SEO Site Analyst

bing.com

https://bing.com

39/100

Overall SEO Score: Grade F

52	33	19	23
Total Checks	Passed	Failed	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.