

# Seo Analyzer casonline.com

Generated on March 05 2022 12:48 PM




The score is 55/100







## SEO Content

	Title	CAS, INC.   Direct Marketing Blog - Data Solutions for Marketing <b>Length : 64</b> Perfect, your title contains between 10 and 70 characters.												
	Description	Data Solutions for Marketing <b>Length : 28</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.												
	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>9</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H1] CAS, INC.   Direct Marketing Blog</li><li>• [H1]</li><li>• [H2] Main Navigation</li><li>• [H2] Email Subject lines: The Art &amp; Science of Today's Electronic Door Opener</li><li>• [H2] What is Omnichannel Marketing?</li><li>• [H2] 5 Reasons People Unsubscribe</li><li>• [H2] The Difference is Quality</li><li>• [H2] 12 Digital Marketing Facts</li><li>• [H2] 5 Call to Action Tips for Email</li><li>• [H2] &amp;THEN 2016 Recap</li><li>• [H2] Understanding Undeliverable Emails: Hard Bounce vs. Soft Bounce</li></ul>	H1	H2	H3	H4	H5	H6	2	9	0	0	0	0
H1	H2	H3	H4	H5	H6									
2	9	0	0	0	0									
	Images	We found 7 images on this web page. Good, most or all of your images have alt attributes.												

## SEO Content

	Text/HTML Ratio	Ratio : <b>6%</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	Great, there are no Iframes detected on this page.

## 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 49 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 10.2%  Internal Links 89.8%

## In-page links

Anchor	Type	Juice
<a href="#">&amp;darr; Skip to Main Content</a>	Internal	Passing Juice
<a href="#">CAS, INC.   Direct Marketing Blog</a>	Internal	Passing Juice
<a href="#">BLOG</a>	Internal	Passing Juice
<a href="#">LISTS</a>	External	Passing Juice
<a href="#">HYGIENE</a>	External	Passing Juice
<a href="#">EMAIL</a>	External	Passing Juice
<a href="#">TURBO</a>	External	Passing Juice

## In-page links

<a href="#">DATA CARDS</a>	Internal	Passing Juice
<a href="#">ABOUT</a>	External	Passing Juice
<a href="#">CONTACT US</a>	Internal	Passing Juice
<a href="#">Email Subject lines: The Art &amp;#038; Science of Today's Electronic Door Opener</a>	Internal	Passing Juice
<a href="#">Digital Marketing</a>	Internal	Passing Juice
<a href="#">Email</a>	Internal	Passing Juice
<a href="#">19,109 Comments</a>	Internal	Passing Juice
<a href="#">Email Marketing</a>	Internal	Passing Juice
<a href="#">Email Tips</a>	Internal	Passing Juice
<a href="#">Personas</a>	Internal	Passing Juice
<a href="#">Subject Lines</a>	Internal	Passing Juice
<a href="#">What is Omnichannel Marketing?</a>	Internal	Passing Juice
<a href="#">16,616 Comments</a>	Internal	Passing Juice
<a href="#">Direct Mail</a>	Internal	Passing Juice
<a href="#">Multichannel Marketing</a>	Internal	Passing Juice
<a href="#">Omnichannel Marketing</a>	Internal	Passing Juice
<a href="#">5 Reasons People Unsubscribe</a>	Internal	Passing Juice
<a href="#">11,012 Comments</a>	Internal	Passing Juice
<a href="#">Email Campaigns</a>	Internal	Passing Juice
<a href="#">Email Education</a>	Internal	Passing Juice
<a href="#">Email Unsubscribe</a>	Internal	Passing Juice
<a href="#">The Difference is Quality</a>	Internal	Passing Juice
<a href="#">Data Strategy</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">14,414 Comments</a>	Internal	Passing Juice
<a href="#">Data Quality</a>	Internal	Passing Juice
<a href="#">ISO 9001</a>	Internal	Passing Juice
<a href="#">12 Digital Marketing Facts</a>	Internal	Passing Juice

## In-page links

<a href="#">18,589 Comments</a>	Internal	Passing Juice
<a href="#">5 Call to Action Tips for Email</a>	Internal	Passing Juice
<a href="#">17,511 Comments</a>	Internal	Passing Juice
<a href="#">Call to Action</a>	Internal	Passing Juice
<a href="#">CTA</a>	Internal	Passing Juice
<a href="#">email</a>	Internal	Passing Juice
<a href="#">&amp;#038;THEN 2016 Recap</a>	Internal	Passing Juice
<a href="#">Direct Marketing</a>	Internal	Passing Juice
<a href="#">29,106 Comments</a>	Internal	Passing Juice
<a href="#">&amp;amp;THEN</a>	Internal	Passing Juice
<a href="#">Data</a>	Internal	Passing Juice
<a href="#">Direct Marketing</a>	Internal	Passing Juice
<a href="#">Understanding Undeliverable Emails: Hard Bounce vs. Soft Bounce</a>	Internal	Passing Juice
<a href="#">Hygiene</a>	Internal	Passing Juice


## SEO Keywords









## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	15	✓	✗	✓	✓
email	12	✗	✗	✗	✓
posted	10	✗	✗	✗	✗
digital	8	✗	✗	✗	✓
cas	6	✓	✗	✗	✓





## Usability

	Url	Domain : casonline.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 : 17 Warnings : 16
	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> Perfect. No inline css has been found in HTML tags!</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Perfect, your website has few JavaScript files.</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	<p>Missing</p> <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	<p><a href="http://casonline.com/robots.txt">http://casonline.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> <p>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.</p>