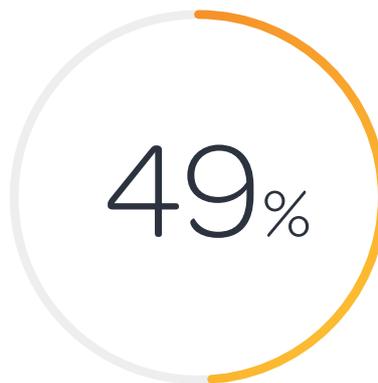
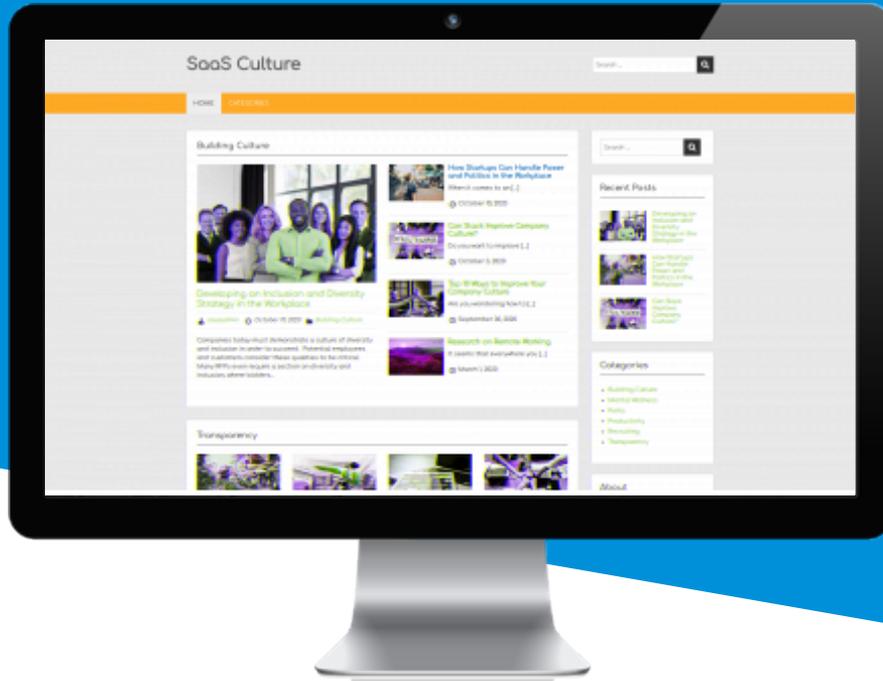


marketgoo

Results for **www.saasculture.com** – November 2020



Solid, you have the basic elements covered

Insights are the starting point for your SEO strategy. You should keep an eye on the indicators you see in this section as they are key to evaluating your SEO success.



Your site appears in these search engines

Insights are the starting point for your SEO strategy.



✔ Indexed!



✔ Indexed!



✔ Indexed!

What's your site's estimated traffic?

Based on our mighty indicators

Very Low

What's your global position?

Based on Alexa™

NOT RANKED

Your keyword rankings

We are tracking your keyword positions in search engines.

Keyword position in	Google	Bing	Yahoo!
saas work culture	12	12	12
saas culture	5	2	2

Your keyword comparative

We are tracking your keyword positions in search engines

Keyword	Your site	Your competitors
saas work culture		
saas culture	5 ↓	2 ↓



Site Review

Your site's size, speed, redirects, and error pages among other things included in this section, contribute to your visitors' experience. If these elements aren't optimized, not only will they leave your page, but your position in search engines can be affected.



What do you need to look at?

⊗ Fix duplicate webpage titles on your website

A webpage title is the text that you assign to the `<title>` tag, that appears on top of the document. Search engines pay a lot of attention to them and it is very important that your title is unique and descriptive.

Title: "An Inclusion and Diversity Strategy in the Workplace - SaaS Culture", duplicated in 4 pages:

- [/author/saasadmin/](#)
- [/category/building-culture/](#)
- [/category/recruiting/](#)
- [/inclusion-diversity-strategy-workplace/](#)

Title: "Handling Power & Politics in the Workplace - SaaS Culture", duplicated in 2 pages:

- [/category/transparency/](#)
- [/power-and-politics-in-the-workplace/](#)

Title: "Turnover: the Revolut Culture Case - SaaS Culture", duplicated in 2 pages:

- [/category/mental-wellness/](#)
- [/turnover-revolut-culture/](#)

⊗ Make sure you're keeping your content fresh

You haven't added any new content or made any content updates within the past 15 days. To optimize your site for SEO, you should be adding fresh content regularly.

Fresh content is the key to staying relevant. When you have new content, it keeps users returning to your site and sends positive signals to search engines.

⊗ Include a sitemap in XML format

A **sitemap** is an XML file that lists the URLs of your website along with additional metadata about each one (when it was last updated, how often it usually changes and how important it is compared to other URLs in the site) so that search engines can crawl the site more intelligently.

What have you done well?

✔ Fix broken or dead links (Also known as 404 errors)

✔ Make your website load faster

- ✔ Start using SSL/HTTPS
- ✔ Include the robots.txt file in your website
- ✔ Create a mobile enabled website
- ✔ Make sure that your mobile website loads quickly
- ✔ Fix programming related errors
- ✔ Try to balance the use of 'noindex' tags on your web pages
- ✔ Make sure all the pages in your site are linked to the home page
- ✔ Avoid duplicate content



On-page Optimization

This is one of the most critical aspects of your site's optimisation. The items in this section are helpful in sending traffic to your website because they act as summaries of your site content, helping your potential visitors to identify what it's about. Search engines focus a lot on a website's user experience on your site, and whether it seems built for people and not search engines.



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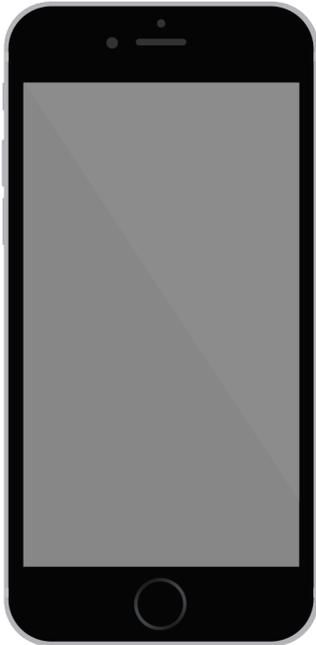
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- ✔ Avoid duplicate content

A growing percentage of web traffic comes from mobile visitors. Having a website that looks good on mobile devices is an important part of your online strategy.



Is your site mobile enabled?

It looks like your site is optimized for mobile users.

YES

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★ Popularity

How popular is your site in terms of backlinks, their origin, top sources and competitor comparative data. Backlinks are links to your website from another site on internet.



We found

13

links to your site

From

7

different Websites

Top Websites linking to you

We are tracking your keyword positions in search engines

Website domain	# of links
remoteworkingguide.mystrkingly.com	1

Show your competitors

We are tracking your keyword positions in search engines

	Your site	Your competitors
		
Links to your Website	13 ○	0 ○
Websites linking to you	7 ○	0 ○