







Seo Analyzer cision.com

Generated on January 02 2022 22:56 PM



The score is 67/100





SEO Content

	Title	<p>PR & Marketing Solutions for Professionals - Cision</p> <p>Length : 55</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Learn how Cision’s leading technology solutions empower communication pros to target, reach and engage their audiences.</p> <p>Length : 119</p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	Keywords	<p>Global Cloud-Based Communications, PR Software, Marketing, Media Relations Software and Services, Content Marketing, Media Monitoring, Media List Building, Distribution, Analysis</p> <p>Good, your page contains meta keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://www.cision.com/</td></tr><tr><td>type</td><td>website</td></tr><tr><td>locale</td><td>en_US</td></tr><tr><td>title</td><td>PR & Marketing Solutions for Professionals - Cision</td></tr><tr><td>description</td><td>Learn how Cision’s leading technology solutions empower communication pros to target, reach and engage their audiences.</td></tr><tr><td>site_name</td><td>Cision</td></tr></tbody></table>	Property	Content	url	https://www.cision.com/	type	website	locale	en_US	title	PR & Marketing Solutions for Professionals - Cision	description	Learn how Cision’s leading technology solutions empower communication pros to target, reach and engage their audiences.	site_name	Cision
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url	https://www.cision.com/															
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description	Learn how Cision’s leading technology solutions empower communication pros to target, reach and engage their audiences.															
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SEO Content

	Headings	<div> <div> H1 1 </div> <div> H2 15 </div> <div> H3 0 </div> <div> H4 3 </div> <div> H5 12 </div> <div> H6 0 </div> </div> <ul style="list-style-type: none"> • [H1] Amplify Your PR and Marketing Power. Get the Results You Want. • [H2] Get Your Content in Front of a Global Audience of Journalists and Influencers • [H2] The Largest, Most Complete Media and Social Influencer Network • [H2] Go Beyond Output. See What Actually Drives Successful Outcomes. • [H2] Where Proprietary Technology Meets Top-Tier Analysis • [H2] Cision Social Listening Powered by Brandwatch™ • [H2] More Innovation. More Insights. More Impact. • [H2] Cut Through the Noise. Improve Your Outcomes. • [H2] Monitor What the World Is Saying. • [H2] Get Your Story Out There With Confidence • [H2] Get Insight from Expert PR Analysts • [H2] Go Beyond Output. See What Actually Drives Successful Outcomes. • [H2] The State of the Media in 2021 • [H2] Prove Your ROI. Show How Much More You Can Do. • [H2] PR Tips, Case Studies and Product Updates • [H2] Expand Your Reach, Improve Campaign Outcomes and Show off Your Results • [H4] Cision Communications Cloud • [H4] Cision Next Gen • [H4] Not only have we seen better year-over-year media results, but we've achieved those results while generating significant savings (in the six figures). • [H5] Cision PR Newswire • [H5] The Ultimate Toolkit for Getting Your Press Release Noticed • [H5] Cision® Connect • [H5] The PR Pro's Guide to Influencer Marketing • [H5] Media Monitoring & Analytics • [H5] The 2021 State of the Media Report • [H5] Cision® Insights • [H5] How Leading Brands Connect Comms to the Bottom Line • [H5] Contact & Support • [H5] Comms Cloud • [H5] Company • [H5] Resources
	Images	<p>We found 22 images on this web page.</p> <p>13 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 : 22%</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>

SEO Content

		
	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.
	In-page links	We found a total of 32 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 6.25% Internal Links 93.75%

In-page links

Anchor	Type	Juice
Accessibility Statement	Internal	Passing Juice
Skip Navigation	Internal	Passing Juice
About	External	Passing Juice
Careers	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
Resources	Internal	Passing Juice
Contact & Support	Internal	Passing Juice
Data Privacy Portal	Internal	Passing Juice
PR NEWSWIRE	External	Passing Juice

In-page links

Explore the Power of PR Newswire	Internal	Passing Juice
Explore Connect	Internal	Passing Juice
See How They Work Together	Internal	Passing Juice
Explore the Power of Insights	Internal	Passing Juice
REQUEST A DEMO	Internal	Passing Juice
Press Releases	Internal	Passing Juice
In the News	Internal	Passing Juice
Global Leadership Team	Internal	Passing Juice
Leadership Team	Internal	Passing Juice
Diversity & Inclusion	Internal	Passing Juice
Investors	Internal	Passing Juice
Covid-19 Resources	Internal	Passing Juice
Request a Demo	Internal	Passing Juice
See How the Comms Cloud Brings It All Together	Internal	Passing Juice
Download the Report	Internal	Passing Juice
Target Influencers	Internal	Passing Juice
Create Campaigns	Internal	Passing Juice
Distribute Content	Internal	Passing Juice
Accessibility statement	Internal	Passing Juice
Legal	Internal	Passing Juice
Cision ID Opt-Out	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Cookie Settings	Internal	Passing Juice

SEO Keywords








Keywords Cloud

global newswire **press get more media**
how see insights **cision**





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
get	19	✗	✗	✓	✓
cision	17	✓	✗	✓	✓
more	14	✗	✗	✗	✓
media	13	✗	✓	✗	✓
press	12	✗	✗	✗	✓








Usability

	Url	Domain : cision.com Length : 10
	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 : 18 Warnings : 15
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.





Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div>http://cision.com/sitemap.xml</div> <div>https://www.cision.com/sitemap.xml</div>
	Robots.txt	<div>http://cision.com/robots.txt</div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Great, your website has an analytics tool.</div> <div> Google Analytics</div>