

Check SEO onpage with SEOQUAKE tool

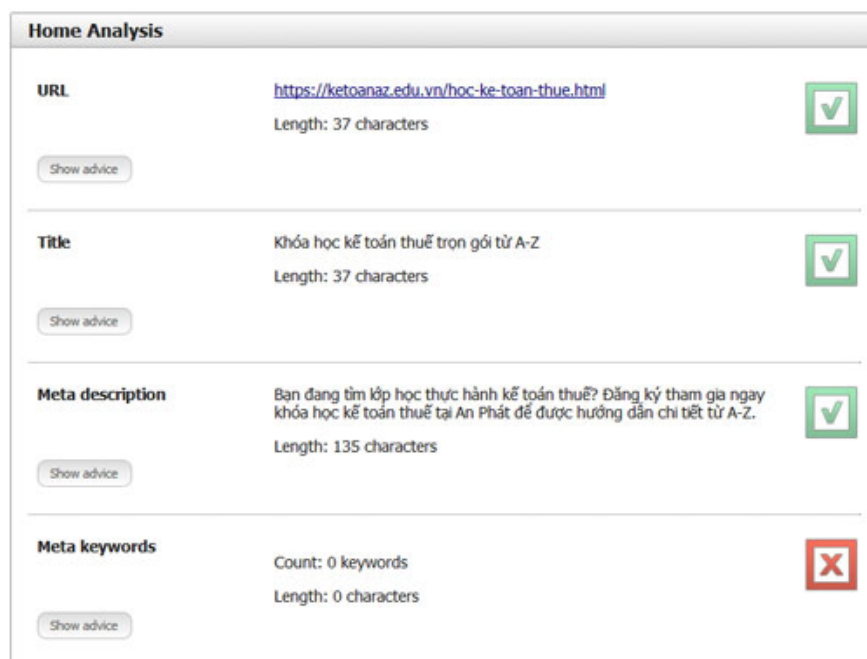
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Structure of a standard SEO Google website

In this article, we will focus on explaining and providing an optimal approach to each element in the Seoquake diagnostic tool - Seoquake Diagnosis.

We will take the example on the website of An Phat accounting training center.



1. URL

- **Explanation** : Url is the link displayed on google when users search.

- **Optimal method** :

+ URL contains keywords that need SEO. For example, in this case, Seo keyword " *learn tax accounting* ", then my url is in the form of: **https://ketoanaz.edu.vn/hoc-ke-toan-thue.html**

+ The words in the url are separated by a dash "-".

+ Number of characters in url 60.

2. Title





Is the title of the website (*or article*) displayed on google when users search.

3. Meta description

Is the card describing the overview of the website. Description tags are displayed below the title when users search.

4. Meta keywords

Keywords for search engines. However, Meta keywords now has no value in SEO or very low value so I ignore the optimization.

Headings		H1	H2	H3	H4	H5	H6	
		1	4	7	0	0	0	
	<p><H1>: Khóa học kế toán thuế trọn gói từ A-Z <H2>: 1. Tôi sẽ học được những gì khi tham gia khóa học kế toán thuế tại An Phát? <H2>: 2. Những ai nên theo học khóa học kế toán thuế? <H2>: 3. Học phí, thời gian và phương pháp đào tạo như thế nào? (more)</p>							
	Show advice							
Images		We found 13 images on this page. 1 alt attributes are empty or missing.						
	Show advice							
Text/HTML ratio		25.9%						
	Show advice							
Frames		Number of Frames: 0 Number of Iframes: 0						

5. Heading

Includes H1-H6 tags that emphasize important content inside the site, thereby enhancing the website's Seo capabilities.

6. Image

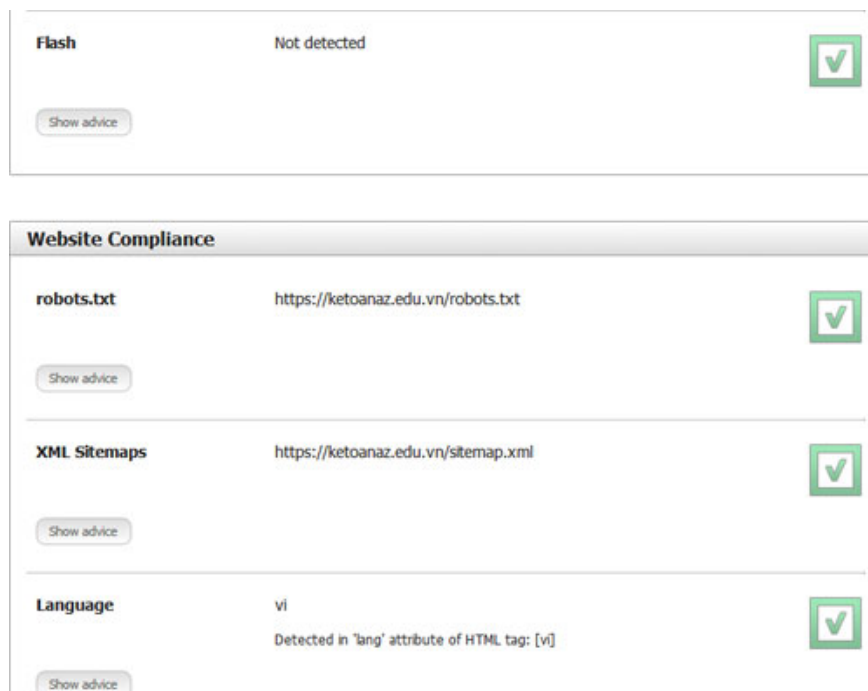
The card informs about the optimal status of images in the website.

7. Text / HTML Ratio

Text Ratio is the amount of text retrieved and displayed compared to the entire returned HTML code. **Text / HTML Ratio > 50%** will be considered as optimal.

8. Frame

The format in HTML helps to display multiple documents on a browser window. Frame makes makeup more beautiful for website. Note that the website needs Seo to minimize the use of Frame.



9. Flash

A graphic application that is widely used on websites (*replacing boring images*) to increase the interactivity and attractiveness of the message content to display. However, using a lot of Flash will make the page load speed become slow and one important drawback is that Google reads and understands Flash very poorly. Website determined to do SEO, it is better not to use Flash.

10. Robot.txt






Google navigation file, allows Google Bot to index (index) content inside the website.

11. XML sitemap

Sitemap is a diagram that lists all the information items (*links*) within the support site for Google Bot to easily move and index all content within.

12. Language

Language file

Doctype	Undetected	
Show advice		
Encoding	UTF-8	
Show advice		
Google™ Analytics	Found	
Show advice		
Microformats	Not found	
Show advice		
Dublin Core	Found	

13. Doctype

Doctype only tells the web browser which version of the markup language is used in the website. Here I use HTML5.

14. Encoding

Like translating language. The standard format contains many different languages ??called codecs, using dictionaries you will translate them into other " *lighter, easier to understand* " languages ??by encoders.

15. Google Analytics





Statistical analysis tool for website visitors.

16. Microformats

A format that identifies a specific type of information, such as a business address, article, event, or personal information. The most used Microformat format in Seo is Schema. You can check if Google sees what format you apply to the site using the **Rich Snippet Testing Tool**.

17. Dublin Core

Is a standard for describing data written by meta tags that help define specific and explicit annotations for bots that can collect data. Installing Dublin Core will help SE appreciate the content you write.

Geo Meta Tags	Found	
<input type="button" value="Show advice"/>		
Feeds	https://ketoanaz.edu.vn/rss.html	
<input type="button" value="Show advice"/>		
Favicon		
<input type="button" value="Show advice"/>		
<hr/>		
Server		
Server Name	nginx	

18. Geo Meta Tags

In case you deploy a local Seo campaign, configuring the Geo Meta Tags is essential. Geo Meta card provides the machines to find the exact information about the city, locality, latitude, longitude of the business.

You can visit the **Geo Tag Generator** website to create a Geo Meta code for your website and paste it between 2 pairs of tags inside the site. In case you do not deploy local Seo, it is not necessary to configure this card.

19. Feeds

Feed, allow other websites to get data automatically on your site - One of the ways to create natural backlinks.

20. Favicon

The image is displayed (*usually the logo*) on the browser tab bar.

21. Name Server

The server name performs the DNS protocol service.

(*) **Notes :**

- Green area symbol: Has been optimally optimized
- Yellow brick icon: Medium optimal
- Red X symbol: Not good

Conclusion

Understanding and appreciating the importance of elements in the Seoquake diagnostic tool will help you get the most overview on the website's page which is making Seo update and add more knowledge of making Seo. mine.

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