








Seo Analyzer b2bnn.co

Generated on February 20 2022 17:53 PM

The score is 56/100







SEO Content

	<p>Title</p>	<p>B2B News Network - Data, commentary, insights & research for B2B professionals & entrepreneurs</p> <p>Length : 102</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>														
	<p>Description</p>	<p>Data, commentary, insights & research for B2B professionals & entrepreneurs</p> <p>Length : 83</p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>														
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1346 1481 1872"> <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>B2B News Network</td> </tr> <tr> <td>description</td> <td>Data, commentary, insights & research for B2B professionals & entrepreneurs</td> </tr> <tr> <td>url</td> <td>https://www.b2bnn.com/</td> </tr> <tr> <td>site_name</td> <td>B2B News Network</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	B2B News Network	description	Data, commentary, insights & research for B2B professionals & entrepreneurs	url	https://www.b2bnn.com/	site_name	B2B News Network
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	<p>Headings</p>	<table border="1" data-bbox="539 1906 1481 1973"> <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>41</td> <td>7</td> <td>8</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 2007 1374 2067" style="list-style-type: none"> • [H1] The best UK universities for creatives • [H1] Why Marketers Need to Think Local to Sell Global 	H1	H2	H3	H4	H5	H6	41	7	8	0	0	0		
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SEO Content

- [H1] What is the difference between B2B and B2C?
- [H1] B2B News for Tuesday, February 8, 2022: The Safer Internet Day Edition
- [H1] B2B News for Thursday, February 3, 2022: New Appointments Round-Up
- [H1] How to Rethink Your Website to Improve User Experience
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- [H1] Asset Management Assessment: Understanding Asset Management Software
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SEO Content

		<ul style="list-style-type: none">• [H1] What Does the Future Look Like for Business Travel During Covid?• [H2] ICYMI:• [H2] Top News• [H2] Content Marketing• [H2] Latest B2B News• [H2] Zoho CRM [Sponsored]• [H2] Small Cap Investments• [H2] Latest B2B News• [H3] Marketing• [H3] Technology• [H3] Sales• [H3] Account-Based Marketing• [H3] Artificial Intelligence• [H3] Blockchain• [H3] Featured• [H3] Influencers
	Images	<p>We found 40 images on this web page.</p> <p>22 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 : 17%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</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>
	In-page links	<p>We found a total of 95 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 1.05%</p>

SEO Links

Internal Links 98.95%

In-page links

Anchor	Type	Juice
About Us	Internal	Passing Juice
eCommerce	Internal	Passing Juice
Mobile	Internal	Passing Juice
Native Advertising	Internal	Passing Juice
Programmatic	Internal	Passing Juice
Search	Internal	Passing Juice
Social advertising	Internal	Passing Juice
Educational	Internal	Passing Juice
HR and Recruiting	Internal	Passing Juice
Law	Internal	Passing Juice
Publicity and PR	Internal	Passing Juice
Sales	Internal	Passing Juice
Startups	Internal	Passing Juice
Supply Chain & Procurement	Internal	Passing Juice
Account-Based Marketing	Internal	Passing Juice
Community development	Internal	Passing Juice
Conference Coverage	Internal	Passing Juice
Content Marketing	Internal	Passing Juice
Conversion	Internal	Passing Juice
CX	Internal	Passing Juice
Digital	Internal	Passing Juice
Growth Hacking	Internal	Passing Juice
Mobile	Internal	Passing Juice
SEO	Internal	Passing Juice

In-page links

Social media	Internal	Passing Juice
Video	Internal	Passing Juice
AdTech	Internal	Passing Juice
Artificial Intelligence	Internal	Passing Juice
Big Data	Internal	Passing Juice
Blockchain	Internal	Passing Juice
Channel Management	Internal	Passing Juice
FinTech	Internal	Passing Juice
Hardware	Internal	Passing Juice
MarTech	Internal	Passing Juice
Network	Internal	Passing Juice
SMB	Internal	Passing Juice
Software	Internal	Passing Juice
Investing	Internal	Passing Juice
Special Focus	Internal	Passing Juice
6 Reasons Why Content Marketing Will Dominate The Marketing Landscape In 2022	Internal	Passing Juice
How To Format Long-Form Content in WordPress: Five Top Tips	Internal	Passing Juice
How to Write a Strong Personal Statement	Internal	Passing Juice
Seismic: Three Steps for Harnessing the Power of Content Analytics	Internal	Passing Juice
Q+A: Content marketing asset management with Bynder VP Brad Kofoed	Internal	Passing Juice
The best UK universities for creatives	Internal	Passing Juice
Why Marketers Need to Think Local to Sell Global	Internal	Passing Juice
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In-page links

Marketing	Internal	Passing Juice
How to Rethink Your Website to Improve User Experience	Internal	Passing Juice
7 Ways A Sitemap Can Benefit Your Website's SEO	Internal	Passing Juice
Ultra Wide Band Technology (UWB): The Upcoming Step in IoT	Internal	Passing Juice
Technology	Internal	Passing Juice
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Enhancing Document Management with Blockchain Technology	Internal	Passing Juice
How Blockchain Can Affect Business	Internal	Passing Juice
Is Bitcoin still a good investment in 2021?	Internal	Passing Juice
Is Bitcoin Still Profitable in 2021?	Internal	Passing Juice
Latest B2B News	Internal	Passing Juice
B2B News for Tuesday, February 1, 2022: Water Tigers, Botify Appointments, Corcentric Re-Brand	Internal	Passing Juice
B2B News for Friday, January 28, 2022: The Digital Privacy Week Edition	Internal	Passing Juice
B2B News for Thursday, January 27, 2022: Studies Find B2B Marketers &#038; Managers Need to be Bolder, Create Psychological Safety	Internal	Passing Juice
Featured	Internal	Passing Juice
Featured	Internal	Passing Juice
4 Solutions To Help All Your Sterilization Needs	Internal	Passing Juice
Do You Have the Right Attributes for a Career in Software Engineering?	Internal	Passing Juice
6 Strategies to Make Sure Your Business Survives a Recession	Internal	Passing Juice
Influencers	Internal	Passing Juice
Influencers	Internal	Passing Juice
What Does the Future Look Like for Business Travel During Covid?	Internal	Passing Juice
Tweets by @B2BNewsNetwork	External	Passing Juice
Why You Should Think About Becoming an Online Educator	Internal	Passing Juice
5 Product Concepts That Will Modernize Casinos	Internal	Passing Juice
B2B News Network	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	february marketing how business new internet content b2b news sales
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
b2b	22	✓	✗	✓	✓
marketing	17	✗	✗	✗	✓
news	15	✓	✗	✗	✓
content	12	✗	✗	✗	✓
how	10	✗	✗	✗	✓










Usability

	Url	Domain : b2bnn.co Length : 8
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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.



Document

	W3C Validity	Errors : 13 Warnings : 54
	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. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

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

	XML Sitemap	Missing <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	Missing <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</p>

Optimization



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.