated by search engines, i.e. taken from the heading tags. If the <title> tag is not empty, check if it contains the recommended number of characters.

The <title> tag is within the recommended pixel length

Your value: **511 px** Recommended: **up to 600 px** Top 5 competitors: **136 - 487 px** Top 5 average: **285 px**



The page title is the text displayed as part of the snippet in the SERPs. Make sure the page contains the <title> tag, which must be located within the <head> section of the page's HTML. If the <title> tag is missing, it will be automatically generated by search engines, i.e. taken from the heading tags. If the <title> tag is not empty, check if it contains the recommended number of characters.

✔ The <title> tag includes the analyzed keywords

Lead Generation Services Cold Calling, Automated Social



The page title is the text displayed as part of the snippet in the SERPs. Add the analyzed keywords to the <title> tag if they are needed.

Description

✔ The <head> section contains one <meta name="description"> tag

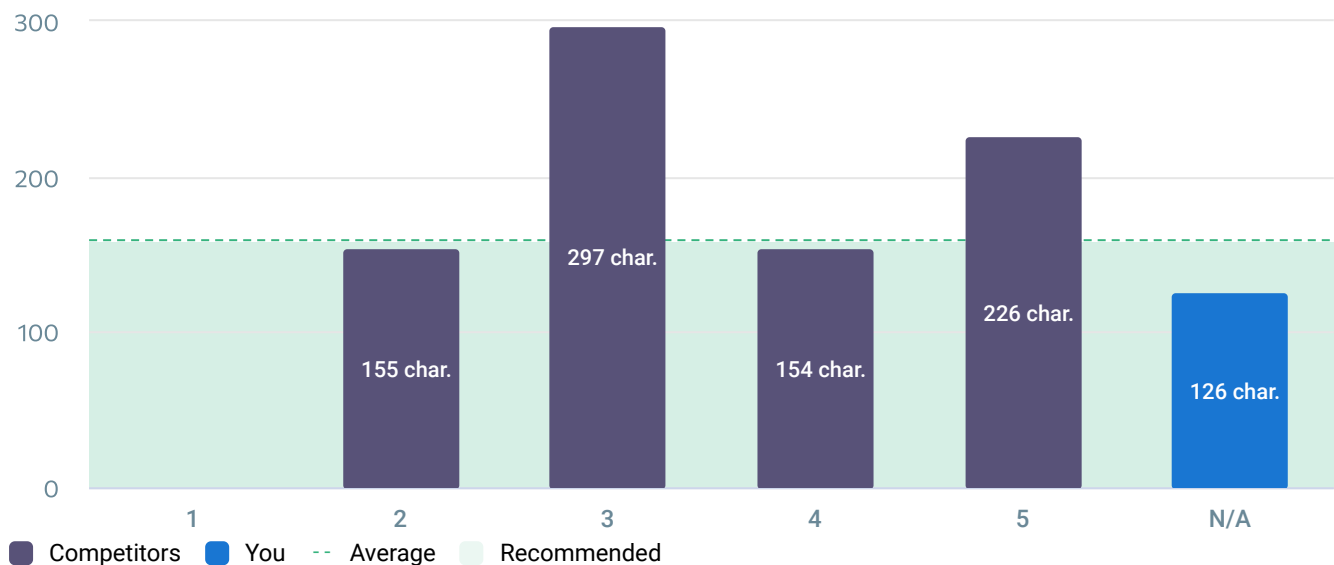
Speed To **Lead** Generation Services. We make first contact over the phone and automation then set your schedule with warm leads.



The meta description is the text that appears as part of the snippet in the SERPs. Check if the page contains the description tag, which must be located within the <head> section of the page's HTML. If the description tag is missing, it will be generated by default, i.e. taken from the body of the page. If the description is not empty, check if it contains the recommended number of characters including spaces.

✔ The description is within the recommended length

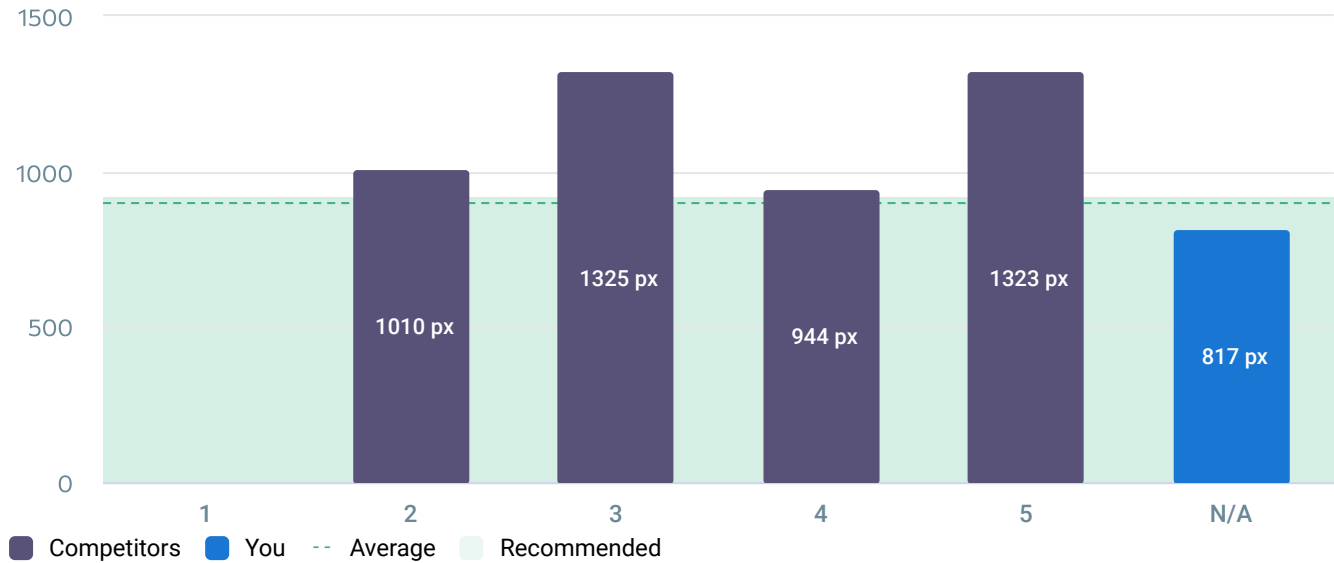
Your value: **126 char.** Recommended: **up to 158 char.** Top 5 competitors: **154 - 297 char.** Top 5 average: **208 char.**




The meta description is the text that appears as part of the snippet in the SERPs. Check if the page contains the description tag, which must be located within the <head> section of the page's HTML. If the description tag is missing, it will be generated by default, i.e. taken from the body of the page. If the description is not empty, check if it contains the recommended number of characters including spaces.

✔ The description is within the recommended pixel length


Your value: **817 px** Recommended: **up to 920 px** Top 5 competitors: **944 - 1,325 px** Top 5 average: **1,151 px**



 The meta description is the text that appears as part of the snippet in the SERPs. Check if the page contains the description tag, which must be located within the <head> section of the page's HTML. If the description tag is missing, it will be generated by default, i.e. taken from the body of the page. If the description is not empty, check if its pixel length is within the recommended range.

✔ The description includes the analyzed keywords

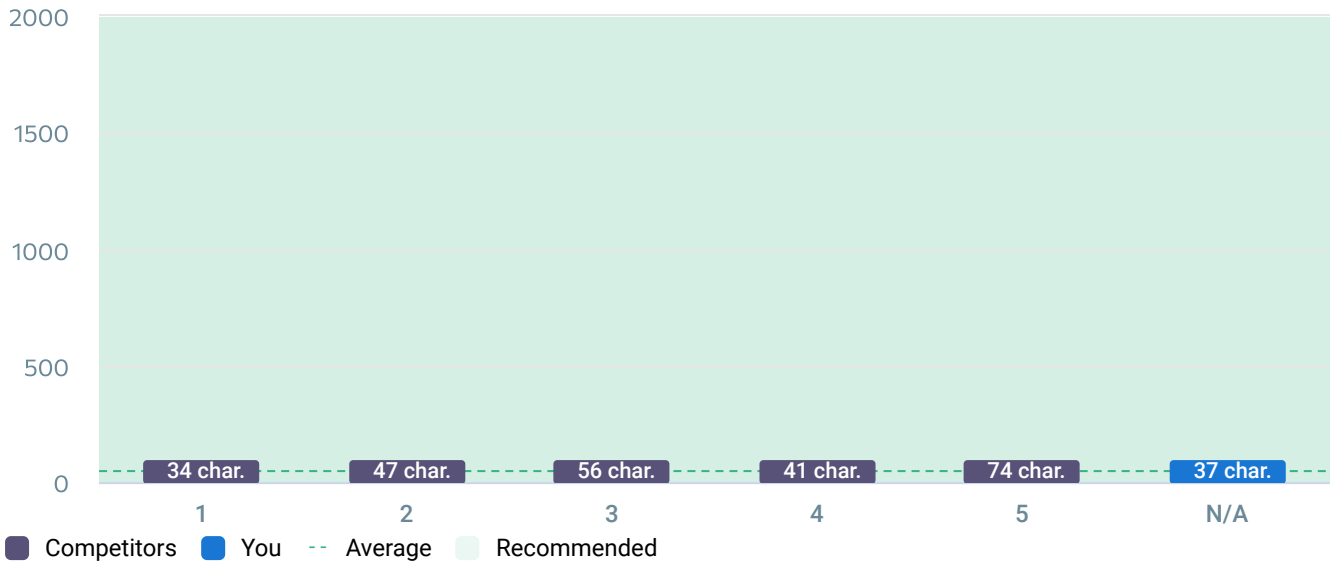
Speed To **Lead** Generation Services. We make first contact over the phone and automation then set your schedule with warm **leads**.

 The meta description is the text that appears as part of the snippet in the SERPs. Add the analyzed keywords to the the description tag if they are needed.

URL

✔ URL is within the recommended length

Your value: **37 char.** Recommended: **up to 2,000 char.** Top 5 competitors: **34 - 74 char.** Top 5 average: **50 char.**



Check if the URL length is within the recommended range. If the URL is too long, it goes beyond the visible part of the address bar and has a complex structure, which ultimately affects user experience and the website's SEO performance. Clean URLs should be readable, easy-to-understand, contain keywords, have a logical folder structure, and should not include any uppercase letters or underscores.

The URL does not contain uppercase letters

Clean URLs should contain only lowercase letters. Using complex URLs that contain uppercase letters can lead to duplicate content issues. In addition, users may mistype such URLs and trigger 404 errors.

The URL does not contain underscores

Clean URLs should not contain any underscores. Algorithms may understand a phrase with underscores as a single word, so it is better to use a hyphen to separate different words.

The URL includes the analyzed keywords

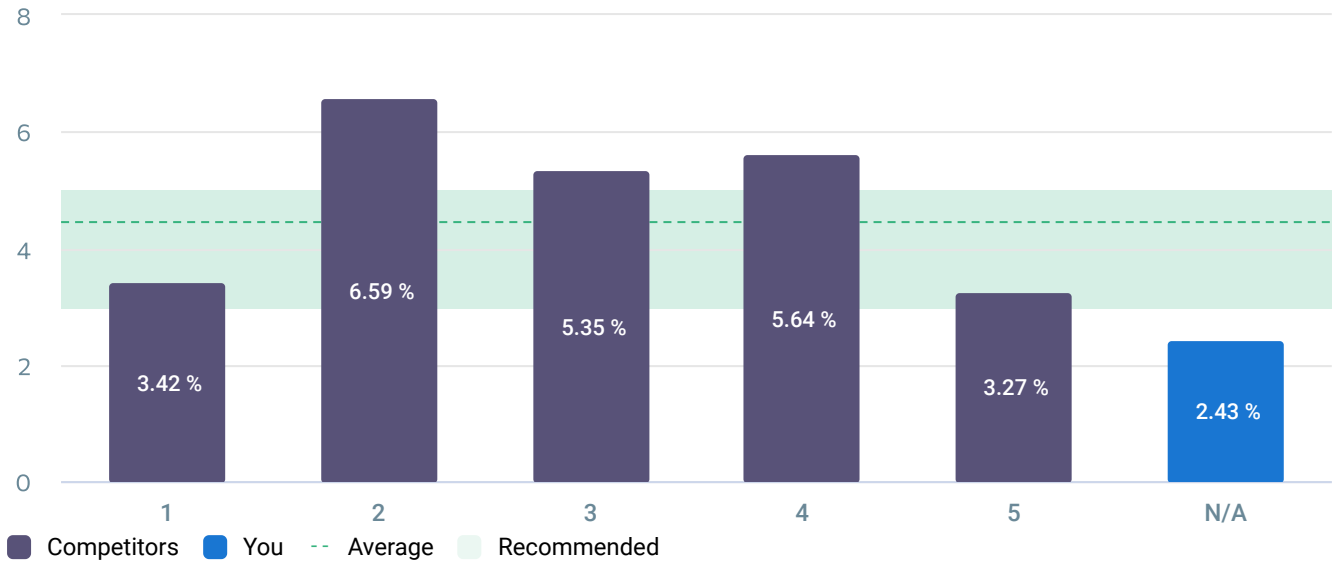
<https://www.speedtoleadgeneration.com>


Using relevant keywords in URLs can help users understand what pages are about and can result in search engines ranking such pages higher. Make sure you use only relevant keywords and add them at the beginning of the URL.

Text content

⚠️ Primary keyword density in the <body> tag does not fall within the normal range

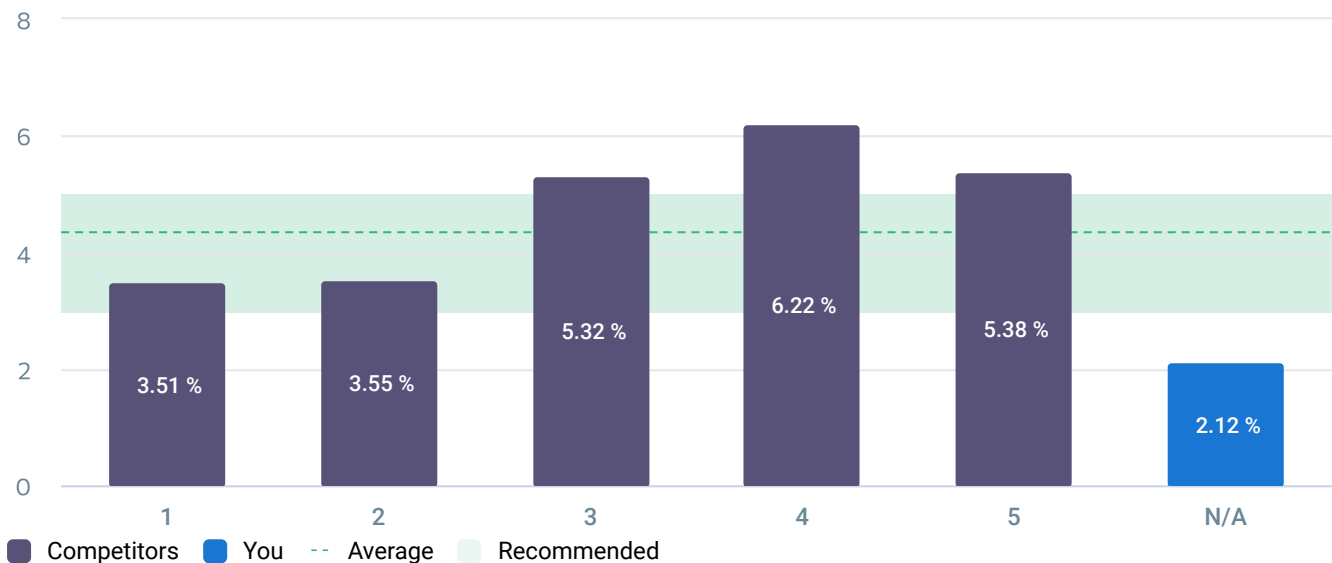
Your value: **2,43 %** Recommended: **3 - 5 %** Top 5 competitors: **3,27 - 6,59 %** Top 5 average: **4,85 %**





 Keyword density refers to the number of times the primary keyword appears in the text. To calculate it, we divide the number of times the keyword is mentioned by the total number of words. Then, we check if the resulting figure falls within the recommended range.

⚠️ Primary keyword density in the main content does not fall within the normal range

Your value: **2.12 %** Recommended: **3 - 5 %** Top 5 competitors: **3.51 - 6.22 %** Top 5 average: **4.8 %**






 Keyword density refers to the number of times the primary keyword appears in the text. To calculate it, we divide the number of times the keyword is mentioned by the total number of words. Then, we check if the resulting figure falls within the recommended range.


 **The content uniqueness score is below the recommended level**

Your value: **81,7 %** Recommended: **from 90 %** Top 5 competitors: **0 %**


speed to lead generation services transform your leads into a powerful tool for generating revenue click below for a free consultation ready to boost your lead generation for b2b sign up now to start receiving free leads get free leads a leader in the industry sick of cold outreach that cant generate b2b sales leads let speed to lead generation turn your pipeline into a revenue-generating machine crush your lead gen for b2b with the only fully-managed service that offers messaging across linkedin email sms and phone leaving no channel unturned free leads delivered straight to your inbox our leads agency has supercharged lead gen for top brands now its your turn leads won for powerful clients our leads agency has supercharged lead gen for top brands now its your turn ready to boost your lead generation for b2b sign up now to start receiving free leads get free leads get high-quality leads with our end-to-end outreach speed to lead generation is the only 4-in-1 marketing service that delivers the combined power of every outreach platform linkedin email phone sms who we are at speed to lead generation we understand that lead generation can be challenging led by veteran business development and sales executives we leverage our 10 years of experience in strategizing and growing businesses to help entrepreneurs sales teams and business development leaders like you succeed we are the only digital marketing agency that specializes in four areas of digital marketing linkedin email mobile phone text messaging trust us to help you find the top talent and drive more sales what we deliver we leverage ai to process thousands of customized outbound messages every month our email warm-up service ensures you dont lose leads to cold emails imagine generating conversions on autopilot with 1500 linkedin messages every month 10k 50k emails every month 2k-6k calls every month 2000 sms messages per month our process we start by understanding your business through a detailed questionnaire which helps tailor our lead-generation efforts our team launches targeted email campaigns and compiles a list of key contacts for direct outreach we engage these prospects through professional cold calling and personalized linkedin interactions we execute focused sms marketing to reinforce our efforts ensuring your message reaches the right audience efficiently we walk you through a questionnaire to learn more about your business we compile a list of emails and phone numbers based on your questionnaire we launch an email drip sequence that puts your messaging in prospect inboxes we reach out to contacts on your list through professional cold calling we send linkedin messages and connection requests to prospective clients we direct focused marketing to contacts on your list through short messaging service sms how we generate more leads so you can close more deals grow your business faster with speed to lead generations tools for lead generation dont miss a single lead with our automated outreach on linkedin email sms and phone so you can focus on closing deals not chasing leads contact we utilize our resources and industry knowledge to build a list of quality contacts for you resources we maintain a quality database of contact phone numbers for phone and sms outreach outreach we automatically send targeted messages to develop and nurture prospects implementation we utilize ai to boost lead generation across all platforms why work with a lead generation marketing agency lead generation is essential to any successful b2b sales and marketing strategy it involves identifying and targeting your most promising business prospects and converting them into paying customers in the b2b industry the leads are other businesses or professionals you can do business with they require products or services and are willing to pay for them your business can capitalize on that need to thrive and grow faster a lead gen consultancy can help you identify your ideal customers and develop a customized marketing plan to reach them wherever they are this is typically done through social media outreach on linkedin email marketing phone and sms-based marketing ready to boost your lead generation for b2b sign up now to start receiving free leads get free leads competitive lead generation pricing compare our fully-managed outreach packages industry-leading pricing all packages include custom copy for email and linkedin messaging silverstandard monthly membership 3000 unlimited emails daily free email warm-up 79 linkedin messages per day 100 cold calls and texts per day get started goldpremium monthly membership 3500 unlimited emails daily free email warm-up 79 linkedin messages per day 200 cold calls and texts per day get started platinumexecutive monthly membership 4000 unlimited emails daily free email warm-up 79 linkedin messages per day 300 cold calls and texts per day get started 1200 satisfied customers the support from rebecca has led me to the support from rebecca has led me to recommend her to several business associates and partners love it so far jayden the best part is having someone whothe best part is having someone who listens and understands you with kindness and pure attentionrebecca is a great asset to you guys she understood me right at the moment and figured out a way


to start my campaign samuel rebecca was informative and explainedrebecca was informative and explained the process the interactive tool was great and she was proficient in using it the overall experience was great michael new connection in the first houri made a new connection in the first hour i just started with speed to lead and couldnt be happier onboarding was easy the price was reasonable the app was extremely easy to navigate and the account rep rebecca was excellent if you are looking for something to take the pick and shovel work out of tracking down linkedin leads then definitely give speed to lead a try damon rebecca listens to what im looking torebecca listens to what im looking to accomplish she takes her time to help me update my li profile so as to maximize the campaign theyre about to run for me im looking forward to the leads that will come in joann smooth processfrom the initial contact with speed to lead to the onboarding questionnaire to the creation of the messaging script to the launch of the campaign i found the process to be very well done rebecca made the process especially enjoyable and her professionalism and expertise were evident throughout scott


PAGES	MATCHED PERCENT
 https://hawksem.com/blog/digital-marketing-agencies/	6.1%
 https://www.linkedfusion.io/best-lead-generation-tools/	5.6%
 https://influencermarketinghub.com/digital-marketing-agencies-small-business/	5.5%

 The content uniqueness score shows what percentage of page content is unique. A high score means that the text doesn't match any other texts published online. Search engines take uniqueness into account when defining page rankings. If content is plagiarized, search engines can remove such pages from the index.

 **<h1>-<h6> headings maintain hierarchy and correspond to the structure of the content**

 <h1>-<h6> headings give both visitors and search engines an understanding of the content's hierarchy. Headings should be logically structured: a page should start with the <h1> heading, followed by <h2>, <h3>, <h4>, etc.

 **Keywords are used at the beginning of the page**

 Using keywords at the beginning of the text helps SEO. It is recommended to include keywords within the first 150 words of the page.


 **<h1>-<h6> headings are used on the page**

H1: 1 H2: 11 H3: 10 H4: 12 H5: 0


TAG	AREA	CONTENT
h1	MC	Speed To Lead
h2	MC	Generation Services
h2	MC	Ready to boost your lead generation for B2B?
h3	MC	A Leader In The Industry


TAG	AREA	CONTENT
h3	MC	Sick of cold outreach that can't generate B2B sales leads? Let Speed to Lead Generation turn your pipeline into a revenue-generating machine.
h3	MC	Our leads agency has supercharged lead gen for top brands – now it's your turn.
h3	MC	Leads won for Powerful Clients:
h3	MC	Our leads agency has supercharged lead gen for top brands – now it's your turn.
h2	MC	Ready to boost your lead generation for B2B?
h3	MC	Get high-quality leads with our end-to-end outreach
h4	MC	LinkedIn
h4	MC	Email
h4	MC	Phone
h4	MC	SMS
h2	MC	Who We Are
h3	MC	What We Deliver
h4	MC	1,500
h4	MC	10k - 50k
h4	MC	2k-6k
h4	MC	2,000+
h2	MC	Our Process
h3	MC	How We Generate More Leads So You Can Close More Deals
h4	MC	Contact
h4	MC	Resources
h4	MC	Outreach
h4	MC	Implementation
h2	MC	Why work with a Lead Generation marketing agency?
h3	MC	Lead generation is essential to any successful B2B sales and marketing strategy.


TAG	AREA	CONTENT
h2	MC	Ready to boost your lead generation for B2B?
h2	MC	Competitive Lead Generation Pricing
h2	MC	Silver/Standard
h2	MC	Gold/Premium
h2	MC	Platinum/Executive
h3	MC	1,200+ Satisfied Customers

 HTML <h1>–<h6> tags define the hierarchy of headings on the page: from higher-level <h1> to lower-level <h6>. If put in sequential order, header tags structure content for search engines and improve page navigation for users.


 **One <h1> tag is used on the page**

 Speed To Lead

 The <h1> tag defines the headline of the page. It tells people and search engines what the page is about. Best practices suggest to have one <h1> heading per page for clear structure and correct indexing.

 **Keyword(s) found in <h1>–<h6> headings**

<h1>Speed To **Lead**</h1>

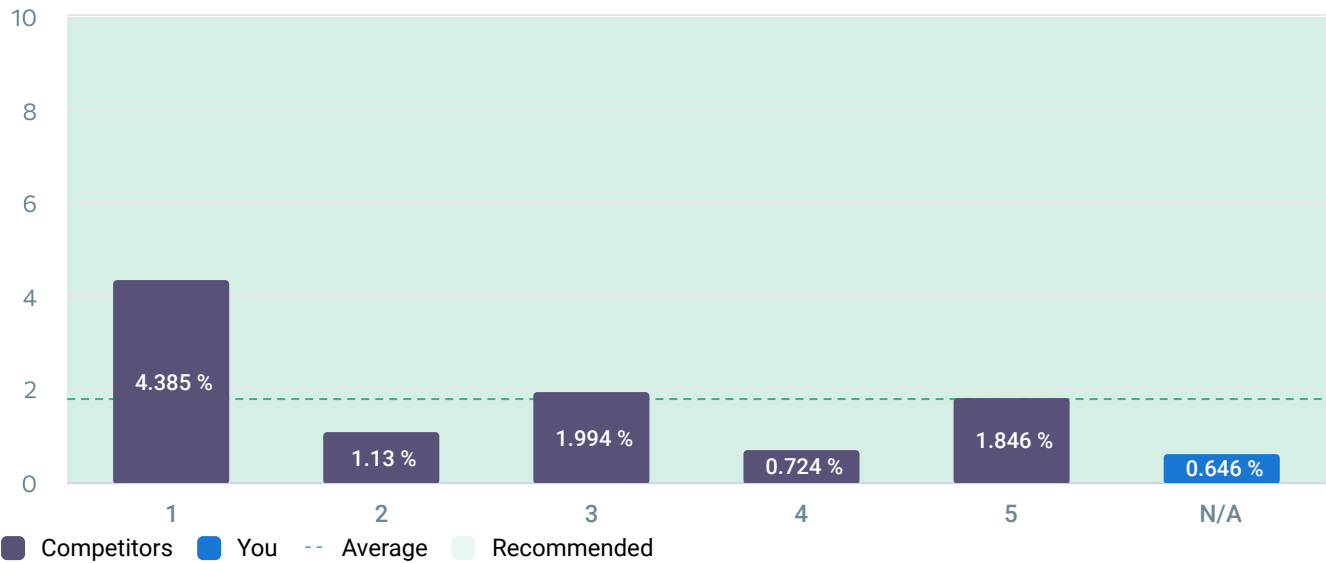
 The use of the primary and secondary keywords in the <h1> heading helps SEO. The same keywords can also be used in lower-level headings. However, excessive use of the primary and secondary keywords in <h1>–<h6> tags may be considered as spam by search engines.

 **There are no grammatical mistakes or their share is less than 10%**

Your value: **0.646 %** Recommended: **up to 10 %** Top 5 competitors: **0.724 - 4.385 %** Top 5 average: **2.02 %**

WRONG	CORRECT	DESCRIPTION
..., DELIVERED STRAIGHT TO YOUR INBOX! Our leads agency has supercharged lead gen for to...	leads', lead's	An apostrophe may be missing.
...rn. Leads won for Powerful Clients: Our leads agency has supercharged lead gen for to...	leads', lead's	An apostrophe may be missing.

WRONG	CORRECT	DESCRIPTION
<p>...er day, Get Started Platinum/Executive. Monthly Membership \$4000 Unlimited emails daily...</p>		<p>Three successive sentences begin with the same word. Consider rewording the sentence or use a thesaurus to find a synonym.</p>
<p>...★. Michael “New connection in the first hourl made a new connection in the first hour...</p>	<p>hourl, hours, hour, houris, hour l, four, house, your, House, court, our, tour, tours, horn, hurt, Henri, hourly, pour, sour, Horn, Yuri, fours, Hui, Lori, gourd, hoard, hound, mourn, ours, pours, yours, Hopi, Horus, Hurd, dour, horrid, hurl, Douro, Lauri, hoary, hora, HRI, sours, hoers, lour, HOI, Houma, ORI, OUI, URI, hoer, lours, Cori, Dofri, HDRI, Hijri, Tori</p>	<p>Possible spelling mistake found.</p>
<p>...er time to help me update my LI profile so as to maximize the campaign they’re about to ...</p>	<p>to</p>	<p>‘So as to’ expresses purpose and is used in formal texts. Consider using “to”</p>
<p>...e leads that will come in!”. ★ ★ ★ ★ ★. JoAnn “Smooth processFrom the initial contact...</p>	<p>Joann, Joan, Johann, Joanna, Joanne, Jo Ann, Joana, OANN, John, Join, Joint, Loan, Jean, Joins, Jane, Johnny, Juan, Loans, Johns, Jon, Jain, Jeanne, Mann, Jeans, Bonn, Johanna, Jan, Jana, Joni, Roan, Jinn, Koan, Moan, Moans, Janna, Koans, Luann, Roans, Leann, Ann, Deann, ANN, Conn, Diann, Donn, Juana, DeAnn, ICANN, Jaén, Jeanna, Jenn, Jhang, Jiang, Johan, Jonny, Jovan, João, OAN, Yann</p>	<p>Possible spelling mistake found.</p>
<p>...ill come in!”. ★ ★ ★ ★ ★. JoAnn “Smooth processFrom the initial contact with Speed To Lead ...</p>	<p>procession, processor, processors, processer, processers</p>	<p>Possible spelling mistake found.</p>

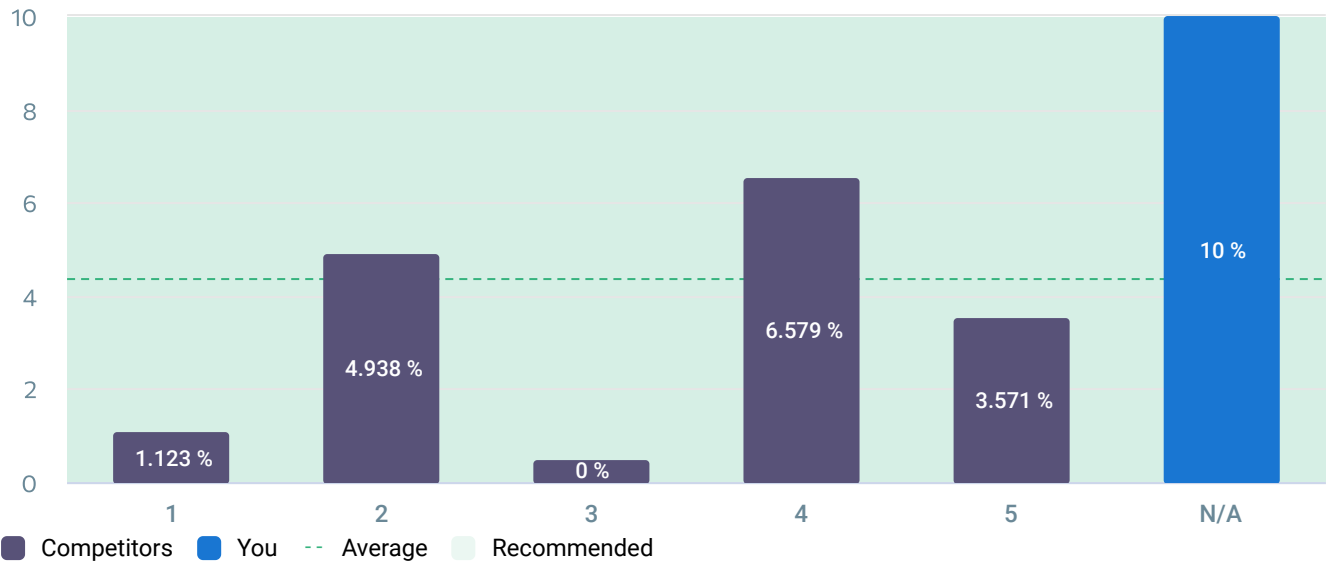


Poor grammar can affect the page quality and user experience. It is important to proofread content to make sure there are no grammatical or spelling mistakes on the page.

✔ There are no punctuation mistakes or their share is less than 10%

Your value: **10 %** Recommended: **up to 10 %** Top 5 competitors: **up to 6.579 %** Top 5 average: **3.24 %**

WRONG	DESCRIPTION
... a powerful tool for generating revenue. Click below for a free consultation. Ready to...	Add a space between sentences.
...arketing, phone, and SMS-based marketing.. Ready to boost your lead generation for...	Two consecutive dots
...en “The best part is having someone who... The best part is having someone who listens...	Add a space between sentences.
...ds you with kindness and pure attention. Rebecca is a great asset to you guys! She under...	Add a space between sentences.
... “Rebecca was informative and explained... Rebecca was informative and explained the proce...	Add a space between sentences.
...“Rebecca listens to what I’m looking to... Rebecca listens to what I’m looking to accompli...	Add a space between sentences.

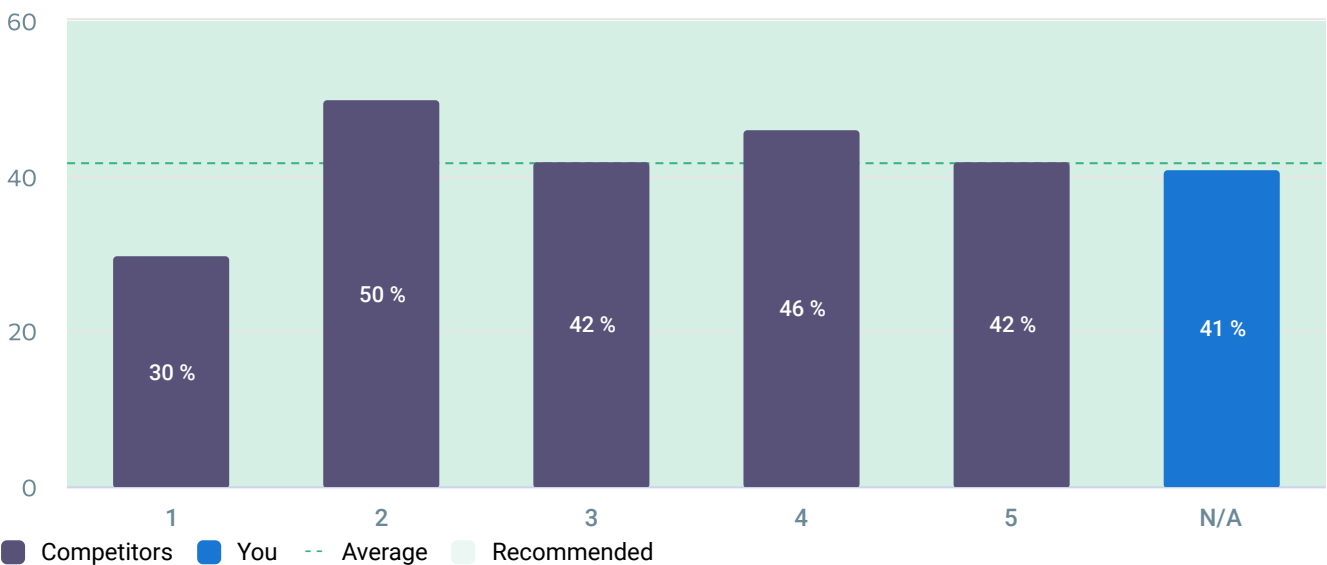


Punctuation mistakes can affect the page quality and user experience. It is important to proofread content to make sure there are no punctuation mistakes on the page.

The amount of irrelevant content does not exceed 60%

Your value: **41 %** Recommended: **up to 60 %** Top 5 competitors: **30 - 50 %** Top 5 average: **42 %**

Stop words: can, through, looking, at, which, has, now, her, try, in, m, a, to, this, or, first, from, will, they, done, do, don, she, with, why, willing, that, get, per, of, are, us, them, by, using, couldn, especially, as, wherever, won, very, these, any, other, all, take, so, your, up, re, having, across, were, me, every, someone, if, just, t, definitely, then, down, not, need, below, only, come, you, my, let, our, out, was, s, the, about, we, way, an, overall, and, who, far, no, right, for, how, like, well, more, be, on, several, four, most, i, it, what, is, something, into, new



Quality content should not contain any spammy words. Low-quality content leads to a bad user experience and can severely impact SEO.

The page contains duplicate headings

HEADING	COUNT
Ready to boost your lead generation for B2B?	3
Our leads agency has supercharged lead gen for top brands – now it’s your turn.	2

Each page should have descriptive and unique headings to help search engines and users better understand the content. Duplicate headings can result in a poor user experience and declined rankings.

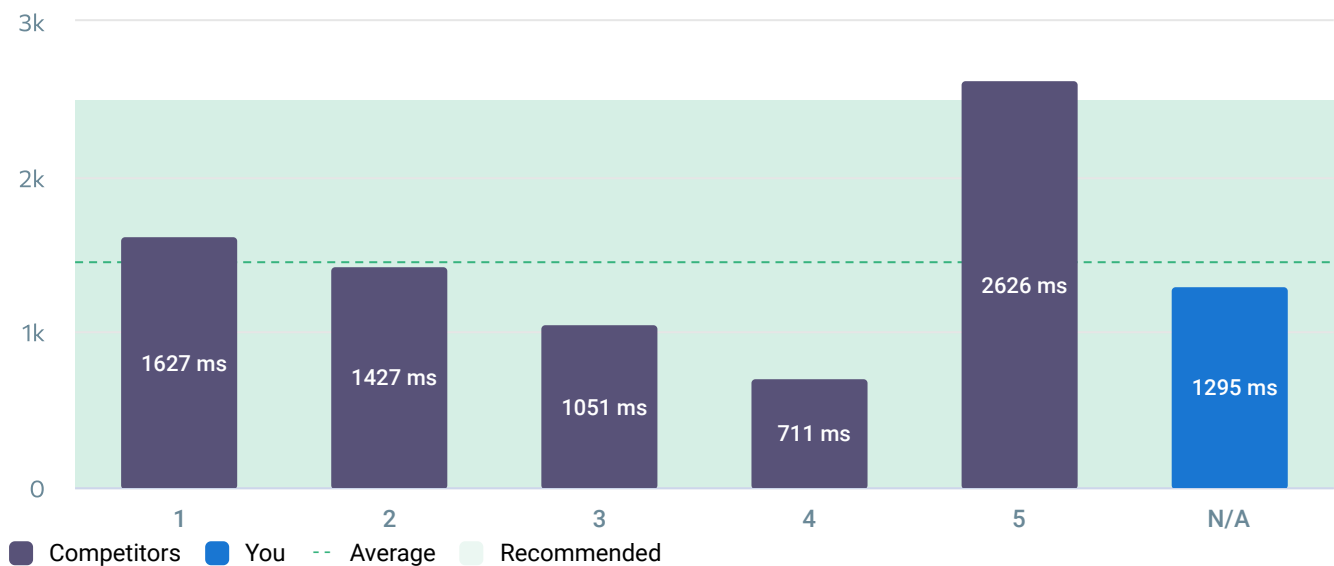
Keywords are used in tags <u> <i>

The , , <u>, , <i> tags are used to highlight the targeted keywords and emphasize their meaning. You can use tags to improve a webpage’s SEO and make it easier for search engines to understand the content.

Page experience

The largest visible element of the page is displayed immediately

Your value: **1,295 ms** Recommended: **up to 2,500 ms** Top 5 competitors: **711 - 2,626 ms** Top 5 average: **1,488,4 ms**



LCP shows the time needed to render the largest content element in the viewport: a picture, video, or text block. If these elements show up on the screen fast, users understand that the page is being loaded successfully.

✔ The page layout is stable during loading

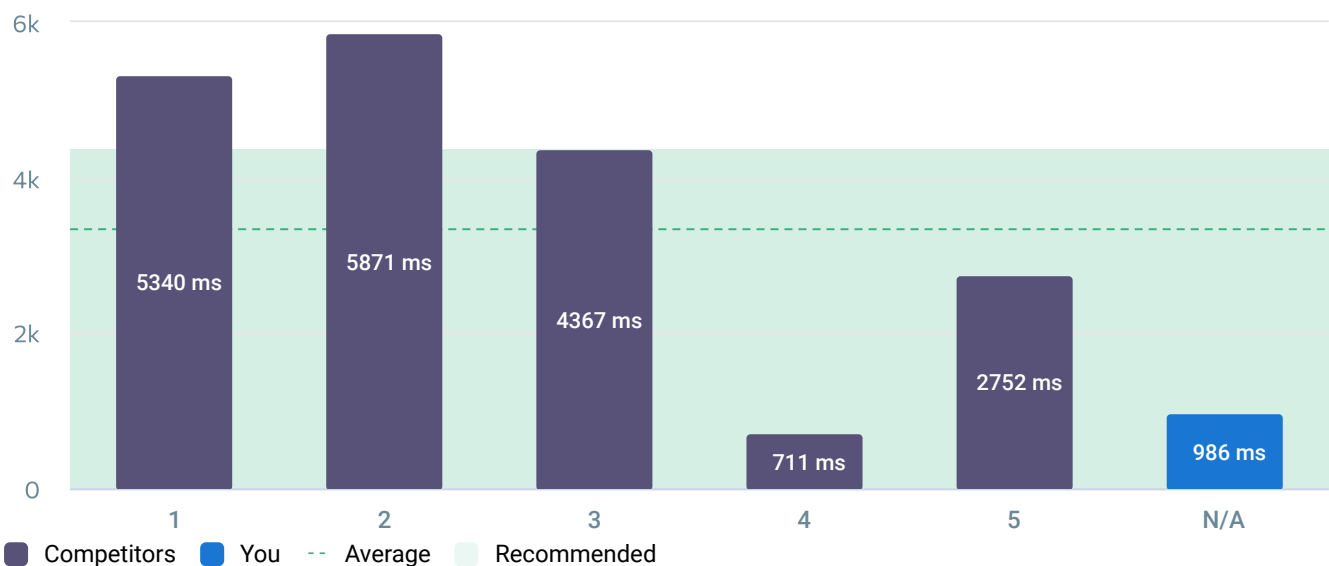
Your value: **0,004** Recommended: **up to 0,1** Top 5 competitors: **0,001 - 0,051**



i CLS shows if your page's layout visible to users is stable or shifts during page loading. Spontaneous movement of visible page elements annoys users and can cause damage, like clicking on the Pay button instead of Cancel when they suddenly move.

✔ Interactive page elements are fully usable immediately

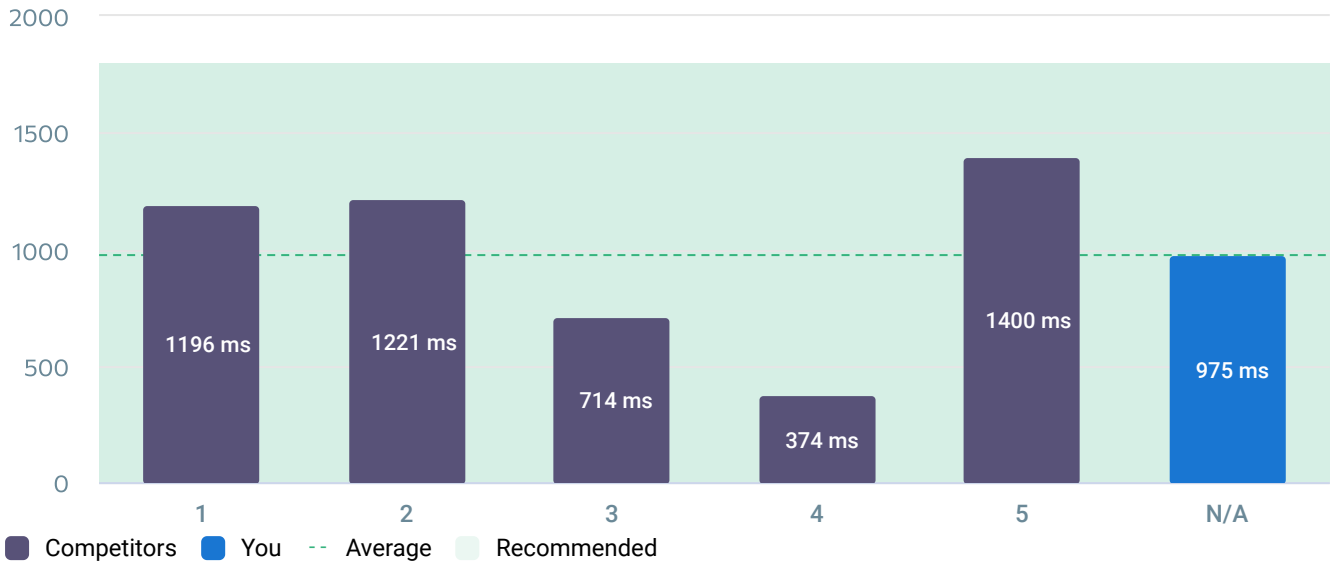
Your value: **986 ms** Recommended: **up to 4,367 ms** Top 5 competitors: **711 - 5,871 ms** Top 5 average: **3,808,2 ms**



i TTI measures the time from the moment the page starts loading until the moment a stable response to user actions is made.

✔ **The first content on the page is displayed immediately**

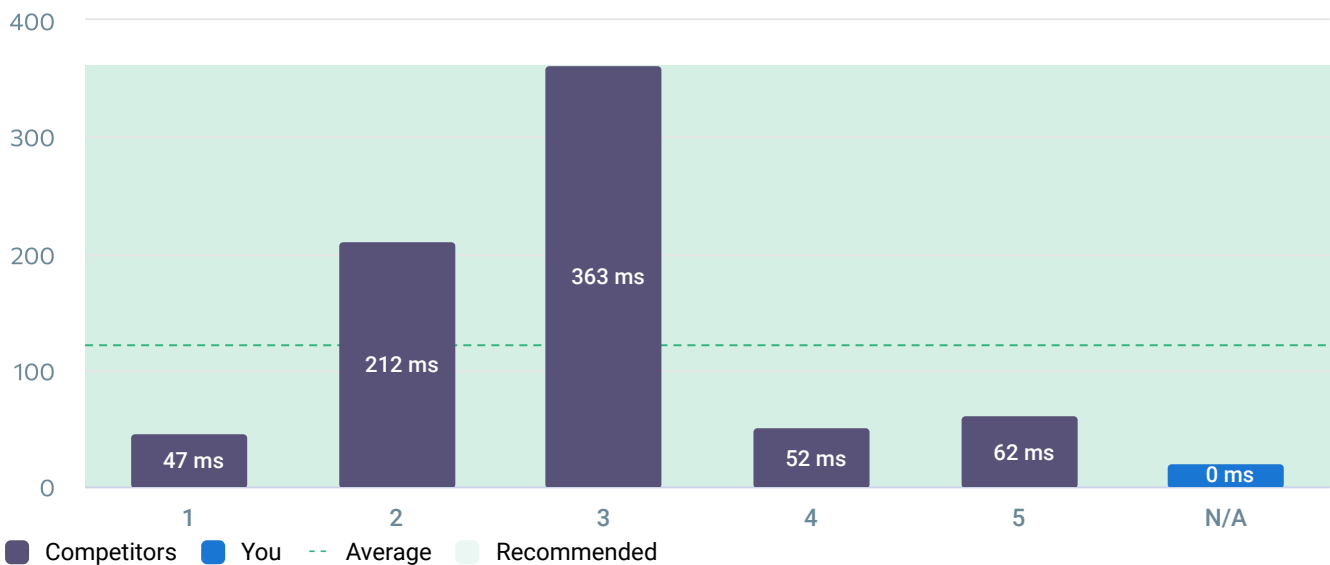
Your value: **975 ms** Recommended: **up to 1,800 ms** Top 5 competitors: **374 - 1,400 ms** Top 5 average: **981 ms**



FCP shows how much time it takes for the user to see the first content-rich element on the page, for instance text or image.

⊖ **Interaction to Next Paint (INP). No data found for the page**

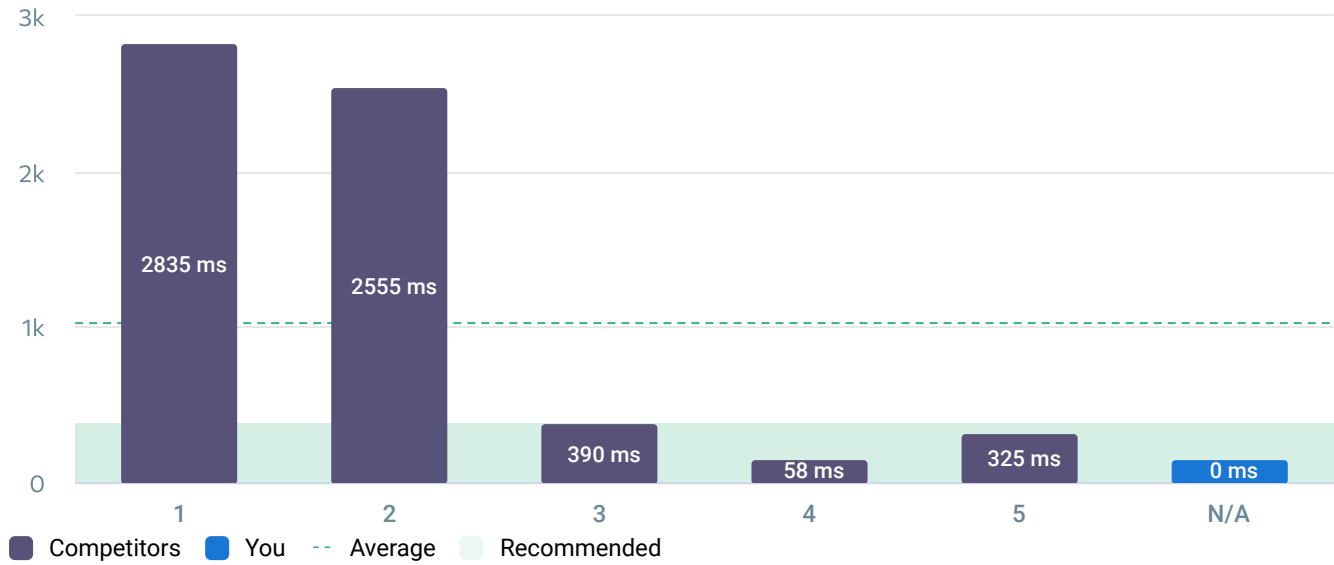
Your value: **0 ms** Recommended: **up to 363 ms** Top 5 competitors: **47 - 363 ms** Top 5 average: **147.2 ms**



INP assesses a page's overall responsiveness to user interactions. It observes the latency of all qualifying interactions that occur throughout the entire user session on that page. The final INP value is the longest interaction observed (sometimes ignoring outliers). CrUX data is used for the calculation. You can find detailed recommendations for improving the metric on [this page](#).

✓ The page responds to user input immediately

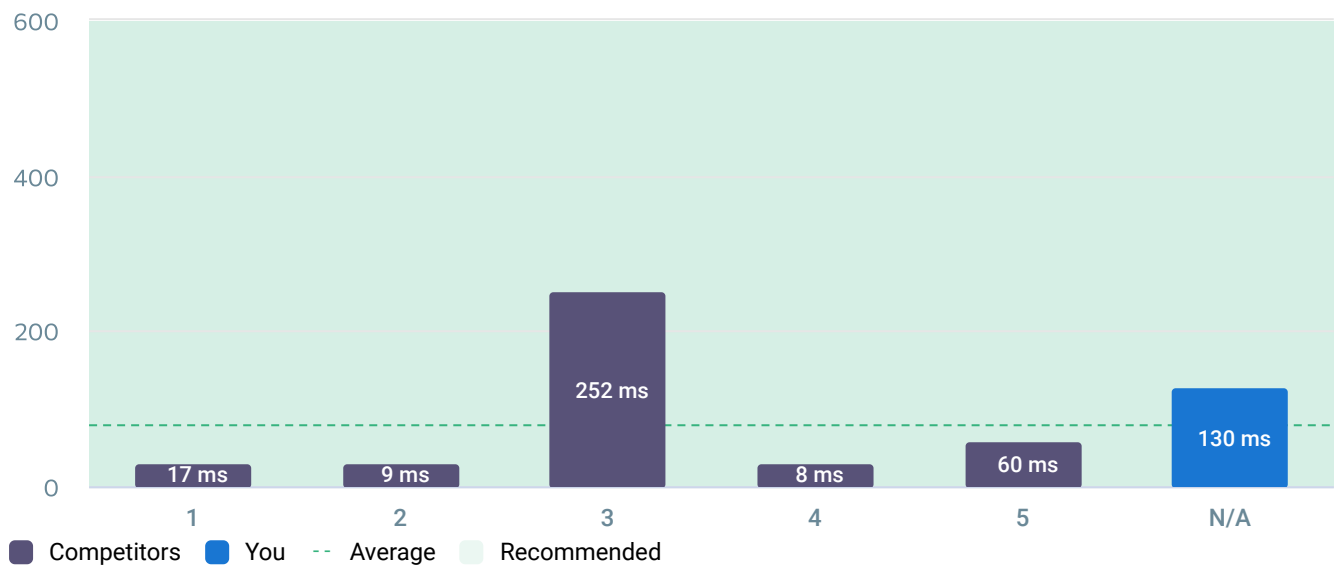
Your value: **0 ms** Recommended: **up to 390 ms** Top 5 competitors: **58 - 2,835 ms** Top 5 average: **1,232,6 ms**



TBT measures the total blocking time during which the page is unavailable for user input (mouse, keyboard, or screen touch).


✓ The server responds quickly

Your value: **130 ms** Recommended: **up to 600 ms** Top 5 competitors: **8 - 252 ms** Top 5 average: **69,2 ms**




TTFB shows how much time it takes your server to respond. The faster the server responds, the sooner the page starts loading.

 **The page code doesn't contain unused JavaScript**


 JavaScript code, such as ads, analytics, social media buttons, and others can slow pages down. Disable the unnecessary and unused JavaScript code to increasing page load speed.

 **Third-party code isn't affecting page load time**

URL	TRANSFER SIZE	MAIN - THREAD BLOCKING TIME
	259,071 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjxAwWw.ttf	32,859 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjxAwWA.woff	30,937 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6u8w4BMUTPHjxAUi-q.woff2	26,357 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6uyw4BMUTPHjxAwXg.woff2	25,313 KB	0 ms
https://fonts.gstatic.com/s/lato/v24/S6u9w4BMUTPHh6UVSwaPGQ.woff2	24,809 KB	0 ms
Other resources	118,796 KB	0 ms
	141,602 KB	0 ms
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/l...	86,365 KB	0 ms
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/S...	52,151 KB	0 ms
	28,467 KB	0 ms
https://hb.wpmucdn.com/www.speedtoleadgeneration.com/4f98ce47-96e4-...	17,990 KB	0 ms
https://hb.wpmucdn.com/www.speedtoleadgeneration.com/70088f2a-05f0-...	10,477 KB	0 ms

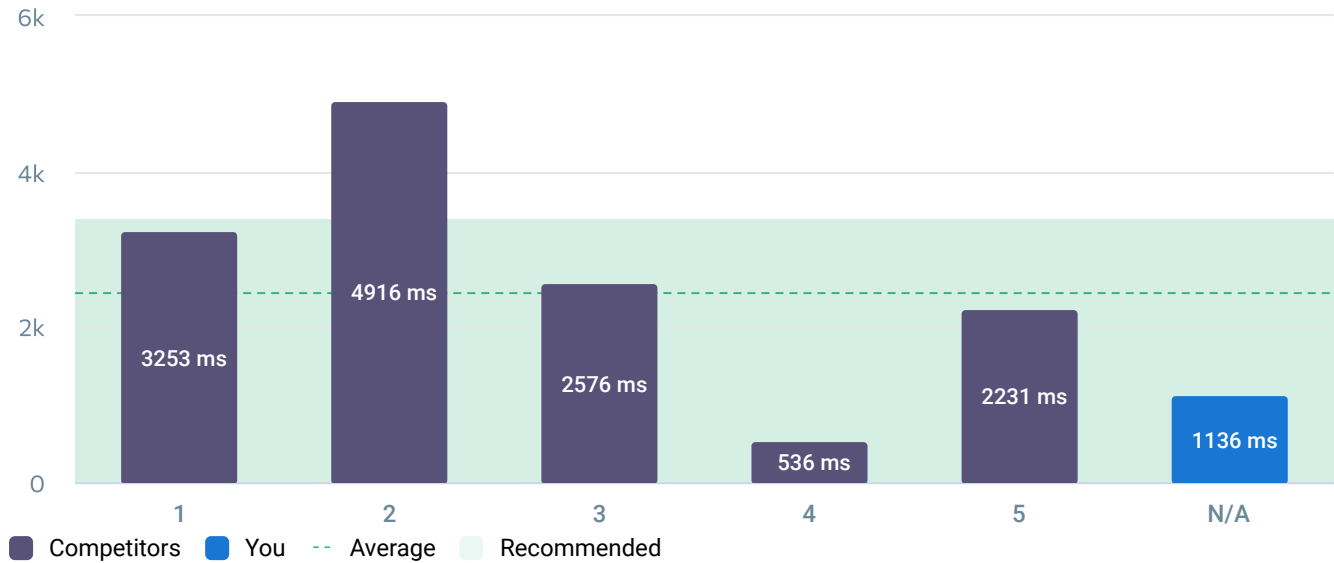
 Third-party code can affect page load time. Disable unnecessary third-party code to reduce traffic consumption.

 **The page code doesn't contain unused CSS**

 CSS is used to style pages, for example, to change text size and color, add animations, and other features. Unused CSS reduces page performance and increases rendering time.

✔ **The page content is displayed immediately**

Your value: **1,136 ms** Recommended: **up to 3,400 ms** Top 5 competitors: **536 - 4,916 ms** Top 5 average: **2,702,4 ms**



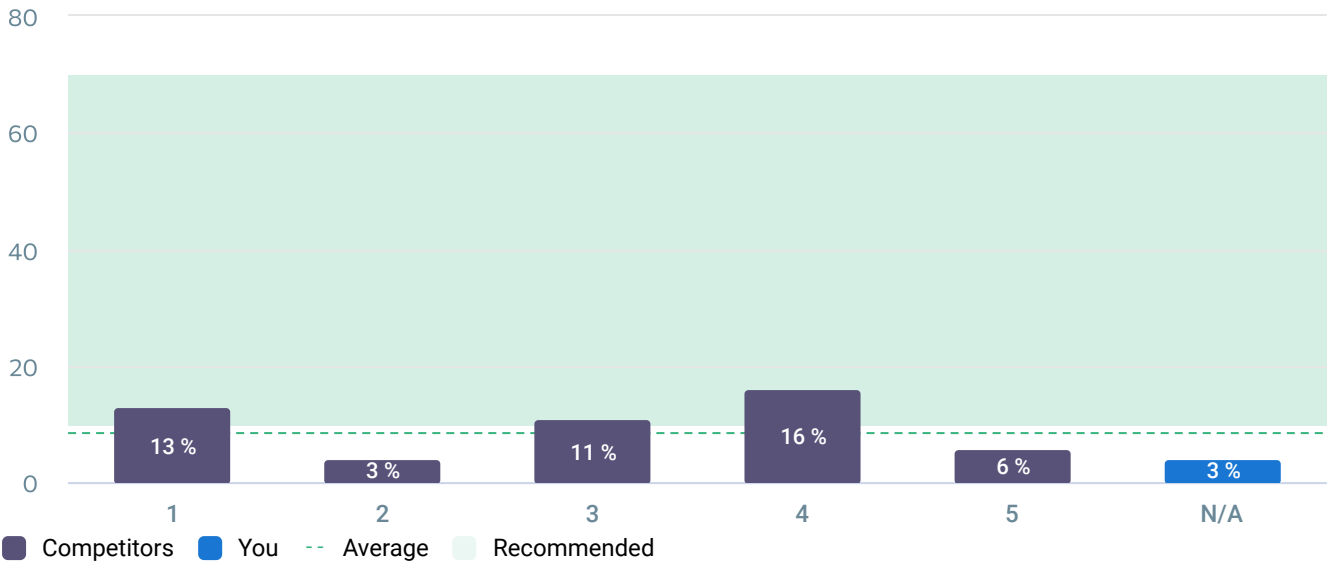
The Speed Index measures how quickly content is visually displayed during page loading. It helps evaluate how effective page loading seems to users. The smaller the index, the better users perceive the loading process.

✔ **Text-based content is compressed**

Text compression can significantly reduce your page weight, enabling it to load faster. Doing so allows you to optimize page performance and improve rankings.

ⓘ **The Text to HTML ratio is unacceptable**

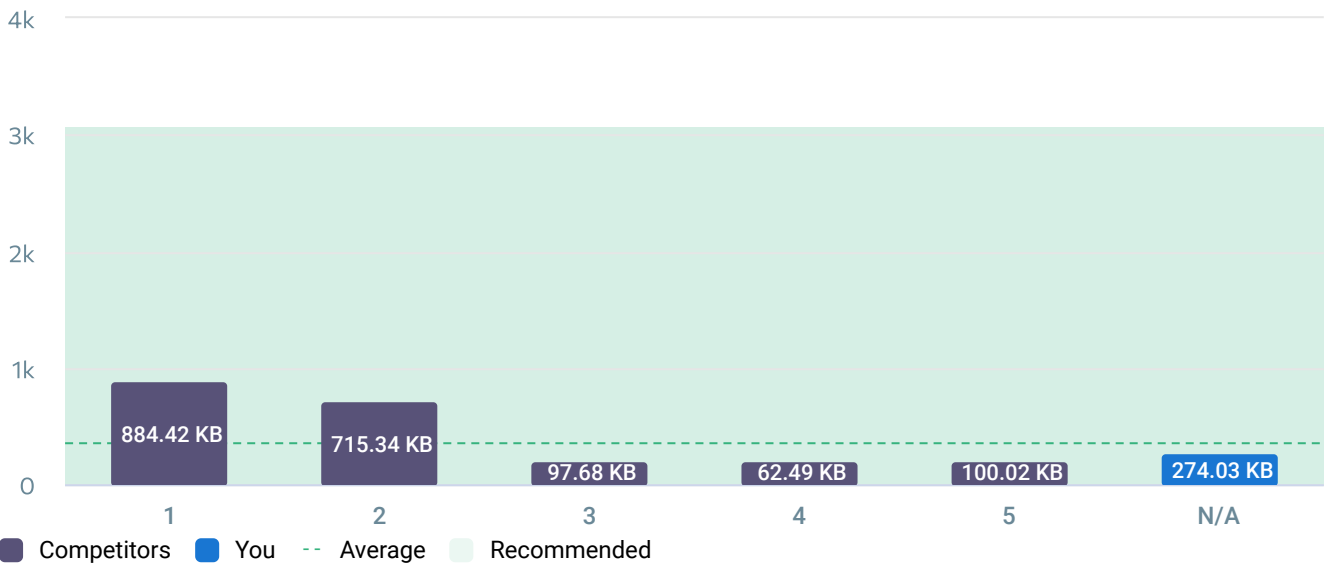
Your value: **3 %** Recommended: **10 - 70 %** Top 5 competitors: **3 - 16 %** Top 5 average: **9,8 %**



The Text to HTML ratio shows the percentage of visible page content in the overall content of the HTML file. If the page has a lot of hidden text with keywords and links that are only visible to robots, search engines may ban the page because of an attempt to manipulate the page rank.

The page HTML code size is optimal

Your value: **274,03 KB** Recommended: **up to 3,072 KB** Top 5 competitors: **62,49 - 884,42 KB** Top 5 average: **371,99 KB**



The HTML file size is the entire size of the web page's HTML code in KB (excluding images and external code that load to the page separately). The smaller is the size of the page's HTML code, the faster the page is loaded. Search engines give preference to more lightweight pages and rank them higher because they provide a better user experience.

Site

✔ **The page loads via HTTPS protocol, securing the connection to the page. User data is encrypted**

📄 HTTPS is an extension of the HTTP protocol used for secure communication between a user and a website. Switching to HTTPS is essential as it indicates that a website protects user data.

✔ **The page can be found in the website's sitemap.xml file**

📄 A sitemap is a file with a list of website pages. Creating a sitemap.xml file and adding all pages to it will help search engines understand if you want a particular page to be indexed.

✔ **The server's IP address matches the page's target region, ensuring faster loading**

📄 It is recommended that the server's IP address matches the target region unless you use a CDN or other systems to redirect traffic according to the user's location. If the target region is not specified, it can affect page load speed and rankings in the selected region.

✔ **The SSL certificate expires in more than two weeks**

📄 An SSL certificate is essential for protecting a website and users' personal data. SSL certificates can expire, as they have validity periods. When an SSL certificate expires, website visitors see a warning message, which can eventually lead to traffic loss and ranking drops.

Usability

✔ **The page contains a favicon**

📄 The favicon is a small icon displayed in the address bar of a browser. Favicons help pages stand out when multiple tabs are open and make pages more attractive in the eyes of visitors.

✔ **The viewport meta tag is configured correctly**

📄 The viewport meta tag allows controlling the width and scaling of the viewport – the user's visible area of a page – so that it's displayed correctly on screens of all sizes, from desktop computers to laptops and from tablets to mobile phones. With the help of this data, browsers can get information on how to control the dimensions and scaling of web pages.

✔ **The page has a mirror URL with or without the "www" prefix**

📄 If a website is accessible through both www and non-www, it is important to tell search engines which of the domain names is the preferred one. To do this, create a 301 redirect. Otherwise, search engines will treat the www and non-www versions as separate websites, which will cause duplicate content issues.

✔ **The page contains the rel="canonical" attribute**

📄 The rel="canonical" attribute tells search engines which version of a page they should rank. It is used when a website has the main version of a page along with other versions with similar content. In this case, the attribute points search engines to the main version of the page. It is important to use the rel="canonical" attribute to avoid similar or duplicate content appearing in search results.

✔ **Frame elements are not used on the page**

📄 The frame is an HTML element used to divide pages into multiple sections where each section can load content independently. Make sure not to use frames in the web pages as search engines are unable to index such pages properly.

✔ **Flash elements are not used on the page**

📄 Flash is a technology used to show animations on websites. Don't use a lot of Flash content on the page. If the page predominantly consists of Flash elements instead of HTML, search engines will not be able to scan the information displayed on the page.

⊖ **Safe browsing. No data found for the page**


📄 Protect the website against phishing, malware, or unwanted software. To make the site secure, enable Google's Safe Browsing feature.

Media


⊖ **Alternative text for images. No data found for the page**

📄 The alt attribute provides text information on images that cannot be loaded on a page. It provides better image descriptions to search engines, helping them index an image properly.


✔ Alt and title attributes in tags are unique

 The alt attribute provides text information on images that cannot be loaded on a page. The title attribute is a text used to provide additional information when a user hovers over an image. Given their different purposes, it is recommended to use unique alt and title attributes in tags to improve user experience.


✔ All images are compressed and do not exceed 600 KB in file size

 The image file size affects the page loading speed and rankings. The size of files is especially important when a page contains a lot of images. To improve your page speed, make sure that the size of each image does not exceed 600 KB.


✔ All images are added in the recommended file formats: jpg, png, gif, svg, webp

 The file format affects page loading speed and image quality. It is important to use only recommended image file formats: jpg, png, gif, svg, webp.

✔ The page doesn't contain media resources with underscores in their file names

 Image file names should not contain underscores. Algorithms may understand a phrase with underscores as a single word, so it is better to use a hyphen to separate different words.


✔ Keywords are used in the alt and title attributes of the tag

 The use of keywords in the alt and title attributes of the tag will help optimize an image for a particular search query and increase page relevance. It is recommended to use one keyword and only Latin characters in the file name.

Indexing


⊖ The <title> tag in the HTML code and search snippet. The page is not displayed among the top 100 search results. Snippet not found.

HTML CODE	SERP SNIPPET
Lead Generation Services Cold Calling, Automated Social	—


 The <title> tag will not be displayed as part of the search snippet if it is not added to the HTML code, it does not relate to the page's content, or it is too long, spammy, or duplicated. If the <title> tag is not taken from the HTML code, the search engine will generate it from the <h1>--<h3> tags, from the description, or from the main content of the page.

Description in the HTML code and search snippet. The page is not displayed among the top 100 search results. Snippet not found.

HTML CODE	SERP SNIPPET
Speed To Lead Generation Services. We make first contact over the phone and automation then set your schedule with warm leads.	—

 The meta description from the HTML code does not match the snippet in the SERPs if it does not relate to the page's content, or it is too long, spammy, or duplicated. If the description is not taken from the HTML code, the search engine will generate it from the main content of the page.

The robots.txt file is missing

 Robots.txt is a text file that tells search engine crawlers which pages to access and index on your website.

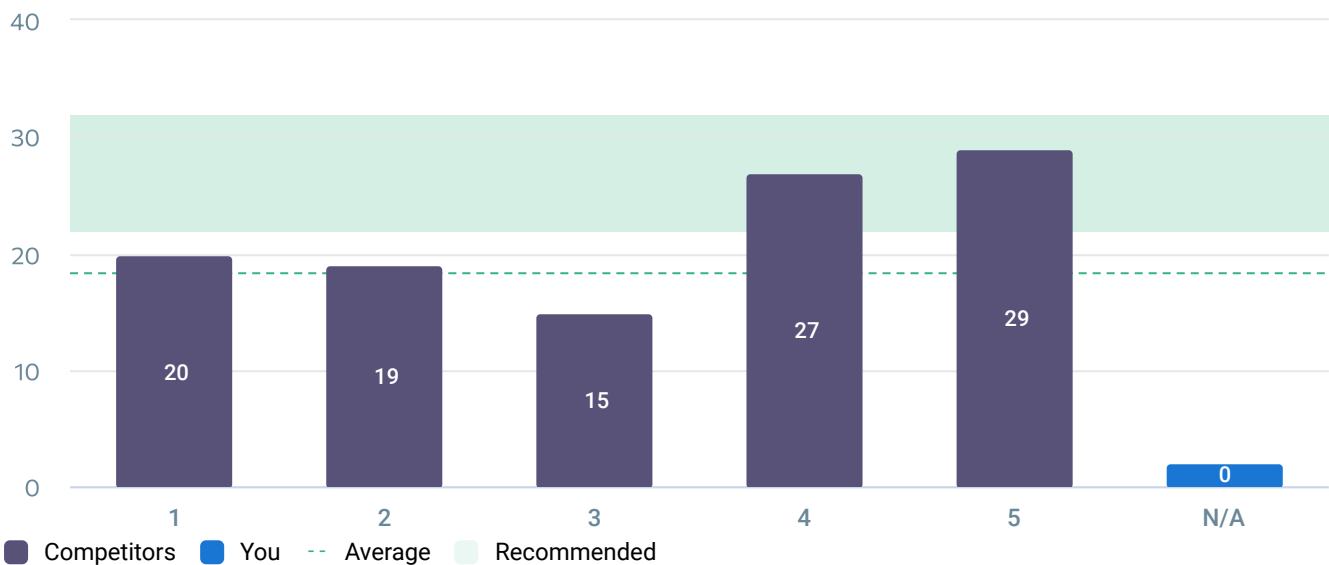
Domain


The domain expires in more than 30 days

 Each domain name has its registration and expiration date. A domain must be renewed before the expiration date in order to be active.

The Page Trust score is lower than that of your competitors

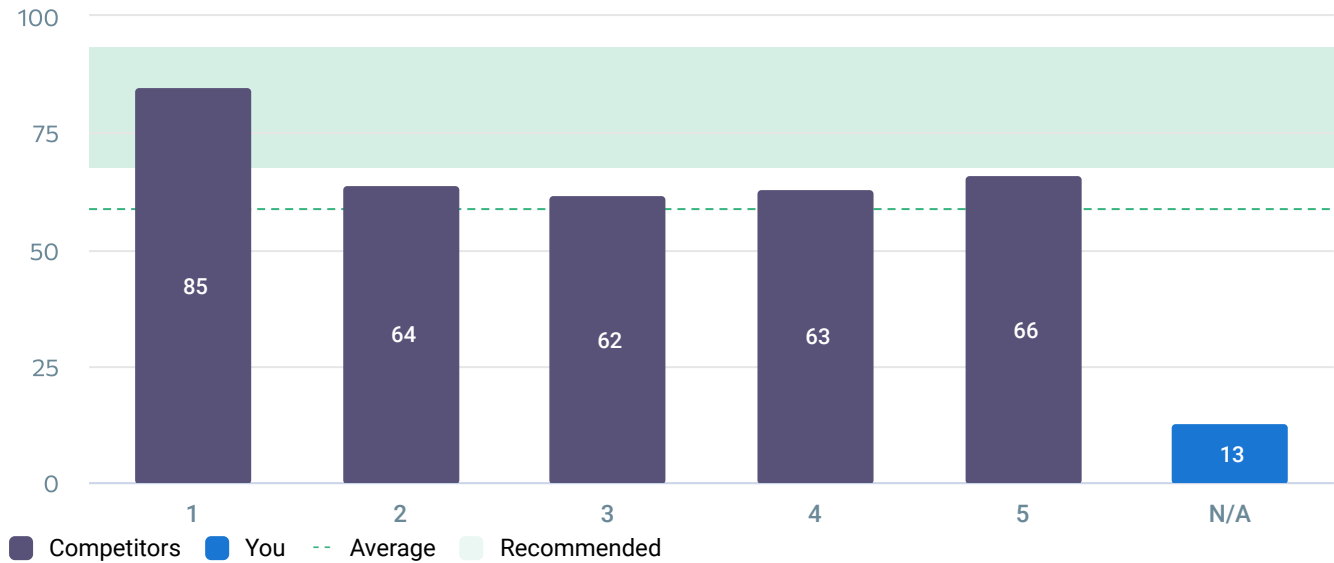
Your value: **0** Recommended: **from 22** Top 5 competitors: **15 - 29** Top 5 average: **22**




 Page Trust is an aggregated page quality score based on the number and the quality of referring domains and backlinks pointing to a page. Page Trust has a scale from 0 to 100; the higher the score, the higher the page's chance to rank in the top of the search results.


 **The Domain Trust score is lower than that of your competitors**

Your value: **13** Recommended: **from 68** Top 5 competitors: **62 - 85** Top 5 average: **68**

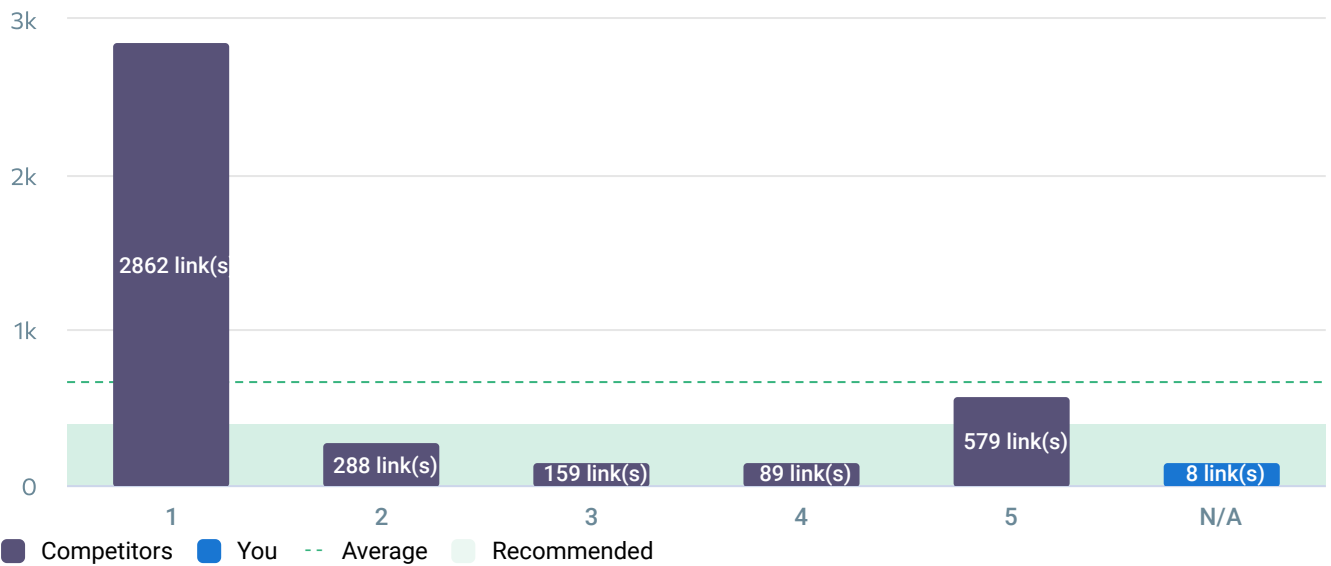



 Domain Trust is an aggregated domain quality score that is based on the number and the quality of a website's referring domains and backlink profile.


Internal links

 **The number of internal links is within the recommended range**


Your value: **8 link(s)** Recommended: **up to 400 link(s)** Top 5 competitors: **89 - 2,862 link(s)** Top 5 average: **795 link(s)**




 The internal link count shows the number of `` tags linking to other pages of the domain. If the page contains too many links, it may look spammy for both search engines and site visitors. Pages with an excessive number of links don't tend to rank high and may not get indexed at all.

 **The page doesn't link to error pages on the website**


Your value: **0 link(s)**

 Broken internal links are `` tags pointing to nonexistent or inaccessible pages on the same domain. They lead visitors and bots to error pages instead of useful content, waste link equity and crawl budget, therefore they should be removed or fixed.

 **The page contains internal links without anchor texts**


Your value: **1 link(s)**

URL	DOFOLLOW	ANCHOR	STATUS
https://www.speedtoleadgeneration.com/		—	200


 An anchor text is the link text specified between the opening `<a>` and the closing `` tags, visible on the page as well as clickable. Internal links without SEO-friendly anchor texts either use a naked URL, or meaningless symbols instead. Users and search engines need meaningful anchor texts to get some context about the link's destination.

 **The page doesn't link to redirected pages on the website**

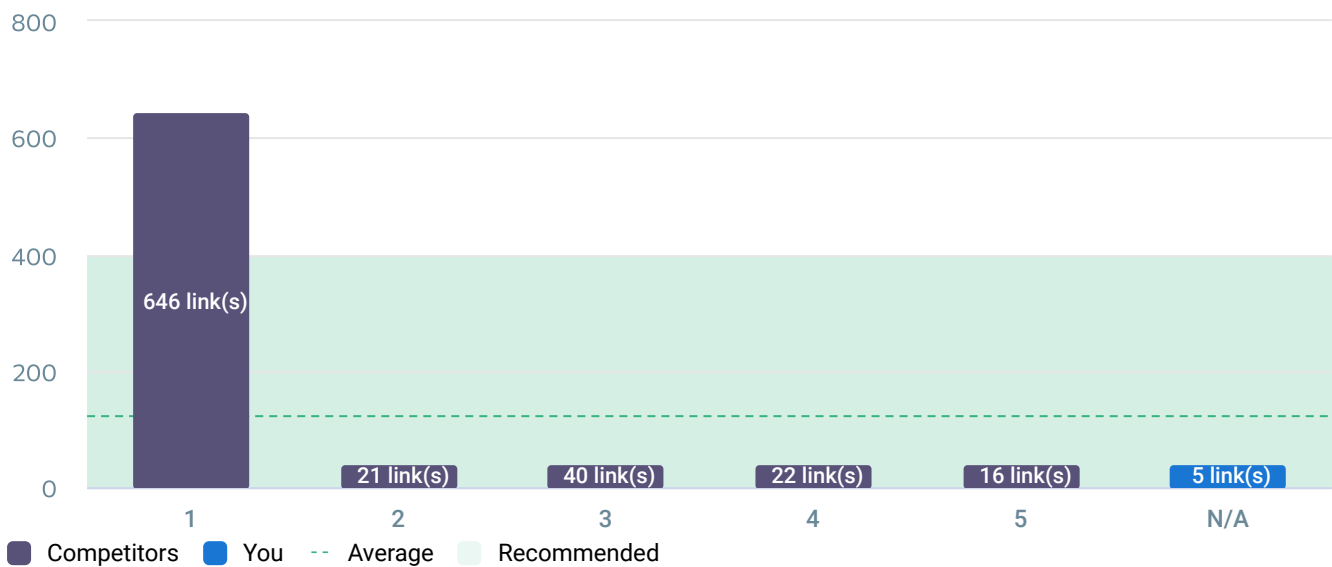
Your value: **0 link(s)**


 Pages with internal redirects respond with 3XX HTTP status codes and forward visitors and crawlers to other URLs on the site. If some of the tags on the page link to redirected pages, users and bots may arrive at a wrong destination. Additionally, linking to redirected pages causes a loss of some part of link equity, slows down page load, and wastes the site's crawl budget.


External links

 **The number of external links is within the recommended range**


Your value: **5 link(s)** Recommended: up to 400 link(s) Top 5 competitors: 16 - 646 link(s) Top 5 average: 149 link(s)




 The external link count shows the number of tags linking to pages on third-party domains. If the page contains too many links, it may look spammy for both search engines and site visitors. Pages with an excessive number of links don't tend to rank high and may not get indexed at all.


 **The page doesn't link to error pages on third-party websites**

Your value: **0 link(s)**


 Broken external links are tags pointing to nonexistent or inaccessible pages on third-party domains. They lead visitors and bots to error pages instead of useful content and waste link equity, therefore they should be removed or fixed.


 **The page contains external links without anchor texts**

Your value: **5 link(s)**


URL	DOFOLLOW	ANCHOR	STATUS
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/Speed-Client-Logos-5.png?lossy=2&strip=1&webp=1		—	—

URL	DOFOLLOW	ANCHOR	STATUS
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/Speed-Client-Logos-3.png?lossy=2&strip=1&webp=1	✓	—	—
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/Speed-Client-Logos-1.png?lossy=2&strip=1&webp=1	✓	—	—
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/Speed-Client-Logos-4.png?lossy=2&strip=1&webp=1	✓	—	—
https://b3528755.smushcdn.com/3528755/wp-content/uploads/2024/03/Speed-Client-Logos-2.png?lossy=2&strip=1&webp=1	✓	—	—

 An anchor text is the link text specified between the opening <a> and the closing tags, visible on the page as well as clickable. Internal links without SEO-friendly anchor texts either use a naked URL, or meaningless symbols instead. Users and search engines need meaningful anchor texts to get some context about the link's destination.













 **The page doesn't link to redirected pages on third-party websites**


Your value: **0 link(s)**

 Pages with redirects respond with 3XX HTTP status codes and forward visitors and crawlers to other URLs of the target site. If some of the tags on the page link to third-party redirected pages, users and bots may arrive at a wrong destination.

SERP features

 Markup is used on the page

URL	SCHEMA.ORG	OPEN GRAPH
 https://www.who.int/news-room/fact-sheets/detail/lead-...		
 https://www.epa.gov/lead/learn-about-lead		
 https://www.britannica.com/science/lead-chemical-elem...		
 https://www.merriam-webster.com/dictionary/lead		
 https://en.wikipedia.org/wiki/Lead		
 https://www.speedtoleadgeneration.com		

 Markup, or structured data, is a code that helps search engines read and display a page in the SERPs. Structured data also give pages a better chance of appearing as a rich snippet that, in turn, increases its chances of ranking higher in search results.