

SEO Site Analyst

bing.com

https://bing.com

39/100

Overall SEO Score: Grade F

52

Total Checks

33

Passed

19

Failed

23

Title Length

Ai_Seo

[PASS] AI Crawler Access +10 pts

All 13 major AI crawlers (GPTBot, ClaudeBot, PerplexityBot.....

[PASS] Answer-Ready Structure +10 pts

Content is answer-engine friendly: 0 question heading(s), 4...

[FAIL] Citation-Ready Schema +0 pts

No JSON-LD structured data found.

[FAIL] Entity Clarity +0 pts

No Organization/Person/WebSite schema — LLMs cannot confide...

[FAIL] Freshness Signals +2 pts

No machine-readable dates (article:published_time, datePubl...

[FAIL] Semantic HTML for AI +3 pts

Weak semantic structure — AI parsers struggle to isolate th...

[FAIL] llms.txt +2 pts

No llms.txt file found.

Content Analysis

[FAIL] Content Length +2 pts

Thin content (24 words)

[FAIL] H1 Heading +0 pts

No H1 heading found

[FAIL] Heading Structure +4 pts

Incomplete heading hierarchy

[PASS] Image Alt Tags +8 pts

All 1 images have alt text

[PASS] Keyword Consistency +3 pts

Primary keyword "bing" found in title

[PASS] Keywords Cloud +5 pts

Top keywords: bing, search, microsoft, get, wallpaper

[FAIL] Text/HTML Ratio +0 pts

Low text ratio: 0.1%

Domain Info

[PASS] Domain Variations +3 pts

Consider securing: bing.com, bing.net, bing.org

[PASS] WHOIS Data +2 pts

WHOIS data protected or unavailable for this domain

External Metrics

[FAIL] Backlinks +0 pts

Moz API not configured (optional)

[FAIL] Domain Authority +0 pts

Moz API not configured (optional)

Links

[PASS] Broken Links +5 pts

No broken links detected (sample check)

[PASS] External Links +5 pts

13 external links found

[PASS] Internal Links +8 pts

16 internal links found

[PASS] NoFollow Links +3 pts

0 nofollow links

Meta Tags

[FAIL] Meta Description Length +5 pts

Description length is 168 chars (recommended: 120-160).

[PASS] Meta Keywords +2 pts

No meta keywords (not required)

[FAIL] Title Tag Length +5 pts

Title length is 23 chars (recommended: 30-60).

Mobile Optimization

[PASS] Mobile Friendly +7 pts

Site appears mobile friendly

[PASS] Viewport Tag +10 pts

Viewport tag is present.

Performance

[PASS] GZIP Compression +8 pts

GZIP compression enabled

[PASS] Page Size +10 pts

Excellent page size (163 KB)

[PASS] PageSpeed Insights +2 pts

PageSpeed API key not configured

[PASS] Server Response Time +10 pts

Excellent response time (0.12s)

[PASS] Speed Tips +5 pts

Page is well optimized

Security

[PASS] Email Privacy +5 pts

No exposed email addresses

[PASS] Safe Browsing +2 pts

Safe Browsing API key not configured

Server Info

[FAIL] Server IP +0 pts

Could not resolve server IP

Technical SEO

[FAIL] Analytics Detection +0 pts

No analytics tools detected

[PASS] Canonical Tag +10 pts

Canonical tag is present.

[FAIL] Character Encoding +0 pts

No character encoding declared

[PASS] Custom 404 Page +5 pts

Custom 404 error page configured

[PASS] Doctype +2 pts

Doctype declared (older HTML)

[PASS] Embedded Objects +3 pts

No embedded objects (Flash/Java)

[PASS] HTTP Status +5 pts

Page returns 200 OK

[FAIL] IP Canonicalization +0 pts

Could not resolve domain IP

[PASS] Iframe Detection +3 pts

No iframes found

[PASS] **Robots.txt** +5 pts

Robots.txt found and accessible

[PASS] **SSL Certificate** +10 pts

Valid SSL certificate (HTTPS)

[PASS] **Sitemap.xml** +5 pts

Sitemap found

[PASS] **URL Length** +3 pts

Good URL length (72 chars)

[FAIL] **URL Rewrite** +0 pts

URL not rewritten (has query params)

[PASS] **URL Underscores** +3 pts

URL uses SEO-friendly format

[FAIL] **W3C Validity** +2 pts

166 HTML errors found

[PASS] **WWW Consistency** +3 pts

Using www version

Priority Recommendations

- Add JSON-LD schema (FAQPage, Article, Organization). AI engines rely on it to u...

- Add Organization JSON-LD with name, logo, description and sameAs social links.

- Expose publish and last-updated dates via meta tags or schema. AI answer engine...

- Wrap primary content in <main>/<article> tags and keep paragraphs under ~100 wo...

- Add an llms.txt file (markdown index of your key pages) so LLMs can understand ...

- Add more substantial content (aim for 1000+ words).

- Add a single H1 heading that describes the page content.

- Use H1 followed by H2, H3 for proper structure.

- Add more text content. Aim for 25%+ text-to-HTML ratio.

- Add MOZ_ACCESS_ID and MOZ_SECRET_KEY to enable.

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Report for: <https://bing.com>