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Department of Management



Thesis Appendix

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Appendices

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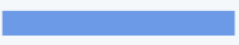

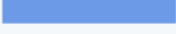

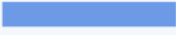

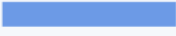
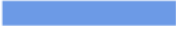
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Generated Reports

Keyword	Title	Individual Keywords			Page Frequency	
		Meta Description Tag	Headings Tags			
shipping	✓	✓	✓	23		
services	✗	✓	✓	12		
worldwide	✓	✓	✓	11		
service	✗	✓	✓	9		
sfl	✓	✓	✓	9		
ship	✓	✓	✓	7		
domestic	✗	✓	✗	6		
get	✗	✗	✗	6		

Individual keyword check (SEMRUSH)

Phrases					
Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
sfl worldwide	✓	✓	✓	4	
book shipment	✗	✗	✗	3	
shipping and moving	✗	✗	✗	3	
excellent service	✗	✗	✗	3	
get quote	✗	✗	✗	3	
shipping shop	✗	✗	✗	3	
ship worldwide	✗	✗	✓	3	
international shipping	✓	✓	✓	3	

Phrases keyword check (SEMRUSH)

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

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Hreflang Usage

Your page is not making use of Hreflang attributes.

Language

Your page is using the lang attribute.

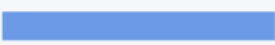

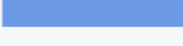
Declared: en-US

H1 Header Tag Usage

Your page has a H1 Tag.

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	6	
H3	4	
H4	4	
H5	0	
H6	0	

SERP check (SEO Optimzer)

Social Platforms Connectivity and Tags

Facebook Connected

Your page has a link to a Facebook Page.



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.

Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a low level of followers on Twitter.



Website-social connectivity check (SEO Optimzer)