






# Seo Analyzer ipbc.com

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The score is 62/100







## SEO Content

	Title	IAM <b>Length : 3</b> Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	IAM is a unique and timely intelligence service that treats IP as a business asset and tool rather than simply as a legal right, informing boardrooms worldwide. <b>Length : 160</b> Great, your meta description contains between 70 and 160 characters.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://www.iam-media.com/events/content/all</td></tr><tr><td>description</td><td>IAM is a unique and timely intelligence service that treats IP as a business asset and tool rather than simply as a legal right, informing boardrooms worldwide.</td></tr><tr><td>image</td><td>/images/logos/iam2-logo.svg</td></tr></tbody></table>	Property	Content	url	https://www.iam-media.com/events/content/all	description	IAM is a unique and timely intelligence service that treats IP as a business asset and tool rather than simply as a legal right, informing boardrooms worldwide.	image	/images/logos/iam2-logo.svg				
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	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>0</td><td>0</td><td>6</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H3] About</li><li>• [H3] News &amp; Analysis</li><li>• [H3] Data &amp; Reports</li><li>• [H3] Rankings</li><li>• [H3] Insight</li></ul>	H1	H2	H3	H4	H5	H6	0	0	6	0	0	0
H1	H2	H3	H4	H5	H6									
0	0	6	0	0	0									

## SEO Content

		• [H3] Social
	Images	We found 6 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : <b>59%</b> Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	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 57 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 17.54% Internal Links 82.46%

## In-page links

Anchor	Type	Juice
<a href="#">Visit WTR</a>	External	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Archive</a>	Internal	Passing Juice
<a href="#">Register</a>	External	Passing Juice

## In-page links

<a href="#">News &amp; Analysis</a>	Internal	Passing Juice
<a href="#">Long Reads</a>	Internal	Passing Juice
<a href="#">Opinion</a>	Internal	Passing Juice
<a href="#">Copyright, designs &amp; trademarks</a>	Internal	Passing Juice
<a href="#">Finance &amp; valuation</a>	Internal	Passing Juice
<a href="#">FRAND/SEPs</a>	Internal	Passing Juice
<a href="#">Law &amp; policy</a>	Internal	Passing Juice
<a href="#">Licensing</a>	Internal	Passing Juice
<a href="#">Litigation</a>	Internal	Passing Juice
<a href="#">Trade secrets</a>	Internal	Passing Juice
<a href="#">Transactions</a>	Internal	Passing Juice
<a href="#">Artificial Intelligence</a>	Internal	Passing Juice
<a href="#">Automotive</a>	Internal	Passing Juice
<a href="#">Banking &amp; Financial Services</a>	Internal	Passing Juice
<a href="#">Internet &amp; IoT</a>	Internal	Passing Juice
<a href="#">Life Sciences</a>	Internal	Passing Juice
<a href="#">Mobile communications</a>	Internal	Passing Juice
<a href="#">Semiconductors</a>	Internal	Passing Juice
<a href="#">Telecommunications</a>	Internal	Passing Juice
<a href="#">Africa &amp; Middle East</a>	Internal	Passing Juice
<a href="#">Asia-Pacific</a>	Internal	Passing Juice
<a href="#">Europe</a>	Internal	Passing Juice
<a href="#">Latin America &amp; Caribbean</a>	Internal	Passing Juice
<a href="#">North America</a>	Internal	Passing Juice
<a href="#">Special Reports</a>	Internal	Passing Juice
<a href="#">Panel Reports</a>	Internal	Passing Juice
<a href="#">Reports Centre</a>	Internal	Passing Juice
<a href="#">Data Analysis</a>	Internal	Passing Juice

## In-page links

<a href="#">Data Hub</a>	Internal	Passing Juice
<a href="#">GTDI</a>	Internal	Passing Juice
<a href="#">Introduction</a>	Internal	Passing Juice
<a href="#">All Firms</a>	Internal	Passing Juice
<a href="#">All Individuals</a>	Internal	Passing Juice
<a href="#">Introduction</a>	Internal	Passing Juice
<a href="#">All individuals</a>	Internal	Passing Juice
<a href="#">IAM Global Leaders</a>	Internal	Passing Juice
<a href="#">Strategy 300 Global Leaders</a>	Internal	Passing Juice
<a href="#">Global Guides</a>	Internal	Passing Juice
<a href="#">Region/Industry Guides</a>	Internal	Passing Juice
<a href="#">Market Insight</a>	Internal	Passing Juice
<a href="#">IAM &amp; IPBC events</a>	Internal	Passing Juice
<a href="#">Diary</a>	Internal	Passing Juice
<a href="#">Subscribe Now</a>	External	Passing Juice
<a href="#">IPBC Global</a>	External	Passing Juice
<a href="#">IPBC Asia</a>	External	Passing Juice
<a href="#">Contacts</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">Terms &amp; conditions</a>	Internal	Passing Juice
<a href="#">IAM Market</a>	External	Passing Juice
<a href="#">IP Hall of Fame</a>	External	Passing Juice
<a href="#">Law Business Research</a>	External	Passing Juice
<a href="#">Terms and conditions</a>	External	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice

## SEO Keywords

Keywords Cloud

events reports data global all

## SEO Keywords



insight **analysis** guides **iam** leaders

### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
iam	10	✓	✗	✓	✗
global	8	✗	✗	✗	✗
reports	8	✗	✗	✗	✓
data	7	✗	✗	✗	✓
analysis	6	✗	✗	✗	✓










### Usability

	Url	Domain : ipbc.com Length : 8
	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.



## Document

	W3C Validity	Errors : 3 Warnings : 8
	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"><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> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## 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	Missing <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	Missing <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</p>

## Optimization



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.