



# Seo Analyzer pardot.com

Generated on April 01 2022 07:14 AM





The score is 55/100







## SEO Content

	<p>Title</p>	<p>Pardot   Powerful B2B Marketing Automation by Salesforce</p> <p><b>Length : 56</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<p>Description</p>	<p>Pardot offers powerful marketing automation to help marketing and sales teams find and nurture the best leads, close more deals, and maximize ROI.</p> <p><b>Length : 146</b></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 <a href="#">this free online meta tags generator</a> 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 1317 1481 1910"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Salesforce Pardot B2B Marketing Automation</td> </tr> <tr> <td>description</td> <td>Pardot offers powerful marketing automation to help marketing and sales teams find and nurture the best leads, close more deals, and maximize ROI.</td> </tr> <tr> <td>url</td> <td>https://www.pardot.com/</td> </tr> <tr> <td>site_name</td> <td>Salesforce Pardot</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Salesforce Pardot B2B Marketing Automation	description	Pardot offers powerful marketing automation to help marketing and sales teams find and nurture the best leads, close more deals, and maximize ROI.	url	https://www.pardot.com/	site_name	Salesforce Pardot
Property	Content															
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	<p>Headings</p>	<table border="1" data-bbox="539 1933 1481 2011"> <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>11</td> <td>8</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 2033 1072 2069" style="list-style-type: none"> <li>[H1] B2B Marketing Automation</li> </ul>	H1	H2	H3	H4	H5	H6	1	11	8	0	0	0		
H1	H2	H3	H4	H5	H6											
1	11	8	0	0	0											

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Trailblazers succeed with Pardot.</li><li>• [H2] --&gt;</li><li>• [H2] --&gt;</li><li>• [H2] Understand Marketing Automation in 90 Seconds.</li><li>• [H2] Become a marketer that sales teams love.</li><li>• [H2] Never stop learning.</li><li>• [H2] Solutions</li><li>• [H2] Pricing</li><li>• [H2] Why Pardot</li><li>• [H2] Resources</li><li>• [H2] About Us</li><li>• [H3] Know Your Leads.</li><li>• [H3] Get More Leads.</li><li>• [H3] Make Every Dollar Count.</li><li>• [H3] Deliver Personalized Content.</li><li>• [H3] The 6th State of Marketing Report</li><li>• [H3] The Pardot Time-to-Value Guide</li><li>• [H3] B2B Marketing Trends</li><li>• [H3] Your Guide to 3 Perfect Days of ParDreamin'</li></ul>
	Images	<p>We found 23 images on this web page.</p> <p>13 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 : <b>6%</b></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>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	<p>Bad. Your links have query string.</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 92 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p>

## SEO Links

External Links : Passing Juice 26.09%

Internal Links 73.91%

### In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Work.com</a>	External	Passing Juice
<a href="#">Leading Through Change with Data</a>	External	Passing Juice
<a href="#">COVID-19 Data Hub</a>	External	Passing Juice
<a href="#">COVID-19 Global Daily Tracker</a>	External	Passing Juice
<a href="#">Global Economy Data Track</a>	External	Passing Juice
<a href="#">Government Data Track</a>	External	Passing Juice
<a href="#">Healthcare Data Track</a>	External	Passing Juice
<a href="#">B-Well Together</a>	External	Passing Juice
<a href="#">Leading Through Change</a>	External	Passing Juice
<a href="#">Salesforce Care</a>	External	Passing Juice
<a href="#">Leading Through Change Blog</a>	External	Passing Juice
<a href="#">Trailhead Resources</a>	External	Passing Juice
<a href="#">AppExchange Resources</a>	External	Passing Juice
<a href="#">MuleSoft Resources</a>	External	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Customer Hub</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Knowledge Base</a>	External	Passing Juice
<a href="#">Open Support Ticket</a>	External	Passing Juice
<a href="#">Take a Guided Tour</a>	Internal	Passing Juice
<a href="#">Solutions</a>	Internal	Passing Juice

## In-page links

<a href="#">Marketing Automation</a>	Internal	Passing Juice
<a href="#">Streamlined Lead Management</a>	Internal	Passing Juice
<a href="#">Smarter Lead Generation</a>	Internal	Passing Juice
<a href="#">Email Marketing</a>	Internal	Passing Juice
<a href="#">Seamless Sales Alignment</a>	Internal	Passing Juice
<a href="#">Insightful ROI Reporting</a>	Internal	Passing Juice
<a href="#">Artificial Intelligence</a>	Internal	Passing Juice
<a href="#">B2B Marketing Analytics</a>	Internal	Passing Juice
<a href="#">Salesforce Engage</a>	Internal	Passing Juice
<a href="#">Account-Based Marketing</a>	External	Passing Juice
<a href="#">Industries</a>	Internal	Passing Juice
<a href="#">Financial Services</a>	Internal	Passing Juice
<a href="#">Healthcare &amp; Life Sciences</a>	Internal	Passing Juice
<a href="#">Manufacturing</a>	Internal	Passing Juice
<a href="#">Media</a>	Internal	Passing Juice
<a href="#">Pricing</a>	Internal	Passing Juice
<a href="#">Why Pardot</a>	Internal	Passing Juice
<a href="#">Customer Success</a>	Internal	Passing Juice
<a href="#">Service and Support</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">B2B Marketing Resources</a>	Internal	Passing Juice
<a href="#">Webinars and Events</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">Idea Exchange</a>	External	Passing Juice
<a href="#">ROI Calculator</a>	Internal	Passing Juice
<a href="#">What is Marketing Automation?</a>	Internal	Passing Juice
<a href="#">What is Account-Based Marketing?</a>	Internal	Passing Juice
<a href="#">What is Lead Nurturing?</a>	Internal	Passing Juice

## In-page links

<a href="#">What is Inbound Marketing?</a>	Internal	Passing Juice
<a href="#">What is Conversational Marketing?</a>	Internal	Passing Juice
<a href="#">Apps</a>	External	Passing Juice
<a href="#">API Documentation</a>	Internal	Passing Juice
<a href="#">Releases</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">Partners</a>	External	Passing Juice
<a href="#">WATCH DEMO</a>	Internal	Passing Juice
<a href="#">Read Full Case Study</a>	Internal	Passing Juice
<a href="#">The 6th State of Marketing Report</a>	Internal	Passing Juice
<a href="#">The Pardot Time-to-Value Guide</a>	External	Passing Juice
<a href="#">B2B Marketing Trends</a>	Internal	Passing Juice
<a href="#">Your Guide to 3 Perfect Days of ParDreamin&amp;rsquo;</a>	Internal	Passing Juice
<a href="#">Request a Demo</a>	External	Passing Juice
<a href="#">Solutions</a>	Internal	Passing Juice
<a href="#">Marketing Automation</a>	Internal	Passing Juice
<a href="#">B2B Marketing Analytics</a>	Internal	Passing Juice
<a href="#">Salesforce Engage</a>	Internal	Passing Juice
<a href="#">Marketing Automation for Financial Services</a>	Internal	Passing Juice
<a href="#">Marketing Automation for Healthcare &amp; Life Sciences</a>	Internal	Passing Juice
<a href="#">Marketing Automation for Manufacturing</a>	Internal	Passing Juice
<a href="#">Marketing Automation for Media</a>	Internal	Passing Juice
<a href="#">Why Pardot</a>	Internal	Passing Juice
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<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Partners</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice
<a href="#">Permission Based Marketing Policy</a>	Internal	Passing Juice
<a href="#">Website Terms of Use</a>	Internal	Passing Juice
<a href="#">Report Abuse</a>	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	16	✓	✗	✓	✓
resources	10	✗	✗	✗	✓
data	10	✗	✗	✗	✗
covid-19	6	✗	✗	✗	✗
leading	6	✗	✗	✗	✗

## Usability

	Url	Domain : pardot.com Length : 10
	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 : 0 Warnings : 1
	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> Too bad, your website has too many CSS files (more than 4).</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 data-bbox="555 197 767 232"> Apple Icon</li><li data-bbox="555 264 879 300"> Meta Viewport Tag</li><li data-bbox="555 331 807 367"> Flash content</li></ul>
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## Optimization

	XML Sitemap	<p data-bbox="539 577 1094 613">Great, your website has an XML sitemap.</p> <p data-bbox="549 658 967 694"><a href="http://pardot.com/sitemap.xml">http://pardot.com/sitemap.xml</a></p>
	Robots.txt	<p data-bbox="539 734 919 770"><a href="http://pardot.com/robots.txt">http://pardot.com/robots.txt</a></p> <p data-bbox="539 801 1082 837">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 869 1098 904">Great, your website has an analytics tool.</p> <p data-bbox="549 949 858 1003"> Google Analytics</p>