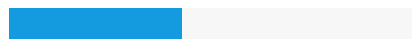









The score is **36/100**







SEO Content

	<p>Title</p>	<p>Oddcast - The Participation Marketing Company</p> <p>Length : 45</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Oddcast is a viral marketing company specializing in online technologies that open up new possibilities for audience personalization and engagement.</p> <p>Length : 148</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>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.</p>												
	<p>Headings</p>	<table border="1" data-bbox="539 1440 1481 1514"> <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>1</td> <td>3</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1547 1469 1742" style="list-style-type: none"> • [H1] For over 10 years, Oddcast technology has powered the web's most successful campaigns. How can we help you? • [H2] Campaign Stories • [H3] Marketers • [H3] Developers • [H3] Our video library 	H1	H2	H3	H4	H5	H6	1	1	3	0	0	0
H1	H2	H3	H4	H5	H6									
1	1	3	0	0	0									
	<p>Images</p>	<p>We found 28 images on this web page.</p> <p>27 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	<p>Text/HTML Ratio</p>	<p>Ratio : 0%</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>												

SEO 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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 24 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 33.33% Internal Links 66.67%


In-page links

Anchor	Type	Juice
About	Internal	Passing Juice
Showcase	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Technology	Internal	Passing Juice
Developers	Internal	Passing Juice
Press	Internal	Passing Juice
Blog	Internal	Passing Juice
Contact	Internal	Passing Juice
Widgets	Internal	Passing Juice
View Campaign &#62:	External	Passing Juice

In-page links

View Campaign #62:	External	Passing Juice
View Campaign #62:	External	Passing Juice
View Campaign #62:	External	Passing Juice
View Campaign #62:	External	Passing Juice
View Campaign #62:	Internal	Passing Juice
View Campaign #62:	External	Passing Juice
View Campaign #62:	External	Passing Juice
View Campaign #62:	Internal	Passing Juice
View Campaign #62:	External	Passing Juice
Terms	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Support	Internal	Passing Juice
Account Login	Internal	Passing Juice
Careers	Internal	Passing Juice



SEO Keywords

	Keywords Cloud	
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : oddcast.com Length : 11
	Favicon	Great, your website has a favicon.





Usability

	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	XHTML 1.0 Transitional
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 27 Warnings : 11
	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. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Mobile

Optimization

	XML Sitemap	<p>Missing</p> <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	<p>Missing</p> <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>
	Analytics	<p>Great, your website has an analytics tool.</p> <div data-bbox="544 1003 1481 1077"> Google Analytics</div>