

# Seo Analyzer appsflyer.com

Generated on February 28 2022 16:20 PM






The score is 63/100




## SEO Content

	Title	AppsFlyer   Make good choices <b>Length : 29</b> Perfect, your title contains between 10 and 70 characters.																		
	Description	The world's top brands trust the AppsFlyer Cloud to help them build great products, create exceptional experiences, and preserve customer privacy. <b>Length : 146</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><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>AppsFlyer: Make good choices</td></tr><tr><td>description</td><td>The world's top brands trust the AppsFlyer Cloud to help them build great products, create exceptional experiences, and preserve customer privacy</td></tr><tr><td>site_name</td><td>AppsFlyer</td></tr><tr><td>image</td><td><a href="https://www.appsflyer.com/wp-content/uploads/2021/07/appsflyer-homepage-og-image.jpg">https://www.appsflyer.com/wp-content/uploads/2021/07/appsflyer-homepage-og-image.jpg</a></td></tr><tr><td>image:width</td><td>1200</td></tr><tr><td>image:height</td><td>630</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	AppsFlyer: Make good choices	description	The world's top brands trust the AppsFlyer Cloud to help them build great products, create exceptional experiences, and preserve customer privacy	site_name	AppsFlyer	image	<a href="https://www.appsflyer.com/wp-content/uploads/2021/07/appsflyer-homepage-og-image.jpg">https://www.appsflyer.com/wp-content/uploads/2021/07/appsflyer-homepage-og-image.jpg</a>	image:width	1200	image:height	630
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# SEO Content

		image:type	image/jpeg				
	Headings	<b>H1</b> 1	<b>H2</b> 6	<b>H3</b> 10	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"><li>• [H1] Make goodchoices</li><li>• [H2] Subscribe for expert commentary and unique stories on the mobile ecosystem and beyond</li><li>• [H2] Thanks!</li><li>• [H2] It's easy to make good choices when you have good insights</li><li>• [H2] Powering insights and experiences for forward-thinking teams around the world</li><li>• [H2] What sets us apart</li><li>• [H2] Ready to start making good choices?</li><li>• [H3] Can you accurately measure your marketing while protecting customer privacy?</li><li>• [H3] Do you know the real impact of all of your marketing activities?</li><li>• [H3] Do you have the tools to turn your insights into actions?</li><li>• [H3] Can you create exceptional experiences that keep customers engaged?</li><li>• [H3] Is your budget safe from mobile ad fraud?</li><li>• [H3] Platform</li><li>• [H3] Solutions</li><li>• [H3] Why AppsFlyer</li><li>• [H3] Learn</li><li>• [H3] Company</li></ul>					
	Images	We found 140 images on this web page.  126 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.					
	Text/HTML Ratio	Ratio : <b>23%</b>  Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.					
	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!
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## SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 37 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

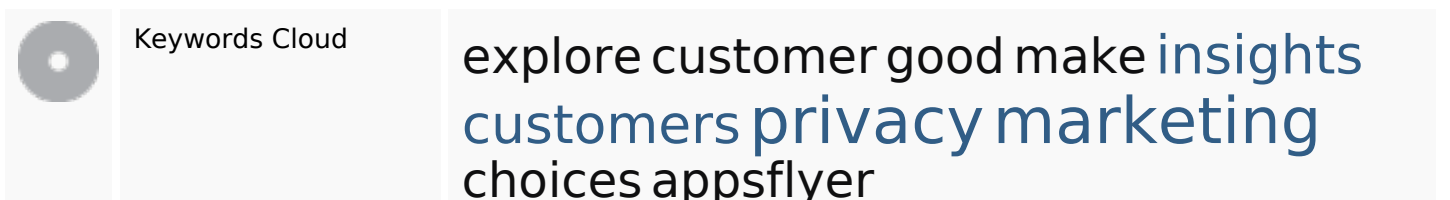
## In-page links

Anchor	Type	Juice
=	Internal	Passing Juice
<a href="#">Platform</a>	Internal	Passing Juice
<a href="#">View pricing</a>	Internal	Passing Juice
<a href="#">iOS 14+ solutions</a>	Internal	Passing Juice
<a href="#">Data feeds &amp; APIs</a>	Internal	Passing Juice
<a href="#">Integrated partners</a>	Internal	Passing Juice
<a href="#">Agencies</a>	Internal	Passing Juice
<a href="#">Zero budget marketing</a>	Internal	Passing Juice
<a href="#">How HUUUGE 10X'ed US installs</a>	Internal	Passing Juice
<a href="#">How Stash leverages web-to-app</a>	Internal	Passing Juice
<a href="#">2022 mobile marketing trends</a>	Internal	Passing Juice
<a href="#">Monetization strategies for iOS 14+</a>	Internal	Passing Juice
<a href="#">Mobile attribution in the age of privacy</a>	Internal	Passing Juice
<a href="#">Predictive modeling for app marketers</a>	Internal	Passing Juice
<a href="#">From our CEO</a>	Internal	Passing Juice
<a href="#">The future of our ecosystem and web</a>	Internal	Passing Juice
<a href="#">On privacy and user experience</a>	Internal	Passing Juice
<a href="#">Aggregated advanced privacy</a>	Internal	Passing Juice

## In-page links

<a href="#">Français</a>	Internal	Passing Juice
<a href="#">🇫🇷</a>	Internal	Passing Juice
<a href="#">Português</a>	Internal	Passing Juice
<a href="#">Русский</a>	Internal	Passing Juice
<a href="#">Español</a>	Internal	Passing Juice
<a href="#">🇪🇸</a>	Internal	Passing Juice
<a href="#">🇩🇪</a>	Internal	Passing Juice
<a href="#">Deutsch</a>	Internal	Passing Juice
<a href="#">Book a demo</a>	Internal	Passing Juice
<a href="#">Sign up free</a>	Internal	Passing Juice
<a href="#">Explore our measurement suite</a>	Internal	Passing Juice
<a href="#">Explore our cost aggregation solution</a>	Internal	Passing Juice
<a href="#">Explore our incrementality solution</a>	Internal	Passing Juice
<a href="#">Explore our marketing analytics suite</a>	Internal	Passing Juice
<a href="#">Explore our CX and deep linking suite</a>	Internal	Passing Juice
<a href="#">Explore our fraud solutions</a>	Internal	Passing Juice
<a href="#">Hear from our customers</a>	Internal	Passing Juice
<a href="#">Terms</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Keywords Consistency

marketing	17	✘	✘	✘	✔
privacy	16	✘	✘	✔	✔
insights	11	✘	✘	✘	✔
customers	11	✘	✘	✘	✔
appsflyer	10	✔	✘	✔	✔


## Usability

	Url	Domain : appsflyer.com Length : 13
	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 : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.




## Document

	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><li>✓ Great, your website has few CSS files.</li><li>✗ Too bad, your website has too many JS files (more than 6).</li><li>✓ Perfect, your website takes advantage of gzip.</li></ul>
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## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li>✓ Apple Icon</li><li>✓ Meta Viewport Tag</li><li>✓ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <ul style="list-style-type: none"><li><a href="http://appsflyer.com/sitemap.xml">http://appsflyer.com/sitemap.xml</a></li><li><a href="https://www.appsflyer.com/sitemap-en.xml">https://www.appsflyer.com/sitemap-en.xml</a></li><li><a href="https://www.appsflyer.com/sitemap-ru.xml">https://www.appsflyer.com/sitemap-ru.xml</a></li><li><a href="https://www.appsflyer.com/sitemap-de.xml">https://www.appsflyer.com/sitemap-de.xml</a></li><li><a href="https://www.appsflyer.com/sitemap-es.xml">https://www.appsflyer.com/sitemap-es.xml</a></li><li><a href="https://www.appsflyer.com/fr/sitemap_index.xml">https://www.appsflyer.com/fr/sitemap_index.xml</a></li><li><a href="https://www.appsflyer.com/br/sitemap_index.xml">https://www.appsflyer.com/br/sitemap_index.xml</a></li><li><a href="https://www.appsflyer.com/cn/sitemap_index.xml">https://www.appsflyer.com/cn/sitemap_index.xml</a></li><li><a href="https://www.appsflyer.com/jp/sitemap_index.xml">https://www.appsflyer.com/jp/sitemap_index.xml</a></li><li><a href="https://www.appsflyer.com/kr/sitemap_index.xml">https://www.appsflyer.com/kr/sitemap_index.xml</a></li></ul>
	Robots.txt	<p><a href="http://appsflyer.com/robots.txt">http://appsflyer.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p>

## Optimization

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.