






# Seo Analyzer alertir.com

Generated on March 27 2022 07:34 AM





The score is 55/100







## SEO Content

	Title	Investis Digital   Trusted Digital Communications and Marketing Company  <b>Length : 71</b>  Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	Through our Connected Content™ approach, we unite communications, digital experiences, and performance marketing to help more than 1600 global companies.  <b>Length : 153</b>  Great, your meta description contains between 70 and 160 characters.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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>site_name</td><td>Investis Digital</td></tr><tr><td>url</td><td>https://www.investisdigital.com/new-homepage</td></tr><tr><td>title</td><td>Homepage</td></tr><tr><td>image</td><td>https://www.investisdigital.com/sites/investisdigital-corp-v2/files/Standard_OG.png</td></tr></tbody></table>	Property	Content	site_name	Investis Digital	url	https://www.investisdigital.com/new-homepage	title	Homepage	image	https://www.investisdigital.com/sites/investisdigital-corp-v2/files/Standard_OG.png		
Property	Content													
site_name	Investis Digital													
url	https://www.investisdigital.com/new-homepage													
title	Homepage													
image	https://www.investisdigital.com/sites/investisdigital-corp-v2/files/Standard_OG.png													
	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>2</td><td>6</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] Redefine the way you communicate online</li><li>[H2] We create digital experiences that drive business performance</li><li>[H2] Blog Page Items</li><li>[H3]</li></ul>	H1	H2	H3	H4	H5	H6	1	2	6	0	0	0
H1	H2	H3	H4	H5	H6									
1	2	6	0	0	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H3] How to Build a Trusted Brand with the 4Rs</li> <li>• [H3] Work</li> <li>• [H3] Connect.ID Intelligence</li> <li>• [H3] Connect.ID Platform</li> <li>• [H3] Insights</li> </ul>
	Images	<p>We found 3 images on this web page.</p> <p>1 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 : <b>16%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 76 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 14.47%</p> <p>Internal Links 85.53%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">SOLUTIONS</a>	Internal	Passing Juice

## In-page links

<a href="#">Brand &amp; Corporate</a>	Internal	Passing Juice
<a href="#">HR &amp; Talent Acquisition</a>	Internal	Passing Juice
<a href="#">Investor Relations</a>	Internal	Passing Juice
<a href="#">ESG &amp; Sustainability</a>	Internal	Passing Juice
<a href="#">Life Sciences</a>	Internal	Passing Juice
<a href="#">Performance Marketing</a>	Internal	Passing Juice
<a href="#">Managed Services</a>	Internal	Passing Juice
<a href="#">SERVICES</a>	Internal	Passing Juice
<a href="#">Strategy</a>	Internal	Passing Juice
<a href="#">Content &amp; Creative</a>	Internal	Passing Juice
<a href="#">Web Design &amp; Development</a>	Internal	Passing Juice
<a href="#">SEO</a>	Internal	Passing Juice
<a href="#">Social Media</a>	Internal	Passing Juice
<a href="#">Paid Media</a>	Internal	Passing Juice
<a href="#">Email Marketing</a>	Internal	Passing Juice
<a href="#">Conversion Rate Optimization</a>	Internal	Passing Juice
<a href="#">Reporting &amp; Analytics</a>	Internal	Passing Juice
<a href="#">Virtual Events</a>	Internal	Passing Juice
<a href="#">Webcasts &amp; Webinars</a>	Internal	Passing Juice
<a href="#">TECHNOLOGY</a>	Internal	Passing Juice
<a href="#">Connect.ID Platform</a>	Internal	Passing Juice
<a href="#">Connect.ID Intelligence</a>	Internal	Passing Juice
<a href="#">Sitecore Development</a>	Internal	Passing Juice
<a href="#">Investor Relations Tools</a>	Internal	Passing Juice
<a href="#">Drupal Development</a>	Internal	Passing Juice
<a href="#">INSIGHTS</a>	Internal	Passing Juice
<a href="#">Resource &amp; Tools</a>	Internal	Passing Juice
<a href="#">News &amp; Events</a>	Internal	Passing Juice

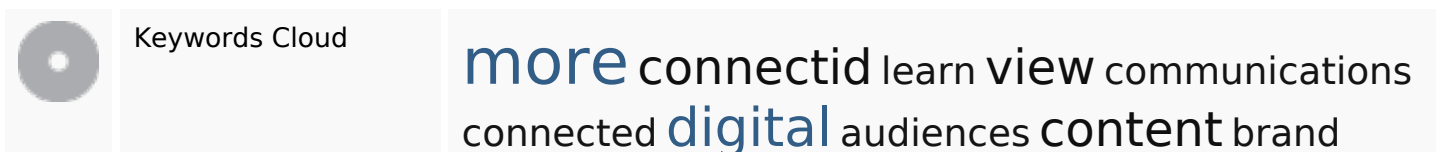
## In-page links

<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">COMPANY</a>	Internal	Passing Juice
<a href="#">Culture and Values</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Leadership</a>	Internal	Passing Juice
<a href="#">Diversity and Inclusion</a>	Internal	Passing Juice
<a href="#">Connected Content™</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">OUR WORK</a>	Internal	Passing Juice
<a href="#">Connect.ID</a>	External	Passing Juice
<a href="#">Close</a>	External	Passing Juice
<a href="#">Learn More</a>	External	Passing Juice
<a href="#">Connected Content™</a>	External	Passing Juice
<a href="#">View</a>	Internal	Passing Juice
<a href="#">View</a>	Internal	Passing Juice
<a href="#">View</a>	Internal	Passing Juice
<a href="#">View</a>	Internal	Passing Juice
<a href="#">Connect.ID Technology</a>	External	Passing Juice
<a href="#">Visit the blog</a>	Internal	Passing Juice
<a href="#">Read More →</a>	Internal	Passing Juice
<a href="#">Read More →</a>	Internal	Passing Juice
<a href="#">Read More →</a>	Internal	Passing Juice
<a href="#">London</a>	Internal	Passing Juice
<a href="#">New York</a>	Internal	Passing Juice
<a href="#">Phoenix</a>	Internal	Passing Juice
<a href="#">Bristol</a>	Internal	Passing Juice
<a href="#">Dublin</a>	Internal	Passing Juice
<a href="#">Edinburgh</a>	Internal	Passing Juice

## In-page links

<a href="#">Frankfurt</a>	Internal	Passing Juice
<a href="#">Gothenburg</a>	Internal	Passing Juice
<a href="#">Helsinki</a>	Internal	Passing Juice
<a href="#">India</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Instagram</a>	External	Passing Juice
<a href="#">Linkedin</a>	External	Passing Juice
<a href="#">Twitter</a>	External	Passing Juice
<a href="#">Youtube</a>	External	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">GDPR</a>	Internal	Passing Juice
<a href="#">Modern Slavery Statement</a>	Internal	Passing Juice
<a href="#">Cookie Settings</a>	External	Passing Juice
<a href="#">Cookie Policy</a>	Internal	Passing Juice
<a href="#">COVID-19</a>	Internal	Passing Juice
<a href="#">Site Map</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	13	✘	✘	✔	✘
digital	9	✔	✘	✔	✔







## Keywords Consistency

content	7	✘	✘	✔	✘
connectid	7	✘	✘	✘	✘
view	6	✘	✘	✘	✘

## Usability

	Url	Domain : alertir.com Length : 11
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	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 : 34 Warnings : 22
	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"> <li>✔ Excellent, your website doesn't use nested tables.</li> <li>✘ Too bad, your website is using inline styles.</li> </ul>

## Document

- ✔ Great, your website has few CSS files.
- ✘ 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

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



### Robots.txt

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

Great, your website has a robots.txt file.



### Analytics

Missing

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.