



Seo Analyzer footmetrics.io

Generated on February 27 2022 14:09 PM






The score is 50/100





SEO Content

	Title	<p>Footmertics Digitizing Proximity - FootMetrics</p> <p>Length : 48</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																						
	Description	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Property</th> <th style="text-align: left;">Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Footmetrics</td> </tr> <tr> <td>description</td> <td>Digitizing Proximity</td> </tr> <tr> <td>url</td> <td>https://footmetrics.io/</td> </tr> <tr> <td>site_name</td> <td>FootMetrics</td> </tr> <tr> <td>image</td> <td>https://footmetrics.io/wp-content/uploads/2020/02/footmetrics-mobile-logo.png</td> </tr> <tr> <td>image:width</td> <td>200</td> </tr> <tr> <td>image:height</td> <td>43</td> </tr> <tr> <td>image:type</td> <td>image/png</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Footmetrics	description	Digitizing Proximity	url	https://footmetrics.io/	site_name	FootMetrics	image	https://footmetrics.io/wp-content/uploads/2020/02/footmetrics-mobile-logo.png	image:width	200	image:height	43	image:type	image/png
Property	Content																							
locale	en_US																							
type	website																							
title	Footmetrics																							
description	Digitizing Proximity																							
url	https://footmetrics.io/																							
site_name	FootMetrics																							
image	https://footmetrics.io/wp-content/uploads/2020/02/footmetrics-mobile-logo.png																							
image:width	200																							
image:height	43																							
image:type	image/png																							
	Headings	<p>H1 H2 H3 H4 H5 H6</p>																						



SEO Content

		0	10	6	0	0	0
		<ul style="list-style-type: none"> • [H2] Re-imagine Retail Using Analytics • [H2] FOOTMETRICS enables retailers to increase profitability • [H2] FOOTMETRICS - Smart Retail • [H2] Retail Insights • [H2] Google Mobility Report shows Retail Traffic Drops to a Significant Low in South Africa • [H2] How COVID-19 Pandemic is Changing Consumers Buying Behavior? • [H2] How is Coronavirus Changing the Retail Landscape in the Middle East? • [H2] Technology is Reshaping Retail but not in the Way you Think • [H2] It's Time to Reassess How to Measure Your Retail Business Performance • [H2] Make your retail smart • [H3] Technology Integrations • [H3] Retail Performance • [H3] Customer Engagement • [H3] Competition Analysis • [H3] Marketing ROI • [H3] Retail Merchandising 					
	Images	<p>We found 11 images on this web page.</p> <p>9 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 : 3%</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 13 links including 0 link(s) to files


SEO Links

		
	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 primary navigation	Internal	Passing Juice
Skip to content	Internal	Passing Juice
=	Internal	Passing Juice
We provide ongoing customer support to optimize utilization of FOOTMETRICS by giving custom reports and how to understand raw data.	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Google Mobility Report shows Retail Traffic Drops to a Significant Low in South Africa	Internal	Passing Juice
How COVID-19 Pandemic is Changing Consumers Buying Behavior?	Internal	Passing Juice
How is Coronavirus Changing the Retail Landscape in the Middle East?	Internal	Passing Juice
Technology is Reshaping Retail but not in the Way you Think	Internal	Passing Juice
It's Time to Reassess How to Measure Your Retail Business Performance	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	<p>performance analyze data retail market how footfall customer footmetrics insights</p>
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SEO Keywords




Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
retail	15	✘	✘	✘	✔
how	7	✘	✘	✘	✔
footmetrics	6	✔	✘	✘	✔
performance	5	✘	✘	✘	✔
customer	4	✘	✘	✘	✔









Usability

	Url	Domain : footmetrics.io Length : 14
	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 : 0 Warnings : 0




Document

	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>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>http://footmetrics.io/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</p>

Optimization

good to install a second in order to cross-check the data.