







# Seo Analyzer firstrain.com

Generated on February 10 2022 16:58 PM






The score is 55/100






## SEO Content

	<b>Title</b>	<p>FirstRain   Aurea Software</p> <p><b>Length : 26</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>																		
	<b>Description</b>	<p>Features &amp; Benefits Onboarding Predictive analytics tell your sales, marketing, and executive teams where to spend their time and how&amp;#8230;</p> <p><b>Length : 144</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>																		
	<b>Keywords</b>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>																		
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1310 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>image</td> <td>https://www.aurea.com/wp-content/uploads/Fr.jpg</td> </tr> <tr> <td>image:width</td> <td>1400</td> </tr> <tr> <td>image:height</td> <td>424</td> </tr> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>title</td> <td>FirstRain</td> </tr> <tr> <td>description</td> <td>Features &amp; Benefits Onboarding Predictive analytics tell your sales, marketing, and executive teams where to spend their time and how, delivering deep customer knowledge in real-time.</td> </tr> <tr> <td>url</td> <td>https://www.aurea.com/library/firstrain/</td> </tr> </tbody> </table>	Property	Content	image	https://www.aurea.com/wp-content/uploads/Fr.jpg	image:width	1400	image:height	424	locale	en_US	type	article	title	FirstRain	description	Features & Benefits Onboarding Predictive analytics tell your sales, marketing, and executive teams where to spend their time and how, delivering deep customer knowledge in real-time.	url	https://www.aurea.com/library/firstrain/
Property	Content																			
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## SEO Content

		site_name	Aurea Software				
		updated_time	2021-12-10T20:57+00:00				
	Headings	<b>H1</b> 1	<b>H2</b> 4	<b>H3</b> 1	<b>H4</b> 8	<b>H5</b> 0	<b>H6</b> 1
		<ul style="list-style-type: none"><li>• [H1] FirstRain</li><li>• [H2] Personalized insight into your business world</li><li>• [H2] Extend FirstRain with pre-integrated bundles</li><li>• [H2] Unlimited ways to unlock value</li><li>• [H2] Your hub for all things Aurea</li><li>• [H3] Get up and running fast with fully-included onboarding</li><li>• [H4] Create new opportunities</li><li>• [H4] Monitor your target markets</li><li>• [H4] Know who to call</li><li>• [H4] Stay on top of your competitors</li><li>• [H4] Sales Intelligence</li><li>• [H4] Read</li><li>• [H4] Watch</li><li>• [H4] Experience</li><li>• [H6] Aurea CRM + FirstRain</li></ul>					
	Images	We found 5 images on this web page.  5 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 : <b>9%</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	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 35 links including 4 link(s) to files

## SEO Links



### Statistics

External Links : noFollow 0%

External Links : Passing Juice 82.86%

Internal Links 17.14%

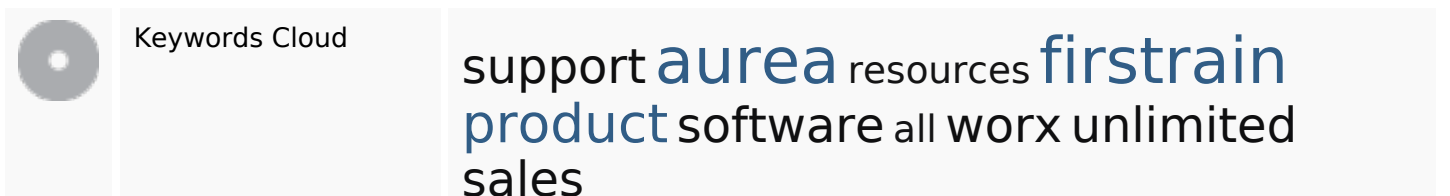
## In-page links

Anchor	Type	Juice
<a href="#">Software Library</a>	Internal	Passing Juice
<a href="#">Jive</a>	External	Passing Juice
<a href="#">CRM</a>	External	Passing Juice
<a href="#">AlertFind</a>	External	Passing Juice
<a href="#">Campaign Manager</a>	External	Passing Juice
<a href="#">FirstRain</a>	External	Passing Juice
<a href="#">Infer</a>	External	Passing Juice
<a href="#">Sococo</a>	External	Passing Juice
<a href="#">View all products</a>	External	Passing Juice
<a href="#">Discover Unlimited</a>	External	Passing Juice
<a href="#">Platinum Support</a>	External	Passing Juice
<a href="#">Support Resources</a>	External	Passing Juice
<a href="#">Innovation Enablement Program</a>	External	Passing Juice
<a href="#">About us</a>	External	Passing Juice
<a href="#">About Worx</a>	External	Passing Juice
<a href="#">Leadership</a>	External	Passing Juice
<a href="#">Acquisitions</a>	External	Passing Juice
<a href="#">Partners</a>	External	Passing Juice
<a href="#">Resource Center</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Customer Login</a>	External	Passing Juice

## In-page links

<a href="#">Contact Us</a>	External	Passing Juice
<a href="#">I forgot my password</a>	External	Passing Juice
<a href="#">I forgot my username</a>	External	Passing Juice
<a href="#">Request access</a>	External	Passing Juice
<a href="#">Request demo</a>	External	Passing Juice
<a href="#">Read The Product Overview</a>	Internal	Passing Juice
<a href="#">Read the datasheet</a>	External	Passing Juice
<a href="#">Get started</a>	External	Passing Juice
<a href="#">Get a recommendation</a>	External	Passing Juice
<a href="#">Log IN to Worx</a>	External	Passing Juice
<a href="#">Sign up for Worx</a>	External	Passing Juice
<a href="#">ESW Capital Group</a>	External	Passing Juice
<a href="#">Legal</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
aurea	16	✓	✗	✗	✓
firstrain	13	✓	✗	✗	✓
product	12	✗	✗	✗	✗
unlimited	9	✗	✗	✗	✓

# Keywords Consistency

support

8



## Usability

	Url	Domain : firstrain.com Length : 13
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 48 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> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li></ul>

## Document

✔ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✔ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://firstrain.com/sitemap.xml>



### 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

Missing

We didn't detect an analytics tool installed on this website.

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.