

Seo Analyzer boomtrain.com

Generated on March 07 2022 16:17 PM






The score is 60/100




SEO Content

	Title	Zeta Global: Data-Driven Marketing Powered by Artificial Intelligence Length : 69 Perfect, your title contains between 10 and 70 characters.														
	Description	We're Zeta Global, a data-driven marketing technology company that helps brands acquire more customers, retain them for longer and grow their value. Length : 153 Great, your meta description contains between 70 and 160 characters.														
	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><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>Zeta Global: Data-Driven Marketing Powered by Artificial Intelligence</td></tr><tr><td>description</td><td>We're Zeta Global, a data-driven marketing technology company that helps brands acquire more customers, retain them for longer and grow their value.</td></tr><tr><td>url</td><td>https://zetaglobal.com/</td></tr><tr><td>site_name</td><td>Zeta Global</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Zeta Global: Data-Driven Marketing Powered by Artificial Intelligence	description	We're Zeta Global, a data-driven marketing technology company that helps brands acquire more customers, retain them for longer and grow their value.	url	https://zetaglobal.com/	site_name	Zeta Global
Property	Content															
locale	en_US															
type	website															
title	Zeta Global: Data-Driven Marketing Powered by Artificial Intelligence															
description	We're Zeta Global, a data-driven marketing technology company that helps brands acquire more customers, retain them for longer and grow their value.															
url	https://zetaglobal.com/															
site_name	Zeta Global															




SEO Content

	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>2</td><td>8</td><td>7</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Zeta Global• [H1] Accelerate Your Growth• [H2] The Costly Mistakes Marketers Make With Incrementality Measurement• [H2] A single platform that delivers better experiences for consumers and better outcomes for brands• [H2] Embracing Innovation Without Compromising on Growth• [H2] Zeta Opportunity Explorer• [H2] See How Zeta Delivers Real-World Value• [H2] Zeta Has Been Helping Brands Grow For Over A Decade• [H2] Watch Zeta Live Sessions On-Demand. >>• [H2] Get Fresh Marketing Insights Delivered Right To Your Inbox.• [H3] Embrace Innovation Without Compromising On Growth• [H3] A game-changing marketing platform built around an ingenious CDP to deliver what you want—strong prospects, ideal opportunities, deep customer engagement, and robust growth.• [H3] Are you reaching a person or just a device?• [H3] Are you activating data or simply collecting it?• [H3] Are you delivering the right offer or just another offer?• [H3] Are you using tech that's truly flexible or frozen in time?• [H3] SUBSCRIBE TO OUR NEWSLETTER• [H4] Find meaningful connections with your audience at scale. Unlock customer insights, uncover cross-channel activation use cases, and pursue growth everywhere your customers are.	H1	H2	H3	H4	H5	H6	2	8	7	1	0	0
H1	H2	H3	H4	H5	H6									
2	8	7	1	0	0									
	Images	<p>We found 56 images on this web page.</p> <p>24 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 : 4%</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>
---	-------------	---

SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 43 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 93.02% Internal Links 6.98%

In-page links

Anchor	Type	Juice
Get the Whitepaper	External	Passing Juice
Zeta Announces Record 4Q '21 Financial Results and 2025 Targets	External	Passing Juice
Skip to content	Internal	Passing Juice
Zeta Global	External	Passing Juice
Platform	External	Passing Juice
Opportunity Explorer	External	Passing Juice
CDP+	External	Passing Juice
Solutions	Internal	Passing Juice
Customer Acquisition	External	Passing Juice
Email	External	Passing Juice
Programmatic	External	Passing Juice
Connected TV	External	Passing Juice
Website Personalization	External	Passing Juice
Deterministic Measurement	External	Passing Juice
Data	External	Passing Juice
Data Trends	External	Passing Juice
Resources	External	Passing Juice
Blog	External	Passing Juice

In-page links

Case Studies	External	Passing Juice
Reports	External	Passing Juice
Videos	External	Passing Juice
Webinars	External	Passing Juice
Whitepapers	External	Passing Juice
Press	External	Passing Juice
Investors	External	Passing Juice
About	External	Passing Juice
Our Story	External	Passing Juice
Leadership	External	Passing Juice
Careers	External	Passing Juice
Office Locations	External	Passing Juice
Contact Us	External	Passing Juice
Request a Demo	External	Passing Juice
Commonly Asked Questions About the Zeta Data Cloud	External	Passing Juice
Get the full report &gt;&gt;:	External	Passing Juice
Create messaging that resonates »	External	Passing Juice
h	Internal	Passing Juice
3 Park Avenue, 33rd Floor, New York, NY 10016	External	Passing Juice
Terms of Use	External	Passing Juice
Privacy Policy	External	Passing Juice
Do Not Sell or Share My Info	External	Passing Juice
Acceptable Use Policy	External	Passing Juice
Privacy Policy	External	Passing Juice
=	External	Passing Juice

SEO Keywords

Keywords Cloud

growth different **marketing** insights global

SEO Keywords



data zeta manage customer cloud

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
zeta	11	✓	✗	✓	✓
data	8	✓	✗	✓	✓
marketing	7	✓	✗	✓	✓
growth	4	✗	✗	✗	✓
customer	4	✗	✗	✓	✓










Usability

	Url	Domain : boomtrain.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.





Document

	W3C Validity	Errors : 19 Warnings : 26
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	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
---	---------------------	--

Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://boomtrain.com/sitemap.xml
	Robots.txt	http://boomtrain.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics