







# Seo Analyzer fluidads.com

Generated on April 01 2022 12:20 PM






The score is 58/100







## SEO Content

	<p>Title</p>	<p>Digital Advertising experts that Build, Deliver &amp; Report on Ads - Fluid Ads</p> <p><b>Length : 79</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>																		
	<p>Description</p>	<p>Fluid Ads lets you quickly create, target, deliver and report on all your digital ads through managed campaigns or our ad technology.</p> <p><b>Length : 133</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>																		
	<p>Keywords</p>	<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>																		
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1346 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_GB</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Digital Advertising experts that Build, Deliver &amp; Report on Ads - Fluid Ads</td> </tr> <tr> <td>description</td> <td>Fluid Ads lets you quickly create, target, deliver and report on all your digital ads through managed campaigns or our ad technology.</td> </tr> <tr> <td>url</td> <td>https://fluidads.com/</td> </tr> <tr> <td>site_name</td> <td>Fluid Ads</td> </tr> <tr> <td>image</td> <td>https://fluidads.com/wp-content/uploads/2019/05/Home.png</td> </tr> <tr> <td>image:width</td> <td>1024</td> </tr> </tbody> </table>	Property	Content	locale	en_GB	type	website	title	Digital Advertising experts that Build, Deliver & Report on Ads - Fluid Ads	description	Fluid Ads lets you quickly create, target, deliver and report on all your digital ads through managed campaigns or our ad technology.	url	https://fluidads.com/	site_name	Fluid Ads	image	https://fluidads.com/wp-content/uploads/2019/05/Home.png	image:width	1024
Property	Content																			
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title	Digital Advertising experts that Build, Deliver & Report on Ads - Fluid Ads																			
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url	https://fluidads.com/																			
site_name	Fluid Ads																			
image	https://fluidads.com/wp-content/uploads/2019/05/Home.png																			
image:width	1024																			

# SEO Content

		image:height 801												
	Headings	<table border="1"> <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>4</td> <td>6</td> <td>15</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] Improve Digital Advertising ROI</li> <li>• [H1] Inside the platform</li> <li>• [H1] Our Ad solutions</li> <li>• [H1] Who we work with</li> <li>• [H2] Charity client achieves 200% ROI with Fluid Ads - "For every \$1 spent we got \$3 back"</li> <li>• [H2] Puregym use Geofencing to flex the CTR 157% above industry standard for Lucozade</li> <li>• [H2] Drako Media Group almost triple CTR with Fluid Ads</li> <li>• [H2] Driving CTR 70% Above Industry Standard for Waylands Automotive</li> <li>• [H2] One platform for all your digital display advertising needs and one team to support your digital advertising success.</li> <li>• [H2] Improve Digital Advertising ROI</li> <li>• [H3] Fluid Ads are experts in digital advertising and provide managed campaigns or a self-serve platform for businesses wanting to start or take their digital advertising further</li> <li>• [H3] Build Ads easily</li> <li>• [H3] Target Ads precisely</li> <li>• [H3] Report everything</li> <li>• [H3] Ad Builder</li> <li>• [H3] Feed Ads</li> <li>• [H3] Dynamic Ads</li> <li>• [H3] Geofencing Ads</li> <li>• [H3] Retargeting Ads</li> <li>• [H3] Media Buying</li> <li>• [H3] Digital Ad Reporting</li> <li>• [H3] Big brands with big banners</li> <li>• [H3] Fluid Platform</li> <li>• [H3] Fluid Hub</li> <li>• [H3] Fluid Ads</li> </ul>	H1	H2	H3	H4	H5	H6	4	6	15	0	0	0
H1	H2	H3	H4	H5	H6									
4	6	15	0	0	0									
	Images	<p>We found 25 images on this web page.</p> <p>2 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 : <b>13%</b></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	<p>Perfect, no Flash content has been detected on this page.</p>												
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>												

## 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 36 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

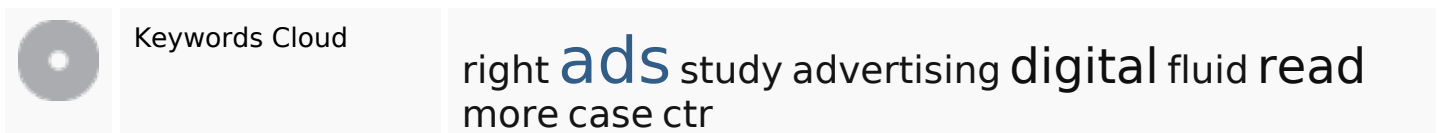
## In-page links

Anchor	Type	Juice
<a href="#">read more</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Support</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Platform</a>	Internal	Passing Juice
<a href="#">Ad Builder</a>	Internal	Passing Juice
<a href="#">Feed Ads</a>	Internal	Passing Juice
<a href="#">Dynamic Ads</a>	Internal	Passing Juice
<a href="#">Geofencing Ads</a>	Internal	Passing Juice
<a href="#">Retargeting Ads</a>	Internal	Passing Juice
<a href="#">Media Buying</a>	Internal	Passing Juice
<a href="#">Digital Ad Reporting</a>	Internal	Passing Juice
<a href="#">Features</a>	Internal	Passing Juice
<a href="#">Pricing</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice

## In-page links

<a href="#">Start trial</a>	Internal	Passing Juice
<a href="#">Book a call</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Read the case study</a>	Internal	Passing Juice
<a href="#">Read the case study</a>	Internal	Passing Juice
<a href="#">Read the case study</a>	Internal	Passing Juice
<a href="#">Read the case study</a>	Internal	Passing Juice
<a href="#">Article</a>	Internal	Passing Juice
<a href="#">Awards</a>	Internal	Passing Juice
<a href="#">Case Study</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Guides</a>	Internal	Passing Juice
<a href="#">Top Tips</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">Cookie policy</a>	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Keywords Consistency

ads	34	✓	✗	✓	✓
read	19	✗	✗	✗	✗
digital	17	✓	✗	✓	✓
fluid	13	✓	✗	✓	✓
more	12	✗	✗	✗	✗


## Usability

	Url	Domain : fluidads.com Length : 12
	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 : 31 Warnings : 24
	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.




## Document

	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>✗ Too bad, your website has too many JS files (more than 6).</li><li>✓ Perfect, your website takes advantage of gzip.</li></ul>
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## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li>✓ Apple Icon</li><li>✓ Meta Viewport Tag</li><li>✓ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>http://fluidads.com/sitemap.xml https://fluidads.com/sitemap_index.xml</pre>
	Robots.txt	<pre>http://fluidads.com/robots.txt</pre> <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>