








Seo Analyzer gemius.pl

Generated on March 05 2022 15:48 PM





The score is 59/100



SEO Content

	<p>Title</p>	<p>Gemius - Knowledge that supports business decisions</p> <p>Length : 51</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Misją firmy Gemius SA jest dostarczanie rzetelnej wiedzy o rynku internetowym oraz świadczenie profesjonalnych usług badawczych, analitycznych i doradczych w zakresie internetu.</p> <p>Length : 177</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>ReklamodawcyReklamodawcyAgencjeE-commerceWydawcyWydawcy</p> <p>Good, your page contains meta 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 1749"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Strona główna</td> </tr> <tr> <td>url</td> <td>http://www.gemius.pl/strona-glowna.html</td> </tr> <tr> <td>site_name</td> <td>Gemius Polska</td> </tr> <tr> <td>image</td> <td>http://www.gemius.pl/files/GL/content/gemius-fb-logo.jpg</td> </tr> </tbody> </table>	Property	Content	title	Strona główna	url	http://www.gemius.pl/strona-glowna.html	site_name	Gemius Polska	image	http://www.gemius.pl/files/GL/content/gemius-fb-logo.jpg		
Property	Content													
title	Strona główna													
url	http://www.gemius.pl/strona-glowna.html													
site_name	Gemius Polska													
image	http://www.gemius.pl/files/GL/content/gemius-fb-logo.jpg													
	<p>Headings</p>	<table border="1" data-bbox="539 1783 1481 1850"> <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>3</td> <td>21</td> <td>7</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1883 1305 2078" style="list-style-type: none"> • [H1] Przeszukaj treści według wybranego tematu • [H1] Przeszukaj treści według wybranego kraju • [H1] Przeszukaj treści według wybranej branży • [H2] Strony tematyczne • [H2] Audio i Wideo • [H2] Komunikatory i media społecznościowe 	H1	H2	H3	H4	H5	H6	3	21	7	0	0	0
H1	H2	H3	H4	H5	H6									
3	21	7	0	0	0									




SEO Content

		<ul style="list-style-type: none">• [H2] Zakupy w sieci• [H2] Przeglądanie i wyszukiwanie treści• [H2] Urządzenia• [H2] Systemy operacyjne• [H2] Analityka internetowa• [H2] Reklama Internetowa• [H2] Internauci• [H2] Źródła wiedzy• [H2] Kraje Bałtyckie• [H2] Europa Środkowa• [H2] Europa Wschodnia• [H2] Europa Południowo-Wschodnia• [H2] Europa Zachodnia• [H2] Bliski Wschód i Afryka Północna• [H2] Rosja• [H2] Turcja• [H2] Serwisy informacyjne po rosyjskiej agresji na Ukrainę - analiza• [H2] Wyniki badania Mediapanel za styczeń 2022• [H3] Eksperti Gemius podsumowują 2021• [H3] Jacek Makowski Dyrektorem do spraw Rozwoju Rynku• [H3] Sylwester Kubiak o rozwoju usług e-grocery• [H3] We support knowledge driven business decisions.com• [H3] Interfejs badania Mediapanel - tutorial wideo• [H3] Raport "E-commerce w Polsce 2021" w komentarzu Bartosza Wójcika• [H3] Emil Pawłowski o pomiarze OOH w rozmowie ze Screenlovers
	Images	<p>We found 12 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 : 27%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
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SEO Links

	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 208 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.69% Internal Links 92.31%

In-page links

Anchor	Type	Juice
Menu	Internal	Passing Juice
Strony tematyczne	Internal	Passing Juice
dieta i fitness	Internal	Passing Juice
dom i rodzina	Internal	Passing Juice
edukacja	Internal	Passing Juice
erotyka	Internal	Passing Juice
finanse online	Internal	Passing Juice
gry online	Internal	Passing Juice
hobby	Internal	Passing Juice
informacje i publicystyka	Internal	Passing Juice
kartki internetowe i życzenia	Internal	Passing Juice
kulinaria	Internal	Passing Juice
kultura i rozrywka	Internal	Passing Juice
linie lotnicze	Internal	Passing Juice
mapy i lokalizatory	Internal	Passing Juice
motoryzacja	Internal	Passing Juice
podróże	Internal	Passing Juice
praca i kariera	Internal	Passing Juice

In-page links

religia	Internal	Passing Juice
serwisy dla mężczyzn	Internal	Passing Juice
serwisy kobiece	Internal	Passing Juice
ślub i wesele	Internal	Passing Juice
sport	Internal	Passing Juice
styl życia	Internal	Passing Juice
zdrowie i medycyna	Internal	Passing Juice
Audio i Wideo	Internal	Passing Juice
E-commerce	Internal	Passing Juice
Netflix	Internal	Passing Juice
radio online	Internal	Passing Juice
Spotify	Internal	Passing Juice
telewizja online	Internal	Passing Juice
VoD	Internal	Passing Juice
YouTube	Internal	Passing Juice
Komunikatory i media społecznościowe	Internal	Passing Juice
Facebook	Internal	Passing Juice
Instagram	Internal	Passing Juice
komunikatory	Internal	Passing Juice
Odnoklassniki	Internal	Passing Juice
randki online	Internal	Passing Juice
serwisy pocztowe	Internal	Passing Juice
Twitter	Internal	Passing Juice
Vkontakte	Internal	Passing Juice
Zakupy w sieci	Internal	Passing Juice
Alibaba	Internal	Passing Juice
Allegro	Internal	Passing Juice
Amazon	Internal	Passing Juice

In-page links

artykuły spożywcze	Internal	Passing Juice
aukcje internetowe	Internal	Passing Juice
e-sklepy	Internal	Passing Juice
elektronika	Internal	Passing Juice
koszty dostawy	Internal	Passing Juice
odzież	Internal	Passing Juice
porównywarki cen	Internal	Passing Juice
programy lojalnościowe	Internal	Passing Juice
promocje i oferty specjalne	Internal	Passing Juice
płatności online	Internal	Passing Juice
serwisy z opiniami	Internal	Passing Juice
zakupy grupowe	Internal	Passing Juice
zakupy mobilne	Internal	Passing Juice
Przeglądanie i wyszukiwanie treści	Internal	Passing Juice
aplikacje	Internal	Passing Juice
Ask	Internal	Passing Juice
Chrome	Internal	Passing Juice
Firefox	Internal	Passing Juice
Google	Internal	Passing Juice
Internet Explorer	Internal	Passing Juice
Opera	Internal	Passing Juice
ruch internetowy	Internal	Passing Juice
ruch mobilny	Internal	Passing Juice
WebKit Mobile	Internal	Passing Juice
Wikipedia	Internal	Passing Juice
Yahoo!	Internal	Passing Juice
Yandex	Internal	Passing Juice
zagraniczny ruch internetowy	Internal	Passing Juice

In-page links

Urządzenia	Internal	Passing Juice
Apple	Internal	Passing Juice
HTC	Internal	Passing Juice
iPad	Internal	Passing Juice
iPhone	Internal	Passing Juice
LG	Internal	Passing Juice
Microsoft	Internal	Passing Juice
Nokia	Internal	Passing Juice
PC	Internal	Passing Juice
Samsung	Internal	Passing Juice
smartfony	Internal	Passing Juice
Sony	Internal	Passing Juice
tablety	Internal	Passing Juice
Systemy operacyjne	Internal	Passing Juice
Android	Internal	Passing Juice
iOS	Internal	Passing Juice
Windows	Internal	Passing Juice
Windows 7	Internal	Passing Juice
Windows 8	Internal	Passing Juice
Windows 8.1	Internal	Passing Juice
Windows Phone	Internal	Passing Juice
Windows Phone 7	Internal	Passing Juice
Windows Phone 8	Internal	Passing Juice
Windows Vista	Internal	Passing Juice
Windows XP	Internal	Passing Juice
Analityka internetowa	Internal	Passing Juice
analiza porównawcza	Internal	Passing Juice
benchmarking	Internal	Passing Juice

In-page links

GDPR	Internal	Passing Juice
przetwarzanie danych	Internal	Passing Juice
RODO	Internal	Passing Juice
ROI	Internal	Passing Juice
Reklama Internetowa	Internal	Passing Juice
banery	Internal	Passing Juice
CPC	Internal	Passing Juice
CPM	Internal	Passing Juice
CTR	Internal	Passing Juice
Flash	Internal	Passing Juice
formaty reklam	Internal	Passing Juice
HTML5	Internal	Passing Juice
komunikacja marketingowa	Internal	Passing Juice
reklama mobilna	Internal	Passing Juice
reklama wideo	Internal	Passing Juice
rich media	Internal	Passing Juice
RTB	Internal	Passing Juice
stream	Internal	Passing Juice
Internauci	Internal	Passing Juice
kobiety	Internal	Passing Juice
mężczyźni	Internal	Passing Juice
miejsce zamieszkania	Internal	Passing Juice
wiek	Internal	Passing Juice
wykształcenie	Internal	Passing Juice
AdOcean	Internal	Passing Juice
gemiusAdHoc	Internal	Passing Juice
gemiusAdMonitor	Internal	Passing Juice
gemiusAudience	Internal	Passing Juice

In-page links

gemiusDirectEffect	Internal	Passing Juice
gemiusPrism	Internal	Passing Juice
gemiusShopMonitor	Internal	Passing Juice
gemiusTraffic	Internal	Passing Juice
raport o finansach w sieci	Internal	Passing Juice
raport o rynku e-commerce	Internal	Passing Juice
Kraje Bałtyckie	Internal	Passing Juice
Estonia	Internal	Passing Juice
Litwa	Internal	Passing Juice
Łotwa	Internal	Passing Juice
Europa Środkowa	Internal	Passing Juice
Chorwacja	Internal	Passing Juice
Czechy	Internal	Passing Juice
Polska	Internal	Passing Juice
Słowacja	Internal	Passing Juice
Słowenia	Internal	Passing Juice
Węgry	Internal	Passing Juice
Europa Wschodnia	Internal	Passing Juice
Białoruś	Internal	Passing Juice
Ukraina	Internal	Passing Juice
Europa Południowo-Wschodnia	Internal	Passing Juice
Bośnia i Hercegowina	Internal	Passing Juice
Bułgaria	Internal	Passing Juice
Macedonia	Internal	Passing Juice
Rumunia	Internal	Passing Juice
Serbia	Internal	Passing Juice
Belgia	Internal	Passing Juice
Dania	Internal	Passing Juice

In-page links

Luksemburg	Internal	Passing Juice
Bliski Wschód i Afryka Północna	Internal	Passing Juice
Arabia Saudyjska	Internal	Passing Juice
Egipt	Internal	Passing Juice
Jordania	Internal	Passing Juice
Zjednoczone Emiraty Arabskie	Internal	Passing Juice
Rosja	Internal	Passing Juice
Turcja	Internal	Passing Juice
turystyka	Internal	Passing Juice
telekomunikacja	Internal	Passing Juice
media	Internal	Passing Juice
rozrywka	Internal	Passing Juice
finanse	Internal	Passing Juice
FMCG	Internal	Passing Juice
handel	Internal	Passing Juice
zdrowie i uroda	Internal	Passing Juice
technologie	Internal	Passing Juice
reklama	Internal	Passing Juice
Polityka prywatności	Internal	Passing Juice
Zastrzeżenia prawne	Internal	Passing Juice
Mapa strony	Internal	Passing Juice
here	Internal	Passing Juice
Poland	Internal	Passing Juice
Gemius Global	External	Passing Juice
Belarus	External	Passing Juice
Bulgaria	External	Passing Juice
Czech Rep	External	Passing Juice
Denmark	External	Passing Juice

In-page links

Estonia	External	Passing Juice
Hungary	External	Passing Juice
Latvia	External	Passing Juice
Lithuania	External	Passing Juice
Russia	External	Passing Juice
Romania	External	Passing Juice
Slovakia	External	Passing Juice
Turkey	External	Passing Juice
Ukraine	External	Passing Juice
Pomiń nawigacje	Internal	Passing Juice
Artykuły	Internal	Passing Juice
Newsy korporacyjne	Internal	Passing Juice
RSS	Internal	Passing Juice
Schowek	Internal	Passing Juice
FB	External	Passing Juice
TW	External	Passing Juice
Pomiń nawigacje	Internal	Passing Juice
Press room	Internal	Passing Juice
Kariera	Internal	Passing Juice
O nas	Internal	Passing Juice
Kontakt	Internal	Passing Juice
Relacje inwestorskie	Internal	Passing Juice

SEO Keywords








Keywords Cloud

wybranego serwisy ruch **windows**
online treści przeszukaj reklama
europa według





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
windows	9	✘	✘	✘	✘
online	6	✘	✘	✘	✘
treści	6	✘	✘	✘	✔
przeszukaj	5	✘	✘	✘	✔
według	5	✘	✘	✘	✔



Usability

	Url	Domain : gemius.pl Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is pl.
	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 : 11 Warnings : 10
	Email Privacy	Great no email address has been found in plain text!


Document

	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.✓ Perfect. No inline css has been found in HTML tags!✓ Great, your website has few CSS files.✗ 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://gemius.pl/sitemap.xmlhttps://www.gemius.com/share/sitemap.xmlhttps://www.gemius.com/share/sitemapbpg.xmlhttps://www.gemius.com/share/sitemappcz.xmlhttps://www.gemius.com/share/sitemapee.xmlhttps://www.gemius.com/share/sitemaphu.xmlhttps://www.gemius.com/share/sitemaplt.xmlhttps://www.gemius.com/share/sitemaplv.xmlhttps://www.gemius.com/share/sitemappl.xmlhttps://www.gemius.com/share/sitemapro.xmlhttps://www.gemius.com/share/sitemap-ru.xmlhttps://www.gemius.com/share/sitemapsi.xmlhttps://www.gemius.com/share/sitemap-tr.xml
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Optimization

		https://www.gemius.com/share/sitemap-ua.xml
	Robots.txt	http://gemius.pl/robots.txt Great, your website has a robots.txt file.
	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.