Seo Analyzer
chrislumina.com

Generated on December 19 2021 14:54 PM

The score is 48/100

SEO Content

✅	Title	Home - B2B Marketing Blog **Length : 25** Perfect, your title contains between 10 and 70 characters.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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.

Property	Content
locale	en_US
type	article
title	Home
url	https://thechrisyates.com/
site_name	B2B Marketing Blog
updated_time	2021-07-04T16:34:48-06:00
image	https://thechrisyates.com/wp-content/uploads/2021/06/Chris-Yates-large-transparent-80x198-1.png
image:secure_url	https://thechrisyates.com/wp-content/uploads/2015/10/blogheader.jpg
image:width	1170
image:height	540

SEO Content

		image:alt	Marketing Industry Blog
		image:type	image/jpeg
		description	More on blog >> Effective B2B marketing is saying the right thing to the right person at the right time. In most cases, your target audience are self-educating buyers who do their homework before ever reaching out to your company for

	Headings						
		H1 0	**H2** 5	**H3** 1	**H4** 6	**H5** 1	**H6** 0

- [H2] Marketing is EVERYTHING
- [H2] Career Marketer's Blog
- [H2] Effective B2B marketing is saying the right thing to the right person at the right time.
- [H2] But what is your sales team doing when they get those leads?
- [H2] Get Free DIY Marketing Tips Now!
- [H3] Exploring the challenges of professional marketing, DIY marketing, and the ramblings of a career marketer.
- [H4] B2B Sales Leaders Are Leaving Money on the Table Without Social Selling
- [H4] What Your Onboarding Process Says About Your Organization?
- [H4] Marketing Is EVERYTHING
- [H4] Why Do Sales People Always Avoid Pricing?
- [H4] Make Your Sales Presentations Worth A Prospect's Time
- [H4] Best Email Subject Lines: 10 Tools to Make Sure People Open Your Messages
- [H5] Marketing touches so many parts of a business, yet its influence and essentiality are often overlooked. Whether it's leadership, internal communications, sales support, business development, the development of new products, customer engagement, recruiting, or advertising and promotion, marketing is crucial for growing any business.

	Images	We found 30 images on this web page. 2 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 : **5%** 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.

SEO Content

	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 13 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 84.62% Internal Links 15.38%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
-	Internal	Passing Juice
kikisadmin	External	Passing Juice
B2B Sales Leaders Are Leaving Money on the Table Without Social Selling	External	Passing Juice
What Your Onboarding Process Says About Your Organization?	External	Passing Juice
Marketing Is EVERYTHING	External	Passing Juice
More on blog >>	External	Passing Juice
Why Do Sales People Always Avoid Pricing?	External	Passing Juice
Make Your Sales Presentations Worth A Prospect’s Time	External	Passing Juice
Best Email Subject Lines: 10 Tools to Make Sure People Open	External	Passing Juice

In-page links

Your Messages		
TheChrisYates.com	External	Passing Juice
Terms	External	Passing Juice
Privacy	External	Passing Juice

SEO Keywords

Keywords Cloud	sales get email marketing make b2b more kikisadmin right selling

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	16	✔	✘	✘	✔
sales	10	✘	✘	✘	✔
kikisadmin	7	✘	✘	✘	✘
more	7	✘	✘	✘	✘
email	6	✘	✘	✘	✔

Usability

	Url	Domain : chrislumina.com Length : 15
✔	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.

Usability

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 36 Warnings : 152
✓	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	✓ 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	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✗	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of

Optimization

		changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
❌	Robots.txt	Missing Your website doesn't have a robots.txt file - this can be problematic. 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.
✅	Analytics	Great, your website has an analytics tool. Google Analytics