



Seo Analyzer adabra.com

Generated on March 06 2022 20:42 PM

The score is 59/100



SEO Content

	Title	Omnichannel Marketing Automation Platform Adabra Length : 50 Perfect, your title contains between 10 and 70 characters.												
	Description	Scopri Adabra, la piattaforma di marketing automation più utilizzata in Italia. Anticipa i desideri dei tuoi clienti, crea customer experience personalizzate e omnichannel. Length : 172 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>adabra</td><td>exclude</td></tr><tr><td>adabra:type</td><td>101</td></tr></tbody></table>	Property	Content	type	website	adabra	exclude	adabra:type	101				
Property	Content													
type	website													
adabra	exclude													
adabra:type	101													
	Headings	<table border="1"><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>14</td><td>29</td><td>91</td><td>4</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">[H1] Marketing Automation Omnichannel A.I.[H2] Scopri Adabra[H2] Tutto in un'unica piattaforma[H2] Un partner per latua crescita[H2] Formazione e Crescita Aziendale[H2] Settori serviti[H2] Alcuni dei Clienti che Ci Hanno Dato Fiducia nel Corso degli Anni	H1	H2	H3	H4	H5	H6	1	14	29	91	4	0
H1	H2	H3	H4	H5	H6									
1	14	29	91	4	0									

SEO Content

- [H2] Alcune testimonianze dei nostri Clienti
- [H2] Omnichannel Customer Experience
- [H2] Integrazioni Semplici e Potenti
- [H2] Riconoscimenti e Vittorie
- [H2] Tutte le Funzionalità in una Sola Piattaforma Centralizzata
- [H2] Alcuni Articoli che Potrebbero Interessarti
- [H2] Iscriviti alla nostra Newsletter
- [H2] Seguici
- [H3] Perché scegliere Adabra?
- [H3] Le funzionalità principali
- [H3] Ambiti d'uso
- [H3] Canali
- [H3] Ambiti di Intervento
- [H3] Attività Formative
- [H3] Risorse
- [H3] Alcuni settori serviti
- [H3] Tipologie di Clienti, ed Esigenze
- [H3] Perché Adabra
- [H3] Piattaforma
- [H3] Funzionalità principali
- [H3] Canali
- [H3] Ambiti d'uso
- [H3] Strategia
- [H3] Formazione
- [H3] Attività Formative
- [H3] Risorse
- [H3] Settori
- [H3] Alcuni settori serviti
- [H3] Tipologie di Clienti ed Esigenze
- [H3] Blog
- [H3] Strategia
- [H3] Piattaforma
- [H3] Formazione
- [H3] Gli utenti anonimi esistono davvero? 3 esempi di profilazione efficace
- [H3] Come aumentare le vendite del tuo eCommerce con strategie di cross-selling e up-selling
- [H3] Matrice RFM: un'alleata preziosa per la tua strategia eCommerce
- [H3] Customer experience: la centralità strategica del consumatore
- [H4] Chi siamo?
- [H4] Sicurezza Dati e GDPR
- [H4] I nostri Clienti
- [H4] Il Team Adabra
- [H4] Partner Program
- [H4] Lavora con Noi
- [H4] Integrazioni
- [H4] Dicono di Noi
- [H4] Audience Analytics
- [H4] Digital Ads
- [H4] Lead Generation
- [H4] Campagne Personalizzate
- [H4] Mobile Marketing
- [H4] E-commerce
- [H4] Marketing Automation



SEO Content

- [H4] Retail Marketing
- [H4] Punti vendita e Agenti
- [H4] Web
- [H4] App
- [H4] Social
- [H4] E-mail
- [H4] Sms
- [H4] Ads
- [H4] E-commerce
- [H4] Lead Generation
- [H4] B2C Omnichannel
- [H4] Drive to Store
- [H4] B2B
- [H4] Big Data e User Segmentation
- [H4] WorkShop Formativi
- [H4] Adabra University
- [H4] Supporto Tecnico
- [H4] Glossario
- [H4] Analisi e Ricerche
- [H4] Faq
- [H4] Soluzioni Personalizzate
- [H4] E-book, Guide e Checklist
- [H4] Beni di Consumo
- [H4] E-commerce
- [H4] Travel
- [H4] Lead Generation
- [H4] Media ed Editoria
- [H4] Punti Vendita
- [H4] Gdo
- [H4] B2B
- [H4] Automotive
- [H4] Chi siamo
- [H4] I nostri Clienti
- [H4] Partner Program
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- [H4] Ads
- [H4] Lead Generation
- [H4] E-Commerce
- [H4] Punti Vendita
- [H4] E-commerce
- [H4] B2C Omnichannel



SEO Content

		<ul style="list-style-type: none">• [H4] B2B• [H4] Lead Generation• [H4] Drive to Store• [H4] Big Data e User Segmentation• [H4] Workshop Formativi• [H4] Supporto Tecnico• [H4] Analisi e ricerche• [H4] Soluzioni personalizzate• [H4] Adabra University• [H4] Glossario• [H4] Faq• [H4] Beni di Consumo• [H4] Travel• [H4] Media ed Editoria• [H4] Gdo• [H4] Automotive• [H4] E-commerce• [H4] Lead generation• [H4] Punti Vendita• [H4] B2B• [H5] Profilazione Utenti• [H5] Personalizza il Sito Web• [H5] Email e Sms Marketing• [H5] Lead Generation e R.O.I.
	Images	<p>We found 128 images on this web page.</p> <p>39 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 13%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>

SEO Links

	In-page links	We found a total of 36 links including 4 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.78% Internal Links 97.22%

In-page links

Anchor	Type	Juice
GUARDA la DEMO →	Internal	Passing Juice
SCOPRI LE FUNZIONALITÀ	Internal	Passing Juice
Leggi altre storie di successo →	Internal	Passing Juice
APPROFONDISCI ORA	Internal	Passing Juice
PROSEGUI LA LETTURA	Internal	Passing Juice
Scopri tutte le integrazioni disponibili →	Internal	Passing Juice
Continua →	Internal	Passing Juice
Continua →	Internal	Passing Juice
Continua →	Internal	Passing Juice
Continua →	Internal	Passing Juice
informativa privacy	External	Passing Juice
Chi siamo	Internal	Passing Juice
Partner Program	Internal	Passing Juice
Privacy e GDPR	Internal	Passing Juice
Lavora con Noi	Internal	Passing Juice
Il Team Adabra	Internal	Passing Juice
Audience Analytics	Internal	Passing Juice
Marketing Automation	Internal	Passing Juice
Campagne Personalizzate	Internal	Passing Juice
E-mail Marketing	Internal	Passing Juice

In-page links

E-commerce	Internal	Passing Juice
Lead Generation	Internal	Passing Juice
Punti Vendita e Agenti	Internal	Passing Juice
Big Data e User Segmentation	Internal	Passing Juice
Drive to Store	Internal	Passing Juice
B2C Omnichannel	Internal	Passing Juice
Adabra University	Internal	Passing Juice
Supporto Tecnico	Internal	Passing Juice
Soluzioni personalizzate	Internal	Passing Juice
Contatti	Internal	Passing Juice
Rassegna Stampa	Internal	Passing Juice
FAQs	Internal	Passing Juice
Blog	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Condizioni Generali di Servizio	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	25	✓	✗	✓	✓
adabra	21	✓	✗	✓	✓
clienti	16	✗	✗	✓	✓







Keywords Consistency

scopri	14	✘	✘	✔	✔
automation	13	✔	✘	✔	✔


Usability


	Url	Domain : adabra.com Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is it.
	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 1 Warnings : 12
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none">✔ Excellent, your website doesn't use nested tables.✘ Too bad, your website is using inline styles.✔ Great, your website has few CSS files.

Document

 Too bad, your website has too many JS files (more than 6).


 Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

 Apple Icon

 Meta Viewport Tag

 Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<http://adabra.com/sitemap.xml>

<https://www.adabra.com/sitemap.xml>



Robots.txt

<http://adabra.com/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics