










Seo Analyzer grapeshot.co.uk

Generated on April 01 2022 00:27 AM

The score is **62/100**







SEO Content

	<p>Title</p>	<p>Oracle Buys Grapeshot</p> <p>Length : 21</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Oracle announced that it signed an agreement to acquire Grapeshot, a provider of brand safety and pre-bid contextual solutions to over 5,000 of the world's leading marketers.</p> <p>Length : 174</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>Grapeshot, Acquisitions, Oracle Data Cloud</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="539 1480 1481 1547"> <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>1</td> <td>1</td> <td>2</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1585 1246 1742" style="list-style-type: none"> • [H1] Oracle Buys Grapeshot • [H2] Information for Customers and Partners • [H3] Support, Services, and Sales • [H3] Learn More • [H4] We're here to help 	H1	H2	H3	H4	H5	H6	1	1	2	1	0	0
H1	H2	H3	H4	H5	H6									
1	1	2	1	0	0									
	<p>Images</p>	<p>We found 2 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	<p>Text/HTML Ratio</p>	<p>Ratio : 22%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>												

SEO Content

	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	Bad. Your links have query string.
	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 67 links including 2 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 22.39% Internal Links 77.61%

In-page links

Anchor	Type	Juice
Click to view our Accessibility Policy	External	Passing Juice
Skip to content	Internal	Passing Juice
home	Internal	Passing Juice
nav	Internal	Passing Juice
Products	Internal	Passing Juice
Industries	Internal	Passing Juice
Resources	Internal	Passing Juice
Support	Internal	Passing Juice
Events	Internal	Passing Juice
Developer	Internal	Passing Juice

In-page links

Partners	Internal	Passing Juice
Sign in to Cloud	Internal	Passing Juice
Sign Up for Free Cloud Tier	Internal	Passing Juice
Sign-In	External	Passing Juice
Create an Account	External	Passing Juice
Help	Internal	Passing Juice
Sign Out	External	Passing Juice
Close	Internal	Passing Juice
About Oracle	Internal	Passing Juice
Strategic Acquisitions	Internal	Passing Juice
Grapeshot Login	External	Passing Juice
Oracle Data Cloud	Internal	Passing Juice
Grapeshot Context and Brand Safety Description of Methodology (PDF)	Internal	Passing Juice
Letter to Customers and Partners from Eric Roza, Senior Vice President and General Manager, Oracle Data Cloud, outlining the benefits of the combination	Internal	Passing Juice
Overview and Frequently Asked Questions (PDF)	Internal	Passing Juice
Contact	Internal	Passing Juice
Social	Internal	Passing Juice
Oracle Social Media Directory	External	Passing Juice
Oracle RSS Directory	Internal	Passing Juice
Careers	Internal	Passing Juice
Developers	External	Passing Juice
Investors	External	Passing Juice
Partners	Internal	Passing Juice
Startups	Internal	Passing Juice
Students and Educators	External	Passing Juice
Analyst Reports	Internal	Passing Juice
Gartner MQ for ERP Cloud	Internal	Passing Juice


In-page links

Cloud Economics	Internal	Passing Juice
Corporate Responsibility	Internal	Passing Juice
Diversity and Inclusion	Internal	Passing Juice
Security Practices	Internal	Passing Juice
What is cloud computing?	Internal	Passing Juice
What is CRM?	Internal	Passing Juice
What is Docker?	Internal	Passing Juice
What is Kubernetes?	Internal	Passing Juice
What is Python?	External	Passing Juice
What is SaaS?	Internal	Passing Juice
Oracle Supports Ukraine	Internal	Passing Juice
Try Oracle Cloud Free Tier	Internal	Passing Juice
Oracle and Premier League	Internal	Passing Juice
Oracle Red Bull Racing	Internal	Passing Juice
Employee Experience Platform	Internal	Passing Juice
Oracle Support Rewards	Internal	Passing Juice
How can we help?	Internal	Passing Juice
Subscribe to emails	External	Passing Juice
Events	Internal	Passing Juice
News	Internal	Passing Juice
Blogs	External	Passing Juice
Country/Region	Internal	Passing Juice
© 2022 Oracle	Internal	Passing Juice
Site Map	Internal	Passing Juice
Privacy	Internal	Passing Juice
Do Not Sell My Info	Internal	Passing Juice
Ad Choices	Internal	Passing Juice
Facebook	External	Passing Juice

In-page links

LinkedIn	External	Passing Juice
YouTube	External	Passing Juice





SEO Keywords

	Keywords Cloud	data support forward-looking statements partners document oracle grapeshot product cloud
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Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
oracle	25	✓	✓	✓	✓
grapeshot	15	✓	✓	✓	✓
cloud	9	✗	✓	✗	✗
statements	7	✗	✗	✗	✗
partners	6	✗	✗	✗	✓





Usability

	Url	Domain : grapeshot.co.uk Length : 15
	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 : 2 Warnings : 10
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	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. Perfect, your website has few JavaScript files. 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	Great, your website has an XML sitemap. <code>http://grapeshot.co.uk/sitemap.xml</code>
	Robots.txt	<code>http://grapeshot.co.uk/robots.txt</code> Great, your website has a robots.txt file.
	Analytics	Missing

Optimization



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.