



Seo Analyzer iabcolombia.com

Generated on February 28 2022 00:37 AM






The score is 57/100







SEO Content

	Title	<p>Interactive Advertising Bureau iab Colombia</p> <p>Length : 45</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	Description	<p>iab Colombia: Más de 170 empresas comprometidas con el desarrollo del marketing y la publicidad digital y más de 1500 entidades participando en 44 países.</p> <p>Length : 154</p> <p>Great, your meta description contains between 70 and 160 characters.</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>es_ES</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Interactive Advertising Bureau iab Colombia</td> </tr> <tr> <td>description</td> <td>iab Colombia: Más de 170 empresas comprometidas con el desarrollo del marketing y la publicidad digital y más de 1500 entidades participando en 44 países.</td> </tr> <tr> <td>url</td> <td>https://www.iabcolombia.com/</td> </tr> <tr> <td>site_name</td> <td>IAB Colombia</td> </tr> <tr> <td>image</td> <td>https://www.iabcolombia.com/wp-content/uploads/2019/05/icon1.png</td> </tr> </tbody> </table>	Property	Content	locale	es_ES	type	website	title	Interactive Advertising Bureau iab Colombia	description	iab Colombia: Más de 170 empresas comprometidas con el desarrollo del marketing y la publicidad digital y más de 1500 entidades participando en 44 países.	url	https://www.iabcolombia.com/	site_name	IAB Colombia	image	https://www.iabcolombia.com/wp-content/uploads/2019/05/icon1.png
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	Headings	<p>H1 H2 H3 H4 H5 H6</p>																

SEO Content

		0 5 3 4 0 0
		<ul style="list-style-type: none"> • [H2] Plataformas de experiencia digital: herramientas clave para el mundo que está emergiendo • [H2] El 72% de los niños y adolescentes en América Latina piensan que esta Navidad será mejor que la del año anterior. • [H2] Boletín jurídico por Data & TIC • [H2] Eventos • [H2] Contacto • [H3] ' + anio + ' • [H3] Noticias • [H3] Blog • [H4] InteractiveAdvertising Bureau. • [H4] Sea miembro de IAB Colombia yavancemos en la era Digital. • [H4] Olga Britto. • [H4] Sitemap
	Images	<p>We found 25 images on this web page.</p> <p>22 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 : 4%</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	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

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 34 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 8.82%</p>

SEO Links

Internal Links 91.18%

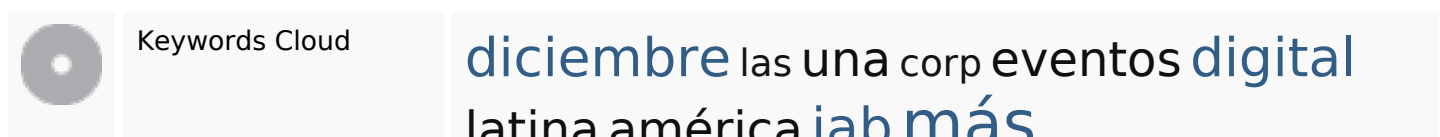
In-page links

Anchor	Type	Juice
Saltar al contenido	Internal	Passing Juice
Qué es IAB	Internal	Passing Juice
IAB Global	External	Passing Juice
Afiliaciones	Internal	Passing Juice
Educación	Internal	Passing Juice
Eventos	Internal	Passing Juice
Guías y estándares	External	Passing Juice
Sala de Prensa	Internal	Passing Juice
Estudios	Internal	Passing Juice
Documentos	Internal	Passing Juice
Artículos	Internal	Passing Juice
podcast	Internal	Passing Juice
Contáctenos	Internal	Passing Juice
CONVOCATORIA A AGENCIAS DE INVESTIGACIÓN PARA EL ESTUDIO LATINOAMERICANO DE CONSUMO DIGITAL	Internal	Passing Juice
Leer más	Internal	Passing Juice
IAB y la Universidad Central firman alianza para fortalecer las competencias del talento humano de la industria	Internal	Passing Juice
Leer más	Internal	Passing Juice
Kantar	Internal	Passing Juice
Lee más	Internal	Passing Juice
Ver Blog	Internal	Passing Juice
Leér más	Internal	Passing Juice
Preguntas frecuentes	Internal	Passing Juice
Políticas de privacidad	Internal	Passing Juice

In-page links

Certificados y documentación	Internal	Passing Juice
Acerca de IAB	Internal	Passing Juice
Afiliaciones	Internal	Passing Juice
Educación	Internal	Passing Juice
Eventos	Internal	Passing Juice
Guías y estándares	Internal	Passing Juice
Sala de prensa	Internal	Passing Juice
Blog	Internal	Passing Juice
Contáctenos	Internal	Passing Juice
IAB Colombia	Internal	Passing Juice
Tema Bootstrap para WordPress	External	Passing Juice

SEO Keywords







Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
más	8	✘	✘	✔	✘
digital	6	✘	✘	✔	✔
iab	5	✔	✘	✔	✔
diciembre	5	✘	✘	✘	✘
eventos	4	✘	✘	✘	✔












Usability

	Url	Domain : iabcolombia.com Length : 15
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Usability

	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is es.
	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 : 29 Warnings : 73
	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. 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
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Mobile

✓ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://iabcolombia.com/sitemap.xml https://www.iabcolombia.com/sitemap_index.xml
	Robots.txt	http://iabcolombia.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics