Seo Analyzer mediasmart.es

The score is 50/100

SEO Content

⚠️	Title	Mobile Marketing Platform | DSP For Advertising With Transparency | mediasmart® **Length : 79** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Mobile Marketing Platform To Buy Media Efficiently. mediasmart's Self-serve Demand Side Platform Increases ROI With Incrementality **Length : 135** Great, your meta description contains between 70 and 160 characters.
✅	Keywords	Programmatic platform,programmatic marketing,performance marketing company,performance marketing platform,demand side platform,mobile marketing platform,mobile advertising platform,app marketing company,app marketing,mobile advertising company,app installs,mobile marketing company,mobile marketing solution,mobile advertising solution Good, your page contains meta keywords.
❌	Og Meta Properties	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.
⚪	Headings	<table><tr><td>**H1**</td><td>**H2**</td><td>**H3**</td><td>**H4**</td><td>**H5**</td><td>**H6**</td></tr><tr><td>1</td><td>20</td><td>8</td><td>2</td><td>8</td><td>0</td></tr></table> [H1] Self Serve Programmatic Platform For [H2] Proximity Marketing [H2] Connected TV [H2] Incremental App Marketing [H2] Programmatic Brand Marketing [H2] Demand Side Programmatic Platform [H2] Incremental Ad Server [H2] Footfall Measurement Platform [H2] Proximity Marketing

SEO Content

- [H2] Connected TV
- [H2] App Marketing With Incrementality Measurement
- [H2] Programmatic Brand Marketing
- [H2] the mediasmart difference
- [H2] Our Products
- [H2] Demand Side Programmatic Platform
- [H2] Incremental Ad Server
- [H2] Footfall Measurement Platform
- [H2] Partners
- [H2] High Quality Global Inventory And Unparalleled Reach Through Our Proprietary Platform
- [H2] ClientTestimonials
- [H2] Get in touch however you like. We're always happy to help
- [H3] Self Service, Full API & Whitelabel
- [H3] Audience Management & Integrations
- [H3] Incremental Metrics
- [H3] Worldwide Premium Mobile & CTV Inventory (oRTB & Deals)
- [H3] Mobile First, Proprietary & Proven Technology
- [H3] Mobile First, Proprietary & Proven Technology
- [H3] Integrated Supply Partners
- [H3] Brand Safety, Data, Tracking and Creative Optimization
- [H4] Incremental Growth
- [H4] mediasmart mobile
- [H5] Popular Features
- [H5] Popular Features
- [H5] Popular Features
- [H5] # About Us
- [H5] Quick Links
- [H5] Solutions
- [H5] Products
- [H5] Cookies

❌	Images	We found 69 images on this web page. 69 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 : **13%** 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

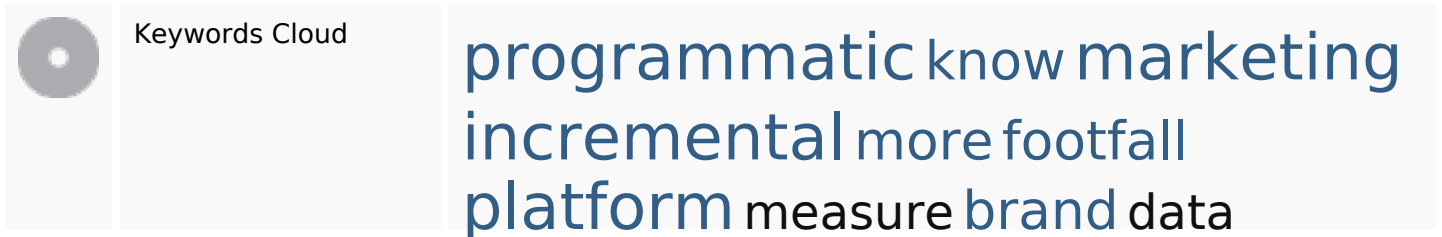|		
❌	URL Rewrite	Bad. Your links have query string.
❌	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
❌	In-page links	We found a total of 20 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%

In-page links

Anchor	Type	Juice
Blogs	External	Passing Juice
Contact Us	External	Passing Juice
About Us	External	Passing Juice
LOGIN	External	Passing Juice
SIGN UP	External	Passing Juice
Proximity Marketing	External	Passing Juice
Connected TV	External	Passing Juice
Incremental App Marketing	External	Passing Juice
Programmatic Brand Marketing	External	Passing Juice
Demand Side Programmatic Platform	External	Passing Juice
Incremental Ad Server	External	Passing Juice
Footfall Measurement Platform	External	Passing Juice
SIGN UP	External	Passing Juice
PARTNERSHIP REQUEST	External	Passing Juice
-	External	Passing Juice
-	External	Passing Juice

In-page links

-	External	Passing Juice
-	External	Passing Juice
Terms of Services	External	Passing Juice
Privacy Policy	External	Passing Juice

SEO Keywords

Keywords Cloud	**programmatic** know **marketing** **incremental** more footfall **platform** measure brand data

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
platform	10	✔	✔	✔	✔
programmatic	10	✖	✔	✖	✔
marketing	9	✔	✔	✔	✔
incremental	8	✖	✖	✔	✔
know	7	✖	✖	✖	✖

Usability

	Url	Domain : mediasmart.es Length : 13
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.

Usability

	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 : 95 Warnings : 6
	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	✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ Perfect, your website has few JavaScript files.
		✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.

Optimization

✓		http://mediasmart.es/sitemap.xml
✓	Robots.txt	http://mediasmart.es/robots.txt Great, your website has a robots.txt file.
✓	Analytics	Great, your website has an analytics tool. Google Analytics