



Seo Analyzer postlight.com

Generated on March 30 2022 21:01 PM

The score is 62/100



SEO Content

	Title	Postlight — Digital Strategy, Design, and Engineering Length : 53 Perfect, your title contains between 10 and 70 characters.																		
	Description	Postlight builds innovative growth-oriented platforms, websites, and apps serving millions. Length : 91 Great, your meta description contains between 70 and 160 characters.																		
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																		
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><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>Postlight — Digital Strategy, Design, and Engineering</td></tr><tr><td>description</td><td>Postlight builds innovative growth-oriented platforms, websites, and apps serving millions.</td></tr><tr><td>url</td><td>https://postlight.com/</td></tr><tr><td>site_name</td><td>Postlight — Digital Strategy, Design and Engineering</td></tr><tr><td>image</td><td>https://postlight.com/wp-content/uploads/2020/06/Home.png?fit=1200%2C675</td></tr><tr><td>image:secure_url</td><td>https://postlight.com/wp-content/uploads/2020/06/Home.png?fit=1200%2C675</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Postlight — Digital Strategy, Design, and Engineering	description	Postlight builds innovative growth-oriented platforms, websites, and apps serving millions.	url	https://postlight.com/	site_name	Postlight — Digital Strategy, Design and Engineering	image	https://postlight.com/wp-content/uploads/2020/06/Home.png?fit=1200%2C675	image:secure_url	https://postlight.com/wp-content/uploads/2020/06/Home.png?fit=1200%2C675
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SEO Content

image:width 1200





image:height 675

Headings





H1	H2	H3	H4	H5	H6
1	15	10	4	13	0

- [H1] Your Partner for the Next Big Leap
- [H2] We bring strategy, design, and engineering to deliver platforms and experiences that drive digital transformation.
- [H2] Bringing climate science to culture
- [H2] Digital Transformation for Urban Transportation
- [H2] Delivering Tomorrow's Trading Platform
- [H2] A DIGITAL HOME FOR A COMMUNITY OF CLIMATE ENTREPRENEURS
- [H2] A Custom CRM for the World's Greatest Athletes
- [H2] An Award-Winning Mobile Experience
- [H2] Recapturing the charm of print media
- [H2] Clients
- [H2] A State-of-the-Art Developer Experience
- [H2] A Better Lens for the Web
- [H2] Your must-have how-to guide for driving digital transformation is here.
- [H2] Tech changes everything
- [H2] Talk to us
- [H2] Talk to us
- [H3] New episode every Tuesday
- [H3] #325 Too Many Monkeys: Handing Back Responsibilities With Tony Haile
- [H3] #324 The Price Tag for Climate Change: With Probable Futures
- [H3] #323 In the Jungle: On Leadership Metaphors
- [H3] #322 Incremental Revolution: On TypeScript With Orta Therox
- [H3] Avoiding the Success Bias
- [H3] A Day in the Life of 3 Postlight Engineers
- [H3] Impatience Is a Virtue
- [H3] How to Product Manage Like a Point Guard
- [H3] We're your experienced product partner.
- [H4] Drake Martinet
- [H4] Navigate
- [H4] Capabilities
- [H4] Contact
- [H5] Probable Futures
- [H5] MTA
- [H5] Goldman Sachs
- [H5] LOWERCARBON CAPITAL
- [H5] The Players' Tribune
- [H5] Audubon
- [H5] Air Mail
- [H5] Mailchimp Developer
- [H5] Bloomberg
- [H5] Strategy
- [H5] Postlight
- [H5] Strategy

SEO Content

		• [H5] Product
	Images	We found 44 images on this web page. 33 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 : 18% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 20 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 15% Internal Links 85%

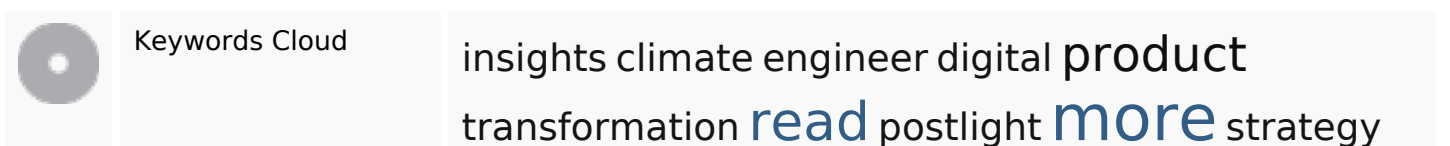
In-page links

Anchor	Type	Juice
Work	Internal	Passing Juice
Insights	Internal	Passing Juice
Podcast	Internal	Passing Juice

In-page links

Labs	Internal	Passing Juice
Careers	Internal	Passing Juice
About	Internal	Passing Juice
Search	Internal	Passing Juice
Get in touch	Internal	Passing Juice
Podcast	Internal	Passing Juice
Insights	Internal	Passing Juice
Events	Internal	Passing Juice
Overview	Internal	Passing Juice
Platform Architecture	Internal	Passing Juice
Product Strategy	Internal	Passing Juice
Product Design	Internal	Passing Juice
Software Engineering	Internal	Passing Juice
@postlight	External	Passing Juice
Privacy Policy	Internal	Passing Juice
Privacy Policy	External	Passing Juice
Terms of Service	External	Passing Juice

SEO Keywords







Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	12	✘	✘	✘	✘
read	9	✘	✘	✘	✘
product	6	✘	✘	✘	✔







Keywords Consistency

postlight	4	✓	✗	✓	✓
digital	4	✓	✗	✗	✓


Usability


	Url	Domain : postlight.com 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.
	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 : 48 Warnings : 14
	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.

Document

 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://postlight.com/sitemap.xml>



Robots.txt

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

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics