



Seo Analyzer neodatagroup.com

Generated on March 03 2022 16:30 PM




The score is 54/100



SEO Content

	<p>Title</p>	<p>Home - Neodata Group</p> <p>Length : 20</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	<p>Description</p>	<p>I tuoi dati di prima parte, sia online sia offline, arricchiti e disponibili per il retargeting e I&#039;attivazione per I&#039;ad</p> <p>Length : 130</p> <p>Great, your meta description contains between 70 and 160 characters.</p>																
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1899"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>it_IT</td> </tr> <tr> <td>locale:alternate</td> <td>en_GB</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Home - Neodata Group</td> </tr> <tr> <td>description</td> <td>I tuoi dati di prima parte, sia online sia offline, arricchiti e disponibili per il retargeting e I&#039;attivazione per I&#039;ad</td> </tr> <tr> <td>url</td> <td>https://www.neodatagroup.com/</td> </tr> <tr> <td>site_name</td> <td>Neodata Group</td> </tr> </tbody> </table>	Property	Content	locale	it_IT	locale:alternate	en_GB	type	website	title	Home - Neodata Group	description	I tuoi dati di prima parte, sia online sia offline, arricchiti e disponibili per il retargeting e I'attivazione per I'ad	url	https://www.neodatagroup.com/	site_name	Neodata Group
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	<p>Headings</p>	<table border="1" data-bbox="539 1928 1481 2000"> <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>7</td> <td>6</td> <td>11</td> <td>3</td> <td>12</td> </tr> </tbody> </table> <ul data-bbox="614 2029 962 2063" style="list-style-type: none"> • [H2] Le nostre soluzioni 	H1	H2	H3	H4	H5	H6	0	7	6	11	3	12				
H1	H2	H3	H4	H5	H6													
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SEO Content

		<ul style="list-style-type: none">• [H2] Applichiamo intelligenza ai dati• [H2] NESSIE - UPA Data Lake• [H2] Certification Program• [H2] Ultime News• [H2] Si fidano di noi• [H2] Progetti• [H3] Neodata Group ricerca, crea e sviluppa tecnologie innovative e customizzabili per la raccolta, la gestione e l'utilizzo di Big Data. Accompagniamo Brand, Publisher, Media Agency e Broadcaster nella loro Digital Strategy.• [H3] Che cos'è e cosa fa una CDP?• [H3] 2022: Come la nuova Privacy Policy cambia l'Adv online• [H3] 2022 exaudi Audience Platform Evolution• [H3] Dati di Prima Parte, Identificativo Unico e Sostenibilità: exaudi è pronta al 2022• [H3] Voglio ricevere la newsletter• [H4] exaudi Audience Platform• [H4] ad.agio ad server• [H4] contexto• [H4] Addressable TV• [H4] Data Lake• [H4] Data Consulting• [H4] Progetto ISAAC• [H4] Progetto SVAMP• [H4] Progetto PATHFINDER• [H4] Help Center• [H4] Resta sempre aggiornato• [H5] Neodata Lab• [H5] Next gGeneration System for Strategic Insights Explotation• [H5] exaudi Audience Platform• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più• [H6] Scopri di più
	Images	<p>We found 23 images on this web page.</p> <p>15 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	<p>Perfect, no Flash content has been detected on this page.</p>

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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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 28 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

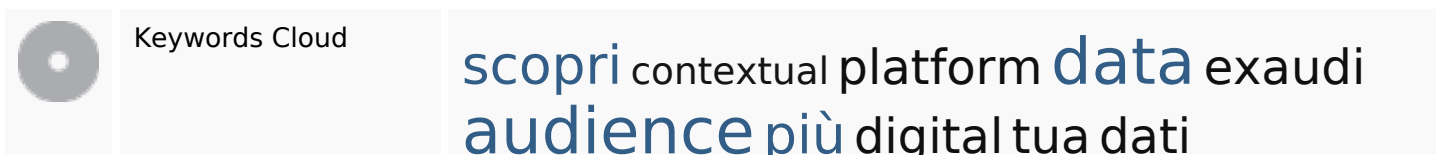
In-page links

Anchor	Type	Juice
La tua Audience accessibile e gestibile da un unico luogo	Internal	Passing Juice
ADV Digital multicanale da un'unica interfaccia	Internal	Passing Juice
Contextual Advertising e Contextual Targeting	Internal	Passing Juice
Inventory televisiva digitale in tempo reale	Internal	Passing Juice
Accesso facile e veloce a tutti i tuoi dati, già integrati	Internal	Passing Juice
Il nostro know-how sui Big Data a tua disposizione	Internal	Passing Juice
Estendi la tua Audience, aumenta le conversioni	Internal	Passing Juice
Gestisci il traffico dei tuoi network	Internal	Passing Juice
Tecnologia per una First-Party Data-Driven Strategy	Internal	Passing Juice
Tecnologia per una strategia Linear e Digital omnicanaled	Internal	Passing Juice
Company	Internal	Passing Juice

In-page links

Blog	Internal	Passing Juice
Careers	Internal	Passing Juice
Parlane con noi	Internal	Passing Juice
EN	Internal	Passing Juice
IT	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Blog	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Privacy	Internal	Passing Juice
Services Privacy Policy	Internal	Passing Juice
Soluzioni	Internal	Passing Juice
Use Case	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
data	12	✓	✗	✗	✓
audience	10	✗	✗	✗	✓







Keywords Consistency

scopri	9	✘	✘	✘	✔
più	9	✘	✘	✘	✔
platform	6	✘	✘	✘	✔

Usability

	Url	Domain : neodatagroup.com Length : 16
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is it.
	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 : 77 Warnings : 113
	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.

Document

- ✘ 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

- ✔ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<http://neodatagroup.com/sitemap.xml>



Robots.txt

<http://neodatagroup.com/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics