

2021



Adetunbi Hammed Owolabi

SEO Report

Table of Contents

01

Introduction

02

PageSpeed
Insights Mobile

12

PageSpeed
Insights Desktop

17

On Page
SEO Fixes

24

Off Page
SEO Fixes

25

Acknowledgements

Introduction

An SEO report gives an overview of how a website is performing on search engines like Google. There are various metrics and data used to determine this. In this report, you will get to know how your website is performing and how it can be improved by making fixes.

We ran multiple tests on your website – (adetunbiowo.com). The results we got are displayed below.

SEOptimer:

Scores,

Security: **A**

Usability: **A**

Performance: **B+**

SEO: **B-**

Social: **F**

Overall rating: **B-**

There are more tests that were run on your website, the detailed results and recommendations are given in the following pages of the report.

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Google's Mobile-Friendly Test:

Page partially loaded

Not all page resources could be loaded. This can affect how Google sees and understands your page.

Tests also conducted using **SEMRUSH**, **UberSuggest**, **PageSpeed Insights**, etc.

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.



<https://adetunbiowo.com/>

0-49 50-89 90-100 ⓘ

Mobile Page Speed for adetunbiowo.com

Lab Data

▲ First Contentful Paint 8.3 s First Contentful Paint marks the time at which the first text or image is painted. Learn more.	▲ Time to Interactive 14.5 s Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more.
▲ Speed Index 16.4 s Speed Index shows how quickly the contents of a page are visibly populated. Learn more.	▲ Total Blocking Time 800 ms Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more.
▲ Largest Contentful Paint 21.0 s Largest Contentful Paint marks the time at which the largest text or image is painted. Learn More	▲ Cumulative Layout Shift 0.26 Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more.

Useful links:

[First Contentful Paint](#) / [Time to Interactive](#) / [Speed Index](#) / [Total Blocking Time](#) / [Largest Contentful Paint](#) / [Cumulative Layout Shift](#)

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Opportunities — These suggestions can help your page load faster. They don't **directly** affect the Performance score.

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	<div></div> 9.37 s ▾
▲ Serve images in next-gen formats	<div></div> 5.85 s ▾
▲ Efficiently encode images	<div></div> 2.7 s ▾
▲ Reduce initial server response time	<div></div> 2.08 s ▾
▲ Remove unused CSS	<div></div> 1.2 s ▾

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	<div></div> 9.37 s ^

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more](#).



There are a number of WordPress plugins that can help you **inline critical assets** or **defer less important resources**. Beware that optimizations provided by these plugins may break features of your theme or plugins, so you will likely need to make code changes.

URL	Transfer Size	Potential Savings
...block-library/style.min.css?ver=5.5.3 (adetunbiowo.com)	8.1 KiB	480 ms
...dist/blocks.style.build.css?ver=160... (adetunbiowo.com)	1.2 KiB	480 ms
...build/vendors-style.css?ver=3.4.0 (adetunbiowo.com)	1.4 KiB	480 ms
...build/style.css?ver=3.4.0 (adetunbiowo.com)	18.2 KiB	1,380 ms
/css? family=Poppins%3A300%2C400%2C500%2C600%2C700%2C900&subset (fonts.googleapis.com)	1.5 KiB	780 ms
...css/all.css?ver=5.5.3 (adetunbiowo.com)	10.1 KiB	930 ms

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Continued....

...css/styles.css?ver=5.3 (adetunbiowo.com)	1.1 KiB	480 ms
...css/rs6.css?ver=6.2.23 (adetunbiowo.com)	12.7 KiB	780 ms
...css/public.min.css?ver=1.21.12 (adetunbiowo.com)	6.1 KiB	480 ms
...css/bootstrap.min.css?ver=5.5.3 (adetunbiowo.com)	21 KiB	1,230 ms
...themify-icon/themify-icons.min.css?ver=5.5.3 (adetunbiowo.com)	3.1 KiB	330 ms
...css/frontend-legacy.min.css?ver=3.0.12 (adetunbiowo.com)	0.9 KiB	180 ms
...css/frontend.min.css?ver=3.0.12 (adetunbiowo.com)	15.9 KiB	930 ms
...css/elementor-override.min.css?ver=5.5.3 (adetunbiowo.com)	1.2 KiB	180 ms
...animation/animate.css?ver=5.5.3 (adetunbiowo.com)	5.7 KiB	480 ms
...css/saasland-animations.min.css?ver=5.5.3 (adetunbiowo.com)	0.9 KiB	180 ms
...magnify-pop/magnific-popup.min.css?ver=5.5.3 (adetunbiowo.com)	2 KiB	180 ms
...elagent/style.min.css?ver=5.5.3 (adetunbiowo.com)	4.5 KiB	330 ms
...css/wpd-style.min.css?ver=5.5.3 (adetunbiowo.com)	3 KiB	330 ms
...css/style.min.css?ver=5.5.3 (adetunbiowo.com)	13.5 KiB	780 ms
...css/elements.min.css?ver=5.5.3 (adetunbiowo.com)	30.3 KiB	1,380 ms
...css/comments.min.css?ver=5.5.3 (adetunbiowo.com)	1.2 KiB	180 ms
...css/footer.min.css?ver=5.5.3 (adetunbiowo.com)	1.7 KiB	180 ms
...css/gutenberg.min.css?ver=5.5.3 (adetunbiowo.com)	1.6 KiB	180 ms

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Continued...

...saasland/style.css?ver=5.5.3 (adetunbiowo.com)	0.7 KiB	180 ms
...css/responsive.min.css?ver=5.5.3 (adetunbiowo.com)	12.6 KiB	630 ms
...css/responsive-2.css?ver=5.5.3 (adetunbiowo.com)	2.5 KiB	180 ms
...css/shop.min.css?ver=5.5.3 (adetunbiowo.com)	4.9 KiB	330 ms
...scroll/jquery.mCustomScrollbar.min.css?ver=5.5.3 (adetunbiowo.com)	4.3 KiB	330 ms
...css/wpzoom-socicon.css?ver=160... (adetunbiowo.com)	4.7 KiB	330 ms
...css/genericons.css?ver=160... (adetunbiowo.com)	16.4 KiB	630 ms
...css/academicons.min.css?ver=160... (adetunbiowo.com)	1.6 KiB	180 ms
...css/font-awesome-3.min.css?ver=160... (adetunbiowo.com)	7.3 KiB	330 ms
...css/dashicons.min.css?ver=5.5.3 (adetunbiowo.com)	35.3 KiB	1,080 ms
...css/elementor-icons.min.css?ver=5.9.1 (adetunbiowo.com)	3.8 KiB	180 ms
...css/post-1664.css?ver=160... (adetunbiowo.com)	0.7 KiB	180 ms
...simple-line-icon/simple-line-icons.min.css?ver=5.5.3 (adetunbiowo.com)	2.4 KiB	180 ms
...slick/slick-theme.css?ver=5.5.3 (adetunbiowo.com)	1.2 KiB	180 ms
...themify-icon/themify-icons.css?ver=5.5.3 (adetunbiowo.com)	3.1 KiB	180 ms
...flaticon/flaticon.css?ver=5.5.3 (adetunbiowo.com)	0.8 KiB	180 ms
...css/post-529.css?ver=160... (adetunbiowo.com)	0.7 KiB	180 ms
/css?family=... (fonts.googleapis.com)	2.5 KiB	780 ms
...jquery/jquery.js?ver=1.12.4-wp (adetunbiowo.com)	33.4 KiB	930 ms
...js/rbtools.min.js?ver=6.2.23 (adetunbiowo.com)	44.5 KiB	1,080 ms
...js/rs6.min.js?ver=6.2.23 (adetunbiowo.com)	82 KiB	1,530 ms

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.






▲ Serve images in next-gen formats

5.85 s ^

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)



Consider using a [plugin](#) or service that will automatically convert your uploaded images to the optimal formats.

URL	Resource Size	Potential Savings
 ...11/Untitled-design-23.png (adetunbiowo.com)	475.6 KiB	445.8 KiB
 ...11/ADh2-1.jpg (adetunbiowo.com)	545.2 KiB	444.1 KiB
 ...11/ADh1-1.jpg (adetunbiowo.com)	297.8 KiB	265.7 KiB
 ...11/International.png (adetunbiowo.com)	52.5 KiB	26.8 KiB
 ...seo/footer_bg.png (droitthemes.com)	50.3 KiB	12.2 KiB



▲ Efficiently encode images

2.7 s ^

Optimized images load faster and consume less cellular data. [Learn more.](#)



Consider using an [image optimization WordPress plugin](#) that compresses your images while retaining quality.

URL	Resource Size	Potential Savings
 ...11/ADh2-1.jpg (adetunbiowo.com)	545.2 KiB	365 KiB
 ...11/ADh1-1.jpg (adetunbiowo.com)	297.8 KiB	207 KiB

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

▲ Reduce initial server response time

2.08 s ^

Keep the server response time for the main document short because all other requests depend on it. [Learn more](#).



Themes, plugins, and server specifications all contribute to server response time. Consider finding a more optimized theme, carefully selecting an optimization plugin, and/or upgrading your server.

URL

<https://adetunbiowo.com>

Time Spent

2,180 ms

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

▲ Remove unused CSS

— 1.2 s ^

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. [Learn more.](#)



Consider reducing, or switching, the number of [WordPress plugins](#) loading unused CSS in your page. To identify plugins that are adding extraneous CSS, try running [code coverage](#) in Chrome DevTools. You can identify the theme/plugin responsible from the URL of the stylesheet. Look out for plugins that have many stylesheets in the list which have a lot of red in code coverage. A plugin should only enqueue a stylesheet if it is actually used on the page.

URL	Transfer Size	Potential Savings
...css/dashicons.min.css?ver=5.5.3 (adetunbiowo.com)	35.3 KiB	35.3 KiB
...css/elements.min.css?ver=5.5.3 (adetunbiowo.com)	30.3 KiB	29.9 KiB
...css/bootstrap.min.css?ver=5.5.3 (adetunbiowo.com)	21 KiB	20.3 KiB
...build/style.css?ver=3.4.0 (adetunbiowo.com)	18.2 KiB	18.2 KiB
...css/genericons.css?ver=160... (adetunbiowo.com)	16.4 KiB	16.4 KiB
...css/frontend.min.css?ver=3.0.12 (adetunbiowo.com)	15.9 KiB	15.4 KiB
...css/style.min.css?ver=5.5.3 (adetunbiowo.com)	13.5 KiB	12.5 KiB
...css/responsive.min.css?ver=5.5.3 (adetunbiowo.com)	12.6 KiB	12.4 KiB
...css/rs6.css?ver=6.2.23 (adetunbiowo.com)	12.7 KiB	12 KiB
...css/all.css?ver=5.5.3 (adetunbiowo.com)	10.1 KiB	10.1 KiB

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Diagnostics — More information about the performance of your application. These numbers don't **directly** affect the Performance score.

- ▲ Ensure text remains visible during webfont load
- ▲ Does not use passive listeners to improve scrolling performance
- ▲ Minimize main-thread work — 9.6 s
- ▲ Reduce JavaScript execution time — 4.4 s

▲ Ensure text remains visible during webfont load

Leverage the font-display CSS feature to ensure text is user-visible while webfonts are loading. [Learn more.](#)

URL	Potential Savings
...v20/KFOICnqEu....woff2 (fonts.gstatic.com)	0 ms
...v15/pxiByp8kv....woff2 (fonts.gstatic.com)	10 ms
...v15/pxiByp8kv....woff2 (fonts.gstatic.com)	0 ms
...v15/pxiByp8kv....woff2 (fonts.gstatic.com)	0 ms
...v15/pxiEyp8kv....woff2 (fonts.gstatic.com)	0 ms
...fonts/themify.woff?-fvbane (adetunbiowo.com)	310 ms

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

▲ Does not use passive listeners to improve scrolling performance ^

Consider marking your touch and wheel event listeners as `passive` to improve your page's scroll performance. [Learn more](#).

URL	Location
...jquery/jquery.js?ver=1.12.4-wp (adetunbiowo.com)	line: 2

▲ Minimize main-thread work — 9.6 s ^

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more](#)

Category	Time Spent
Script Evaluation	4,472 ms
Style & Layout	1,737 ms
Other	1,530 ms
Rendering	970 ms
Parse HTML & CSS	601 ms
Script Parsing & Compilation	292 ms
Garbage Collection	25 ms

PageSpeed Insights **Mobile**

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

▲ Reduce JavaScript execution time — 4.4 s

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. [Learn more.](#)

URL	Total CPU Time	Script Evaluation	Script Parse
...js/rbtools.min.js?ver=6.2.23 (adetunbiowo.com)	2,125 ms	747 ms	9 ms
...jquery/jquery.js?ver=1.12.4-wp (adetunbiowo.com)	2,051 ms	1,270 ms	9 ms
https://adetunbiowo.com	1,593 ms	315 ms	27 ms
...js/rs6.min.js?ver=6.2.23 (adetunbiowo.com)	985 ms	800 ms	31 ms
Unattributable	886 ms	266 ms	1 ms
/sdks/OneSignal....js?v=151200 (cdn.onesignal.com)	560 ms	429 ms	26 ms
...js/frontend.min.js?ver=3.0.12 (adetunbiowo.com)	159 ms	142 ms	16 ms
...js/frontend-modules.min.js?ver=3.0.12 (adetunbiowo.com)	117 ms	98 ms	11 ms
...841e3b7e-ec5a-4350-a41d-2ebab35fbd72/web?callback=__jp0 (onesignal.com)	99 ms	93 ms	4 ms
...js/bootstrap.min.js?ver=4.1.2 (adetunbiowo.com)	69 ms	51 ms	11 ms
...swiper/swiper.min.js?ver=5.3.6 (adetunbiowo.com)	51 ms	25 ms	19 ms
...wow/wow.min.js?ver=1.1.3 (adetunbiowo.com)	50 ms	43 ms	4 ms

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.



<https://adetunbiowo.com/>

0-49 50-89 90-100 ⓘ

Desktop Page Speed for adetunbiowo.com

Lab Data

▲ First Contentful Paint 2.5 s First Contentful Paint marks the time at which the first text or image is painted. Learn more.	■ Time to Interactive 4.2 s Time to interactive is the amount of time it takes for the page to become fully interactive. Learn more.
▲ Speed Index 5.8 s Speed Index shows how quickly the contents of a page are visibly populated. Learn more.	● Total Blocking Time 30 ms Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more.
▲ Largest Contentful Paint 5.4 s Largest Contentful Paint marks the time at which the largest text or image is painted. Learn More	● Cumulative Layout Shift 0.018 Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more.

Useful links:

[First Contentful Paint](#) / [Time to Interactive](#) / [Speed Index](#) / [Total Blocking Time](#) / [Largest Contentful Paint](#) / [Cumulative Layout Shift](#)

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

Opportunity	Estimated Savings
▲ Eliminate render-blocking resources	3.15 s ^

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. [Learn more](#).



There are a number of WordPress plugins that can help you [inline critical assets](#) or [defer less important resources](#). Beware that optimizations provided by these plugins may break features of your theme or plugins, so you will likely need to make code changes.

URL	Transfer Size	Potential Savings
...block-library/style.min.css?ver=5.5.3 (adetunbiowo.com)	8.1 KiB	110 ms
...dist/blocks.style.build.css?ver=160... (adetunbiowo.com)	1.2 KiB	150 ms
...build/vendors-style.css?ver=3.4.0 (adetunbiowo.com)	1.4 KiB	150 ms
...build/style.css?ver=3.4.0 (adetunbiowo.com)	18.2 KiB	270 ms
/css? family=Poppins%3A300%2C400%2C500%2C600%2C700%2C900&subset (fonts.googleapis.com)	1.4 KiB	230 ms
...css/all.css?ver=5.5.3 (adetunbiowo.com)	10.1 KiB	230 ms
...css/styles.css?ver=5.3 (adetunbiowo.com)	1.1 KiB	150 ms
...css/rs6.css?ver=6.2.23 (adetunbiowo.com)	12.7 KiB	150 ms
...css/public.min.css?ver=1.21.12 (adetunbiowo.com)	6.1 KiB	110 ms
...css/bootstrap.min.css?ver=5.5.3 (adetunbiowo.com)	21 KiB	230 ms

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

...themify-icon/themify-icons.min.css?ver=5.5.3 (adetunbiowo.com)	3.1 KiB	70 ms
...css/frontend-legacy.min.css?ver=3.0.12 (adetunbiowo.com)	0.9 KiB	70 ms
...css/frontend.min.css?ver=3.0.12 (adetunbiowo.com)	15.9 KiB	190 ms
...css/elementor-override.min.css?ver=5.5.3 (adetunbiowo.com)	1.2 KiB	70 ms
...animation/animate.css?ver=5.5.3 (adetunbiowo.com)	5.7 KiB	110 ms
...css/saasland-animations.min.css?ver=5.5.3 (adetunbiowo.com)	0.9 KiB	70 ms
...magnify-pop/magnific-popup.min.css?ver=5.5.3 (adetunbiowo.com)	2 KiB	70 ms
...elagent/style.min.css?ver=5.5.3 (adetunbiowo.com)	4.5 KiB	110 ms
...css/wpd-style.min.css?ver=5.5.3 (adetunbiowo.com)	3 KiB	70 ms
...css/style.min.css?ver=5.5.3 (adetunbiowo.com)	13.5 KiB	190 ms
...css/elements.min.css?ver=5.5.3 (adetunbiowo.com)	30.3 KiB	270 ms
...css/comments.min.css?ver=5.5.3 (adetunbiowo.com)	1.2 KiB	70 ms
...css/footer.min.css?ver=5.5.3 (adetunbiowo.com)	1.7 KiB	70 ms
...css/gutenberg.min.css?ver=5.5.3 (adetunbiowo.com)	1.6 KiB	70 ms
...saasland/style.css?ver=5.5.3 (adetunbiowo.com)	0.7 KiB	70 ms
...css/responsive.min.css?ver=5.5.3 (adetunbiowo.com)	12.6 KiB	150 ms
...css/responsive-2.css?ver=5.5.3 (adetunbiowo.com)	2.5 KiB	70 ms
...css/shop.min.css?ver=5.5.3 (adetunbiowo.com)	4.9 KiB	110 ms

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.

...css/dashicons.min.css?ver=5.5.3 (adetunbiowo.com)	35.3 KiB	230 ms
...css/elementor-icons.min.css?ver=5.9.1 (adetunbiowo.com)	3.8 KiB	70 ms
...css/post-1664.css?ver=160... (adetunbiowo.com)	0.7 KiB	70 ms
...simple-line-icon/simple-line-icons.min.css?ver=5.5.3 (adetunbiowo.com)	2.4 KiB	70 ms
...slick/slick-theme.css?ver=5.5.3 (adetunbiowo.com)	1.2 KiB	70 ms
...themify-icon/themify-icons.css?ver=5.5.3 (adetunbiowo.com)	3.1 KiB	70 ms
...flaticon/flaticon.css?ver=5.5.3 (adetunbiowo.com)	0.8 KiB	70 ms
...css/post-529.css?ver=160... (adetunbiowo.com)	0.7 KiB	70 ms
/css?family=... (fonts.googleapis.com)	2.6 KiB	230 ms
...jquery/jquery.js?ver=1.12.4-wp (adetunbiowo.com)	33.4 KiB	190 ms
...js/rbtools.min.js?ver=6.2.23 (adetunbiowo.com)	44.5 KiB	190 ms
...js/rs6.min.js?ver=6.2.23 (adetunbiowo.com)	82 KiB	230 ms

▲ Reduce initial server response time

2.08 s ^

Keep the server response time for the main document short because all other requests depend on it. [Learn more.](#)



Themes, plugins, and server specifications all contribute to server response time. Consider finding a more optimized theme, carefully selecting an optimization plugin, and/or upgrading your server.

URL	Time Spent
https://adetunbiowo.com	2,180 ms

PageSpeed Insights Desktop

Google's PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster.






▲ Serve images in next-gen formats

0.96 s ^

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)



Consider using a [plugin](#) or service that will automatically convert your uploaded images to the optimal formats.

URL	Resource Size	Potential Savings
 ...11/Untitled-design-23.png (adetunbiowo.com)	475.6 KiB	445.8 KiB
 ...11/ADh2-1.jpg (adetunbiowo.com)	545.2 KiB	444.1 KiB
 ...11/ADh1-1.jpg (adetunbiowo.com)	297.8 KiB	265.7 KiB
 ...11/International.png (adetunbiowo.com)	52.5 KiB	26.8 KiB
 ...seo/footer_bg.png (droitthemes.com)	50.3 KiB	12.2 KiB

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue #1 > Low Word Count – 2 pages have a low word count

Difficulty: **Moderate**

SEO Impact: **High**

WHAT IS THIS?

Without enough text on a page, Google will have trouble understanding what the content is about.

If Google doesn't know what the content is about, it won't be able to rank your content for the search terms you are targeting.

By adding more text, you are telling Google's crawlers, and your end users, more about what it is you have to offer. Anything less than a few hundred words is considered thin content and will be nearly impossible to rank.

HOW DO I FIX IT?

Add more content to your page so that it isn't considered thin content and has a better chance of ranking. In general the average web page that ranks on page 1 of Google contains 2200 words.

PAGE URL	WORD COUNT
https://adetunbiowo.com/fashion/	185
https://adetunbiowo.com/contact-me/	47

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue #2 > Meta Descriptions – 7 pages with no meta descriptions

Difficulty: **Moderate**

SEO Impact: **Medium**

ABOUT THIS ISSUE

Though meta descriptions don't have a direct influence on rankings, they are used by search engines to display your page's description in search results. A good description helps users know what your page is about and encourages them to click on it. If your page's meta description tag is missing, search engines will usually display its first sentence, which may be irrelevant and unappealing to users.

HOW TO FIX IT

In order to gain a higher click-through rate, you should ensure that all of your webpages have meta descriptions that contain relevant keywords.

> [How to Write Compelling Meta Descriptions That'll Boost Your Rankings \(neilpatel.com\)](https://neilpatel.com/blog/how-to-write-compelling-meta-descriptions/)

Page URL ↕

Adetunbiowo – Welcome to Adetunbiowo
<https://adetunbiowo.com/>

About – Adetunbiowo
<https://adetunbiowo.com/about/>

Books – Adetunbiowo
<https://adetunbiowo.com/books/>

Contact Me – Adetunbiowo
<https://adetunbiowo.com/contact-me/>

Fashion – Adetunbiowo
<https://adetunbiowo.com/fashion/>

Online Reputation Management – Adetunbiowo
<https://adetunbiowo.com/online-reputation-management/>

Real Estate/Construction – Adetunbiowo
<https://adetunbiowo.com/real-estate-construction/>

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue **#3** > **Short <title> Tag** – 4 pages with a <title> tag that is too short

Difficulty: **Easy**

SEO Impact: **Medium**

WHAT IS THIS?

Title tags need to deliver an important idea to your potential readers in a few words. But the title tag can't be too short. If the title tag is less than 30 characters, it will be difficult for search engines to understand what the content is about and decreasing the likelihood of ranking.

To learn more about creating SEO-friendly title tags, check out [this](#) article.

HOW DO I FIX IT?

Make sure that your title tags are long enough for search engines to recognize and so you are able to intrigue potential visitors to click on your page.

> [How to Create Search Engine Friendly Title Tags \(neilpatel.com\)](#)

PAGE URL	TITLE
https://adetunbiowo.com/contact-me/	Contact Me – Adetunbiowo
https://adetunbiowo.com/books/	Books – Adetunbiowo
https://adetunbiowo.com/about/	About – Adetunbiowo
https://adetunbiowo.com/fashion/	Fashion – Adetunbiowo

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue **#4 > Keyword Consistency** – Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused on particular keywords you would like to rank for. Ideally, these keywords should also be distributed across tags such as the title, meta, and header tags.

Difficulty: **Medium**

SEO Impact: **Medium**

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
adetunbi	✓	✗	✓	9	<div></div>
people	✗	✗	✓	7	<div></div>
best	✗	✗	✗	6	<div></div>
passion	✗	✗	✗	6	<div></div>
man	✗	✗	✗	5	<div></div>
family	✗	✗	✗	5	<div></div>
keep	✗	✗	✗	5	<div></div>
world	✗	✗	✓	5	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
adetunbi hammed owolabi	✗	✗	✓	4	<div></div>
adetunbi hammed	✗	✗	✓	4	<div></div>
hammed owolabi	✗	✗	✓	4	<div></div>
world is unbelievable	✗	✗	✗	3	<div></div>
unbelievable you put	✗	✗	✗	3	<div></div>
watching you interact	✗	✗	✗	3	<div></div>
set the love	✗	✗	✗	3	<div></div>
surpass any personal	✗	✗	✗	3	<div></div>

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue **#5 > Image Alt Attributes** – You have images on your page that are missing ALT attributes.

We found 13 images on your page and 10 of them are missing the attribute.

Difficulty: **Easy**

SEO Impact: **Medium**

#	Image link
1	Untitled-design-23.png
2	ADh2-1.jpg
3	ADh1-1.jpg
4	ADh2-1.jpg
5	banner_img.png
6	logo_01.png
7	logo_02.png
8	logo_03.png
9	logo_04.png
10	logo_05.png

What is an alt attribute in HTML?



The **alt attribute** specifies an **alternate** text for an area, if the image cannot be displayed. The **alt attribute** provides **alternative** information for an image if a user for some reason cannot view it (because of slow connection, an error in the **src attribute**, or if the user uses a screen reader).

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Issue **#6 > Analytics Tool** – We could not detect an analytics tool installed on your page.

Website analytics tools like Google Analytics assist you in measuring, analyzing, and ultimately improving traffic to your page.

Difficulty: **Medium**
SEO Impact: **Medium**

Issue **#7 > Low text-HTML ratio**

Difficulty: **Medium**
SEO Impact: **Medium**

ABOUT THIS ISSUE

Your text to HTML ratio indicates the amount of actual text you have on your webpage compared to the amount of code. This issue is triggered when your text to HTML is 10% or less. Search engines have begun focusing on pages that contain more content. That's why a higher text to HTML ratio means your page has a better chance of getting a good position in search results.

Less code increases your page's load speed and also helps your rankings. It also helps search engine robots crawl your website faster.

HOW TO FIX IT

Split your webpage's text content and code into separate files and compare their size. If the size of your code file exceeds the size of the text file, review your page's HTML code and consider optimizing its structure and removing embedded scripts and styles.

Page URL ↕	Ratio ↕
 Adetunbiowo – Welcome to Adetunbiowo https://adetunbiowo.com/	0.04
 About – Adetunbiowo https://adetunbiowo.com/about/	0.04
 Books – Adetunbiowo https://adetunbiowo.com/books/	0.04
 Contact Me – Adetunbiowo https://adetunbiowo.com/contact-me/	0.01
 Fashion – Adetunbiowo https://adetunbiowo.com/fashion/	0.03
 Online Reputation Management – Adetunbiowo https://adetunbiowo.com/online-reputation-management/	0.04
 Real Estate/Construction – Adetunbiowo https://adetunbiowo.com/real-estate-construction/	0.05

On page SEO Fixes

Your page has some level of optimization but could be improved further. SEO optimization is important to ensure you can maximize ranking potential and drive traffic to your website from search engines.

Other issues:

#8 > Tap Target Sizing

Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience.

#9 > Inline Styles

Your page appears to be using inline styles. Inline-styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Line	Style
349	background:transparent;padding:0;margin:0px auto;margin-top:0;margin-bottom:0;
363	z-index:5;background-color:#000000;
380	z-index:6;font-family:Roboto;
396	z-index:5;background-color:#000000;
413	z-index:6;font-family:Roboto;
429	z-index:5;background-color:#000000;
446	z-index:6;font-family:Roboto;
461	z-index:8;background-color:#000000;
478	z-index:9;font-family:Roboto;
586	color: #dd9933;
691	background-color : #dd9933; font-size: 18px; padding:8px
703	background-color : #dd9933; font-size: 18px; padding:8px
735	2
748	pointer-events:none; display:block; height:50px; width:50px;

Off page SEO Fixes

Off-page SEO simply tells Google what others think about your site. For example, if you've got a lot of valuable links pointing to your pages, search engines will assume that you've got great content – the type that provides value for users.

Useful Resource: [The Ultimate Guide to Off-Page SEO](#)

#1 › Facebook Connected

No associated Facebook Page found as a link on your page.

#2 › Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

#3 › Facebook Pixel

We have not detected a Facebook Pixel on your page.

Facebook's Pixel is a piece of analytics code that allows you to track users retarget them with Facebook Ads in the future.

#4 › Link Building

Links are still very important to Google. In fact, it's almost impossible for Google to determine the value of any web page if there are no links pointing to it — no matter how useful, fresh, or in-depth the page content might be.

Useful Resource: [How Content Marketing has Replaced Link Building](#)

We thank you for choosing us!



www.twyf.in

Chennai, India

+91 70107 56530

twyfmarketing@gmail.com

Acknowledgements

Tools used: SEMRUSH, Ubersuggest, SEOptimer,
Backlinko, Google, Seobility, Canva, Photoshop

The writers behind the report.