





Seo Analyzer esri.com

Generated on January 29 2022 21:42 PM






The score is 57/100







SEO Content

	Title	<p>GIS Mapping Software, Location Intelligence & Spatial Analytics Esri</p> <p>Length : 74</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>										
	Description	<p>Esri's GIS mapping software is the most powerful mapping & spatial analytics technology available. Learn how businesses are using location intelligence to gain a competitive advantage.</p> <p>Length : 188</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>										
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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>title</td><td>GIS Mapping Software, Location Intelligence & Spatial Analytics Esri</td></tr><tr><td>description</td><td>Esri's GIS mapping software is the most powerful mapping & spatial analytics technology available. Learn how businesses are using location intelligence to gain a competitive advantage.</td></tr><tr><td>image</td><td>https://www.esri.com/content/dam/esrisites/en-us/media/social-media/social-sharing-image-default.jpg</td></tr><tr><td>type</td><td>website</td></tr></tbody></table>	Property	Content	title	GIS Mapping Software, Location Intelligence & Spatial Analytics Esri	description	Esri's GIS mapping software is the most powerful mapping & spatial analytics technology available. Learn how businesses are using location intelligence to gain a competitive advantage.	image	https://www.esri.com/content/dam/esrisites/en-us/media/social-media/social-sharing-image-default.jpg	type	website
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	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead></table>	H1	H2	H3	H4	H5	H6				
H1	H2	H3	H4	H5	H6							

SEO Content

		2 11 0 0 0 0
		<ul style="list-style-type: none"> • [H1] Esri • [H1] Align funding programs with health initiatives • [H2] 2022 Esri User Conference • [H2] Fight the climate crisis using GIS • [H2] Racial Equity • [H2] COVID-19 • [H2] PRODUCT SPOTLIGHT • [H2] Esri Podcast • [H2] Register today • [H2] Esri Podcast • [H2] ESRI MAP GALLERY • [H2] About Esri • [H2] What is GIS
	Images	<p>We found 6 images on this web page.</p> <p>6 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 : 14%</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	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

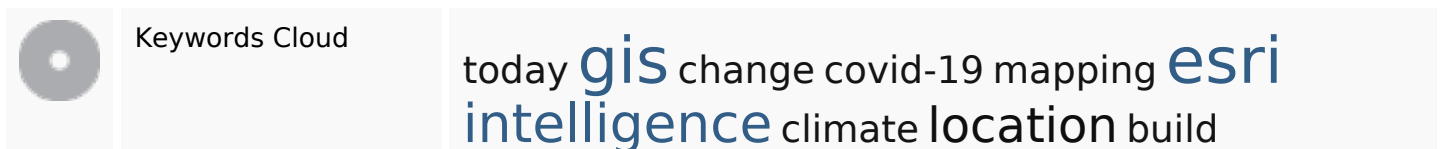
SEO Links

	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 6 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p>

In-page links

Anchor	Type	Juice
Skip to Content	Internal	Passing Juice
ArcGIS	Internal	Passing Juice
location intelligence	Internal	Passing Juice
events	Internal	Passing Juice
telling their stories	Internal	Passing Juice
maps we love	Internal	Passing Juice

SEO Keywords






Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
gis	8	✓	✗	✓	✓
esri	8	✓	✗	✓	✓
intelligence	5	✓	✗	✓	✗
location	4	✓	✗	✓	✗
today	3	✗	✗	✗	✓








Usability

	Url	Domain : esri.com Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

		
	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 : 8 Warnings : 4
	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"> 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
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <ul style="list-style-type: none">http://esri.com/sitemap.xmlhttps://www.esri.com/sitemap-sites.xmlhttps://www.esri.com/sitemap.xmlhttps://www.esri.com/training/sitemap-training.xmlhttps://www.esri.com/about/newsroom/sitemap_index.xmlhttps://www.esri.com/arcgis-blog/sitemap_index.xmlhttps://www.esri.com/videos/sitemap.xmlhttps://www.esri.com/partners/sitemap-partners.xmlhttps://www.esri.com/partners/sitemap-solutions.xmlhttps://www.esri.com/careers/sitemap-careers.xmlhttps://www.esri.com/bin/esri/marketplacesitemapproductshttps://www.esri.com/bin/esri/marketplacesitemapserviceshttps://www.esri.com/en-us/industries/blog/blog-sitemap.xmlhttps://www.esri.com/en-us/industries/blog/author-sitemap.xml
	Robots.txt	<p>http://esri.com/robots.txt</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>