

# Seo Analyzer avenza.com

Generated on April 01 2022 01:16 AM





The score is 55/100



## SEO Content

	Title	Avenza Systems   Map and Cartography Tools <b>Length : 42</b> Perfect, your title contains between 10 and 70 characters.														
	Description	Desktop mapping and cartography tools in MAPublisher and Geographic Imager and mobile mapping with Avenza Maps <b>Length : 110</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>The Cartographic Standard - Avenza Systems Inc.</td></tr><tr><td>description</td><td>Create maps with geospatial mapping tools in Adobe® Creative Cloud® Visually stunning maps. Every time....</td></tr><tr><td>url</td><td>https://www.avenza.com/</td></tr><tr><td>site_name</td><td>Avenza Systems Inc.</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	The Cartographic Standard - Avenza Systems Inc.	description	Create maps with geospatial mapping tools in Adobe® Creative Cloud® Visually stunning maps. Every time....	url	https://www.avenza.com/	site_name	Avenza Systems Inc.
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	Headings	<table><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>7</td><td>15</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] The Cartographic Standard</li><li>[H2] Visually stunning maps. Every time.</li></ul>	H1	H2	H3	H4	H5	H6	1	7	15	1	0	0		
H1	H2	H3	H4	H5	H6											
1	7	15	1	0	0											



## SEO Content

		<ul style="list-style-type: none"><li>• [H2] 1M+ maps available offline for your mobile device</li><li>• [H2] Map Design Tools For Professionals</li><li>• [H2] News</li><li>• [H2] Resources Blog</li><li>• [H2] Events</li><li>• [H2] Try MAPublisher and Geographic Imager today for free.</li><li>• [H3] Create maps with geospatial mapping tools in Adobe® Creative Cloud®</li><li>• [H3] Seamless Integration into Adobe CC</li><li>• [H3] Geospatial Interoperability</li><li>• [H3] Cartographic Workflow</li><li>• [H3] Avenza Maps®. Tracking your next adventure.</li><li>• [H3] Avenza mapping products are used by industry-leading organizations globally</li><li>• [H3] Start mapping with a full-featured 14-day trial.</li><li>• [H3] Products</li><li>• [H3] Purchase</li><li>• [H3] Knowledge and Support</li><li>• [H3] About</li><li>• [H3] Avenza Systems</li><li>• [H3] Search</li><li>• [H3] Privacy Preference Center</li><li>• [H3]</li><li>• [H4] Consent Management</li></ul>
	Images	We found 28 images on this web page.  17 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>11%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	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.

## SEO Links

	In-page links	We found a total of 54 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.56% Internal Links 94.44%

### In-page links

Anchor	Type	Juice
<a href="#">Cart</a>	Internal	Passing Juice
<a href="#">MAPublisher</a>	Internal	Passing Juice
<a href="#">LabelPro add-on</a>	Internal	Passing Juice
<a href="#">FME Auto add-on</a>	Internal	Passing Juice
<a href="#">Geographic Imager</a>	Internal	Passing Juice
<a href="#">Avenza Maps</a>	Internal	Passing Juice
<a href="#">Avenza Maps: Rugged Apps Edition</a>	Internal	Passing Juice
<a href="#">Purchase</a>	Internal	Passing Juice
<a href="#">Get Maps</a>	External	Passing Juice
<a href="#">Find a Reseller</a>	Internal	Passing Juice
<a href="#">Request a Demo</a>	Internal	Passing Juice
<a href="#">Knowledge &amp;#038; Support</a>	Internal	Passing Juice
<a href="#">Support &amp;#038; Documentation</a>	Internal	Passing Juice
<a href="#">Desktop Products</a>	Internal	Passing Juice
<a href="#">Avenza Maps</a>	External	Passing Juice
<a href="#">Resources Blog</a>	Internal	Passing Juice
<a href="#">Product Activation</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">Map Gallery</a>	Internal	Passing Juice
<a href="#">Map Competition</a>	Internal	Passing Juice

## In-page links

<a href="#">Webinars and Videos</a>	Internal	Passing Juice
<a href="#">Desktop Products</a>	Internal	Passing Juice
<a href="#">Avenza Maps</a>	External	Passing Juice
<a href="#">Avenza User Conference</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Education Partner Program</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Free Trial</a>	Internal	Passing Juice
<a href="#">Secure Your Mobile Mapping with Avenza Maps: Rugged Apps Edition</a>	Internal	Passing Juice
<a href="#">Avenza Releases Geographic Imager 6.5 for Adobe Photoshop</a>	Internal	Passing Juice
<a href="#">Avenza Releases MAPublisher 10.9 for Adobe Illustrator</a>	Internal	Passing Juice
<a href="#">More news...</a>	Internal	Passing Juice
<a href="#">Avenza Map Gallery Spotlight: 4LAND</a>	Internal	Passing Juice
<a href="#">Avenza Map Gallery Spotlight: Roger Smith</a>	Internal	Passing Juice
<a href="#">Announcing the Avenza Map Competition 2021 Winners</a>	Internal	Passing Juice
<a href="#">More blog items...</a>	Internal	Passing Juice
<a href="#">British Cartographic Society: Avenza Award for Electronic Mapping</a>	Internal	Passing Juice
<a href="#">MAPublisher Training – Virtual (online) &amp;#8211; April 2022</a>	Internal	Passing Juice
<a href="#">Avenza User Conference 2022</a>	Internal	Passing Juice
<a href="#">More events...</a>	Internal	Passing Juice
<a href="#">Free Trials</a>	Internal	Passing Juice
<a href="#">Checkout</a>	Internal	Passing Juice
<a href="#">My Account</a>	Internal	Passing Juice
<a href="#">Support Centre</a>	Internal	Passing Juice

## In-page links

<a href="#">Documentation</a>	Internal	Passing Juice
<a href="#">User Conference</a>	Internal	Passing Juice
<a href="#">Education Partner Program</a>	Internal	Passing Juice
<a href="#">Legal</a>	Internal	Passing Juice
<a href="#">Privacy and Cookie Policy</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice




## SEO Keywords

	Keywords Cloud	more <b>avenza</b> imager mapping tools geographic <b>maps</b> map adobe mapublisher
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
avenza	18	✓	✗	✓	✓
maps	14	✗	✗	✓	✓
adobe	9	✗	✗	✗	✓
more	9	✗	✗	✗	✗
mapublisher	8	✗	✗	✓	✓











## Usability

	Url	Domain : avenza.com Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.

## Usability

	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 : 9 Warnings : 40
	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><li> Too bad, your website has too many CSS files (more than 4).</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>

## 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	Great, your website has an XML sitemap. <a href="http://avenza.com/sitemap.xml">http://avenza.com/sitemap.xml</a>
	Robots.txt	<a href="http://avenza.com/robots.txt">http://avenza.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics