

# Seo Analyzer later.com

Generated on March 01 2022 14:30 PM





The score is 58/100







## SEO Content

|             | Title   | Later: the social media scheduler & link in bio tool<br><b>Length : 56</b><br>Perfect, your title contains between 10 and 70 characters.  |          |         |     |                    |       |  |             |   |       |  |   |   |
|-------------|---|---|----------|---------|-----|--------------------|-------|--|-------------|---|-------|--|---|---|
|             | Description   | Later helps small businesses, social media managers, and creators harness the power of marketing strategy, social media scheduling, and a custom link in bio.<br><b>Length : 157</b><br>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.<br><table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://later.com/</td></tr><tr><td>title</td><td>Later: the social media scheduler &amp; link in bio tool</td></tr><tr><td>description</td><td>Later helps small businesses, social media managers, and creators harness the power of marketing strategy, social media scheduling, and a custom link in bio.</td></tr><tr><td>image</td><td>https://images.ctfassets.net/nfpsrlop6sws/6N6B6TUuI9vYX5XdMBAu2r/045d127806f39a7b925df116cb243df7/meta-img.png</td></tr></tbody></table> | Property | Content | url | https://later.com/ | title | Later: the social media scheduler & link in bio tool | description | Later helps small businesses, social media managers, and creators harness the power of marketing strategy, social media scheduling, and a custom link in bio. | image | https://images.ctfassets.net/nfpsrlop6sws/6N6B6TUuI9vYX5XdMBAu2r/045d127806f39a7b925df116cb243df7/meta-img.png |   |   |
| Property    | Content   |   |          |         |     |                    |       |  |             |   |       |  |   |   |
| url         | https://later.com/  |   |          |         |     |                    |       |  |             |   |       |  |   |   |
| title       | Later: the social media scheduler & link in bio tool  |   |          |         |     |                    |       |  |             |   |       |  |   |   |
| description | Later helps small businesses, social media managers, and creators harness the power of marketing strategy, social media scheduling, and a custom link in bio. |   |          |         |     |                    |       |  |             |   |       |  |   |   |
| image       | https://images.ctfassets.net/nfpsrlop6sws/6N6B6TUuI9vYX5XdMBAu2r/045d127806f39a7b925df116cb243df7/meta-img.png  |   |          |         |     |                    |       |  |             |   |       |  |   |   |
|             | 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>1</td><td>2</td><td>8</td><td>5</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] The world's favorite Instagram marketing platform (and much more).</li></ul>  | H1       | H2      | H3  | H4                 | H5    | H6   | 1           | 2   | 8     | 5  | 0 | 0 |
| H1          | H2  | H3  | H4       | H5      | H6  |                    |       |  |             |   |       |  |   |   |
| 1           | 2   | 8   | 5        | 0       | 0   |                    |       |  |             |   |       |  |   |   |

## SEO Content

|   |                 |   |
|---|-----------------|---|
|   |                 | <ul style="list-style-type: none"><li>• [H2] More than just scheduling</li><li>• [H2] A social media marketing platform that actually helps you grow</li><li>• [H3] Visual first</li><li>• [H3] Instagram's BFF</li><li>• [H3] No-pressure pricing</li><li>• [H3] Simple software</li><li>• [H3] Plan a month's worth of social media posts in minutes</li><li>• [H3] Find and share the right content</li><li>• [H3] Drive traffic. Track sales.</li><li>• [H3] Measure what matters</li><li>• [H4]</li><li>• [H4] VISUAL PLANNER</li><li>• [H4] USER-GENERATED CONTENT</li><li>• [H4] LINKIN.BIO</li><li>• [H4] ANALYTICS</li></ul> |
|    | Images          | We found 51 images on this web page.<br><br>47 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.   |
|   | Text/HTML Ratio | Ratio : <b>4%</b><br><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.   |
|  | Flash           | Perfect, no Flash content has been detected on this page.   |
|  | Iframe          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.  |

## 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 48 links including 2 link(s) to files   |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 2.08%<br><br>Internal Links 97.92% |


## In-page links

| Anchor                                 | Type     | Juice         |
|--|----------|---------------|
| <a href="#">Platform</a>               | Internal | Passing Juice |
| <a href="#">Scheduling</a>             | Internal | Passing Juice |
| <a href="#">Instagram Analytics</a>    | Internal | Passing Juice |
| <a href="#">Linkin.bio</a>             | Internal | Passing Juice |
| <a href="#">User-Generated Content</a> | Internal | Passing Juice |
| <a href="#">Instagram Stories</a>      | Internal | Passing Juice |
| <a href="#">Instagram Hashtags</a>     | Internal | Passing Juice |
| <a href="#">Pinterest Scheduling</a>   | Internal | Passing Juice |
| <a href="#">TikTok Scheduling</a>      | Internal | Passing Juice |
| <a href="#">LinkedIn Scheduling</a>    | Internal | Passing Juice |
| <a href="#">Pricing</a>                | Internal | Passing Juice |
| <a href="#">Blog</a>                   | Internal | Passing Juice |
| <a href="#">Careers</a>                | Internal | Passing Juice |
| <a href="#">Training</a>               | Internal | Passing Juice |
| <a href="#">Help Center</a>            | Internal | Passing Juice |
| <a href="#">About Us</a>               | Internal | Passing Juice |
| <a href="#">Sign In</a>                | Internal | Passing Juice |
| <a href="#">Create Free Account</a>    | Internal | Passing Juice |
| <a href="#">Learn more</a>             | Internal | Passing Juice |
| <a href="#">Learn more</a>             | Internal | Passing Juice |
| <a href="#">Learn more</a>             | Internal | Passing Juice |
| <a href="#">Learn more</a>             | Internal | Passing Juice |
| <a href="#">Signup</a>                 | Internal | Passing Juice |
| <a href="#">Pricing</a>                | Internal | Passing Juice |
| <a href="#">Careers</a>                | Internal | Passing Juice |
| <a href="#">Partners</a>               | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">About</a>                           | Internal | Passing Juice |
| <a href="#">Non-Profit</a>                      | External | Passing Juice |
| <a href="#">Ambassador T&amp;C's</a>            | Internal | Passing Juice |
| <a href="#">COVID-19 Safety Plan</a>            | Internal | Passing Juice |
| <a href="#">Instagram Analytics</a>             | Internal | Passing Juice |
| <a href="#">Instagram Stories Scheduling</a>    | Internal | Passing Juice |
| <a href="#">Instagram Hashtags</a>              | Internal | Passing Juice |
| <a href="#">Pinterest Scheduling</a>            | Internal | Passing Juice |
| <a href="#">Instagram Training</a>              | Internal | Passing Juice |
| <a href="#">Instagram Stories for Business</a>  | Internal | Passing Juice |
| <a href="#">First 1000 Followers</a>            | Internal | Passing Juice |
| <a href="#">30 Day Challenge</a>                | Internal | Passing Juice |
| <a href="#">Instagram Aesthetic</a>             | Internal | Passing Juice |
| <a href="#">Later Product Pro Certification</a> | Internal | Passing Juice |
| <a href="#">Instagram Marketing</a>             | Internal | Passing Juice |
| <a href="#">Instagram Hashtags</a>              | Internal | Passing Juice |
| <a href="#">Pinterest Marketing</a>             | Internal | Passing Juice |
| <a href="#">Instagram Followers</a>             | Internal | Passing Juice |
| <a href="#">Instagram Engagement</a>            | Internal | Passing Juice |
| <a href="#">Subscribe</a>                       | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>                  | Internal | Passing Juice |
| <a href="#">Terms of Use</a>                    | Internal | Passing Juice |






## SEO Keywords

|  |                |   |
|--|----------------|---|
|  | Keywords Cloud | create <b>scheduling</b> more account free<br>social content <b>instagram</b> later<br>platform |
|--|----------------|---|





## Keywords Consistency

| Keyword    | Content | Title | Keywords | Description | Headings |
|------------|---------|-------|----------|-------------|----------|
| instagram  | 21      | ✘     | ✘        | ✘           | ✔        |
| scheduling | 15      | ✘     | ✘        | ✔           | ✔        |
| later      | 11      | ✔     | ✘        | ✔           | ✘        |
| social     | 11      | ✔     | ✘        | ✔           | ✔        |
| more       | 11      | ✘     | ✘        | ✘           | ✔        |

## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : later.com<br>Length : 9                  |
|    | 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.             |
|  | W3C Validity  | Errors : 69<br>Warnings : 9                          |
|  | 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"><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>✗ Too bad, your website has too many JS files (more than 6).</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> |
|--|---------------------|--|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><pre>http://later.com/sitemap.xml</pre> <pre>https://later.com/sitemap.xml</pre>   |
|  | Robots.txt  | <pre>http://later.com/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>  |
|  | Analytics   | Missing<br><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 good to install a second in order to cross-check the data.</p> |