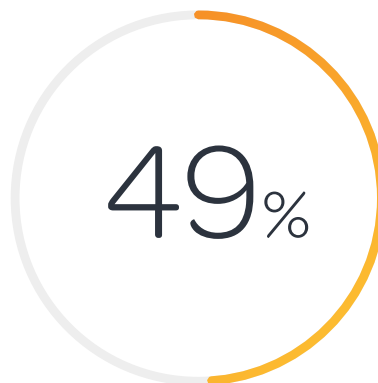# marketgoo

Results for **www.saasculture.com** — April 2021

49%

Solid, you have the basic elements covered

Insights

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	23	16	16
saas culture	9	1	1
toxic work culture	⊘	⊘	⊘
culture	⊘	⊘	⊘
office culture	⊘	⊘	⊘

📄 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: "Examples of Company Culture Statements - SaaS Culture", duplicated in 5 pages:

- /author/saasadmin/
- /category/building-culture/
- /category/recruiting/
- /examples-of-company-culture-statements/
- /gallery/

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

- /category/transparency/
- /power-and-politics-in-the-workplace/

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

"Page not found" or 404 errors arise when a link leads to a non-existent page. You should aim to keep these to a minimum to avoid disappointing users.

SaaS Culture – Hub for Everything Culture http://www.saasculture.com/

- Found one broken link to: **/contact/**

Examples of Company Culture Statements - SaaS Culture http://www.saasculture.com/examples-of-company-culture-statements/

- Found one broken link to: **/contact/**

What have you done well?

- ✓ Make sure that your home page loads fast

- ✓ 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

- ✓ Make sure you're keeping your content fresh

- ✓ Avoid duplicate content

- ✓ Include a sitemap in XML format

On-page Optimization

This is one of the most critical aspects of your site's optimization. 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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✓ Create a mobile enabled website

✓ Make sure that your mobile website loads quickly

✓ Fix programming related errors

✓ Make sure you're keeping your content fresh

✓ Avoid duplicate content

✓ Include a sitemap in XML format

Mobile

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

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.

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What have you done well?

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⊘ 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

⊘ Make sure you're keeping your content fresh

⊘ Avoid duplicate content

⊘ Include a sitemap in XML format

★ 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

14

links to your site

From

8

different Websites

Top Websites linking to you

We are traking your keyword positions in search engines

Website domain	# of links
www.thepinnaclelist.com	3
remoteworkingguide.mystrikingly.com	2
5e9f31bc02c2d.site123.me	2
workingremotely.cabanova.com	2
www.myfrugalbusiness.com	1