



Seo Analyzer






digitalstrategist.ca

Generated on February 08 2022 14:32 PM

The score is 48/100




SEO Content

|  | Title | Digital Strategist Silu Modi Length : 30 Perfect, your title contains between 10 and 70 characters. | | | | | | | | | | | | |
|--|------------------------------------|---|----------|---------|------|------|-------|-----------------------------------|-----|------------------------------------|-----------|-----------------------------------|--------|-------|
|  | Description | The Digital Strategist by Silu Modi is a blog dedicated to discussing Digital Strategy, managing Digital teams and executing Digital tactics. Length : 141 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>type</td><td>blog</td></tr><tr><td>title</td><td>Digital Strategist - by Silu Modi</td></tr><tr><td>url</td><td>http://www.digitalstrategist.ca/wp</td></tr><tr><td>site_name</td><td>Digital Strategist - by Silu Modi</td></tr><tr><td>locale</td><td>en_US</td></tr></tbody></table> | Property | Content | type | blog | title | Digital Strategist - by Silu Modi | url | http://www.digitalstrategist.ca/wp | site_name | Digital Strategist - by Silu Modi | locale | en_US |
| Property | Content | | | | | | | | | | | | | |
| type | blog | | | | | | | | | | | | | |
| title | Digital Strategist - by Silu Modi | | | | | | | | | | | | | |
| url | http://www.digitalstrategist.ca/wp | | | | | | | | | | | | | |
| site_name | Digital Strategist - by Silu Modi | | | | | | | | | | | | | |
| locale | en_US | | | | | | | | | | | | | |
|  | 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>1</td><td>20</td><td>25</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">[H1] Digital Strategist – by Silu Modi[H2] Don’t look in a mirror, look out the window[H2] Quote of the day[H2] Crisis Managment and Flying the Plane[H2] State of the Internet in 2014[H2] Unofficial Twitter rules[H2] Jumping off cliffs | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 20 | 25 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 1 | 20 | 25 | 0 | 0 | 0 | | | | | | | | | |





SEO Content

| | | |
|--|-----------------|---|
| | | <ul style="list-style-type: none">• [H2] I cheated. Sorry. But it's interesting...• [H2] Kindling and logs• [H2] Silu Modi – Social Business Leader? Wow...• [H2] Digital Marketing for Financial Services• [H2] Compliant Social Media at the IIAC Social Conference• [H2] On BNN again• [H2] Presenting at the Hearsay Social Innovation Summit• [H2] Net.Finance conference in Phoenix• [H2] Speaking at the IFIC Leadership Forum• [H2] Taking stock in social media• [H2] Getting the basics right• [H2] In the news...• [H2] Happiness and Success• [H2] Asking for responsibility• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Share this:• [H3] Who is Silu Modi?• [H3] Popular Posts• [H3] Recent Posts• [H3] Categories• [H3] silumodi on Twitter |
| | Images | We found 38 images on this web page. 18 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 : 3% 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 | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
|  | In-page links | We found a total of 84 links including 5 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 44.05% Internal Links 55.95% |

In-page links

| Anchor | Type | Juice |
|---|----------|---------------|
| Digital Strategist &#8211; by Silu Modi | Internal | Passing Juice |
| Basics | Internal | Passing Juice |
| Management | Internal | Passing Juice |
| Press | Internal | Passing Juice |
| social-media | Internal | Passing Juice |
| Strategy | Internal | Passing Juice |
| Uncategorized | Internal | Passing Juice |
| = | External | Passing Juice |
| Don&#8217;t look in a mirror, look out the window | Internal | Passing Juice |
| Silu Modi | Internal | Passing Juice |
| A List Of Goals Is Not A Strategy | External | Passing Juice |
| | | |

In-page links

| | | |
|--|----------|---------------|
| Quote of the day | Internal | Passing Juice |
| Crisis Managment and Flying the Plane | Internal | Passing Juice |
| the number 1 rule in crisis management | External | Passing Juice |
| the crash of Air France 447 | External | Passing Juice |
| Step one is &#8220;Fly the plane&#8221;: | External | Passing Juice |
| State of the Internet in 2014 | Internal | Passing Juice |
| Letter to Shareholders | External | Passing Juice |
| Mary Meeker&#8217;s Internet Trends report. | External | Passing Juice |
| This article on Bloomberg | External | Passing Juice |
| not easy on the eyes | External | Passing Juice |
| Emiland De Cubber | External | Passing Juice |
| Unofficial Twitter rules | Internal | Passing Juice |
| Steve Ladurantaye | External | Passing Juice |
| own personal Twitter rules | External | Passing Juice |
| Jumping off cliffs | Internal | Passing Juice |
| I cheated. Sorry. But it&#8217;s interesting&#8230; | Internal | Passing Juice |
| 1 comment | Internal | Passing Juice |
| Kindling and logs | Internal | Passing Juice |
| Wasted Kindling | External | Passing Juice |
| Silu Modi &#8211; Social Business Leader? Wow&#8230; | Internal | Passing Juice |
| 2 comments | Internal | Passing Juice |
| Information Week named me 1 of 10 Social Business Leaders for 2013 | External | Passing Juice |
| David Carr | External | Passing Juice |
| E2 conference in Boston | External | Passing Juice |
| Digital Marketing for Financial Services | Internal | Passing Juice |
| Power Panel on Digital Strategy | External | Passing Juice |
| Digital Marketing for Financial Services conference in Toronto | External | Passing Juice |
| Compliant Social Media at the IIAC Social Conference | Internal | Passing Juice |


In-page links

| | | |
|--|----------|---------------|
| 2 comments | Internal | Passing Juice |
| Investment Institute Association of Canada's (IIAC) Social Media Conference. | External | Passing Juice |
| Investment Executive Magazine had a great write-up of the panel discussion | External | Passing Juice |
| On BNN again | Internal | Passing Juice |
| BNN's &#8220;The Close&#8221; again | External | Passing Juice |
| Stan Wong | Internal | Passing Juice |
| Presenting at the Hearsay Social Innovation Summit | Internal | Passing Juice |
| Hearsay Social Innovation Summit | External | Passing Juice |
| Net.Finance conference in Phoenix | Internal | Passing Juice |
| Net.Finance conference in Phoenix | External | Passing Juice |
| Deploying social across your organization | External | Passing Juice |
| Martha Hayward from Fidelity | Internal | Passing Juice |
| Speaking at the IFIC Leadership Forum | Internal | Passing Juice |
| Taking stock in social media | Internal | Passing Juice |
| Mike Newton | External | Passing Juice |
| BNN's &#8220;The Close&#8221; | External | Passing Juice |
| Michael Hainsworth | External | Passing Juice |
| Getting the basics right | Internal | Passing Juice |
| Seth Godin | External | Passing Juice |
| a post from Seth | External | Passing Juice |
| In the news&#8230; | Internal | Passing Juice |
| Investment Executive | External | Passing Juice |
| Apprehension over social media | Internal | Passing Juice |
| how advisors are using social media | Internal | Passing Juice |
| Regulation doesn't stifle social media | External | Passing Juice |
| Happiness and Success | Internal | Passing Juice |
| Asking for responsibility | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Older Entries | Internal | Passing Juice |
| Twitter | External | Passing Juice |
| Picasso | Internal | Passing Juice |
| Congratulations! You're in charge! Now what? (Part 1) | Internal | Passing Juice |
| Creating a Digital Strategy (repost) | Internal | Passing Juice |
| Providing the 'Table Stakes' for your Corporate Website (Pt. 2) | Internal | Passing Juice |
| Marketing vs. PR vs. Advertising vs. Branding | Internal | Passing Juice |
| Life Lists | Internal | Passing Juice |
| The Pen is Mightier than the Computer | Internal | Passing Juice |
| The 6 Basic Pillars of a Digital Strategy | Internal | Passing Juice |
| The POST method for Digital Strategy | Internal | Passing Juice |
| silumodi on Twitter | External | Passing Juice |
| Top | Internal | Passing Juice |
| WordPress | External | Passing Juice |
| NeoEase | External | Passing Juice |
| XHTML 1.1 | External | Passing Juice |
| CSS 3 | External | Passing Juice |
| Cancel | Internal | noFollow |

SEO Keywords

| | | |
|--|----------------|--|
|  | Keywords Cloud | <p>silu hrefhttpwwwdigitalstrategistcawpwp-</p> <p>content views modi posts email twitter strategy</p> <p>digital social</p> |
|--|----------------|--|






Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|---------|---------|-------|----------|-----------------|----------|
|---------|---------|-------|----------|-----------------|----------|






Keywords Consistency

| | | | | | |
|----------|----|---|---|---|---|
| silu | 16 | ✓ | ✗ | ✓ | ✓ |
| modi | 16 | ✓ | ✗ | ✓ | ✓ |
| digital | 11 | ✓ | ✗ | ✓ | ✓ |
| views | 10 | ✗ | ✗ | ✗ | ✗ |
| strategy | 6 | ✗ | ✗ | ✓ | ✗ |







Usability

| | | |
|--|--------------|--|
|  | Url | Domain : digitalstrategist.ca Length : 20 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language | You have not specified the language. Use this free meta tags generator to declare the intended language of your website. |
|  | Dublin Core | This page does not take advantage of Dublin Core. |





Document

| | | |
|--|-----------------|--|
|  | Doctype | XHTML 1.1 - DTD |
|  | Encoding | Perfect. Your declared charset is UTF-8. |
|  | W3C Validity | Errors : 59 Warnings : 37 |
|  | 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. |





Document

| | | |
|--|------------|--|
|  | Speed Tips | <div data-bbox="555 197 1302 230"> Excellent, your website doesn't use nested tables.</div> <div data-bbox="555 264 1211 297"> Too bad, your website is using inline styles.</div> <div data-bbox="555 331 1442 365"> Too bad, your website has too many CSS files (more than 4).</div> <div data-bbox="555 398 1415 432"> Too bad, your website has too many JS files (more than 6).</div> <div data-bbox="555 465 1374 499"> Too bad, your website does not take advantage of gzip.</div> |
|--|------------|--|

Mobile

| | | |
|--|---------------------|---|
|  | Mobile Optimization | <div data-bbox="555 730 766 763"> Apple Icon</div> <div data-bbox="555 797 877 831"> Meta Viewport Tag</div> <div data-bbox="555 864 807 898"> Flash content</div> |
|--|---------------------|---|

Optimization

| | | |
|--|-------------|--|
|  | XML Sitemap | <div data-bbox="539 1111 1094 1144">Great, your website has an XML sitemap.</div> <div data-bbox="547 1189 1064 1223">http://digitalstrategist.ca/sitemap.xml</div> |
|  | Robots.txt | <div data-bbox="539 1267 641 1301">Missing</div> <div data-bbox="539 1335 1461 1368">Your website doesn't have a robots.txt file - this can be problematic.</div> <div data-bbox="539 1402 1452 1536">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.</div> |
|  | Analytics | <div data-bbox="539 1570 1101 1603">Great, your website has an analytics tool.</div> <div data-bbox="547 1648 860 1704"> Google Analytics</div> |