Seo Analyzer ptc.com

Generated on March 22 2022 03:53 AM

The score is 67/100

SEO Content

✓	Title	Digital Transformation Solutions to Unlock the Value of IIoT | PTC **Length : 67** Perfect, your title contains between 10 and 70 characters.
✓	Description	Increase operational efficiency, while transforming how products are created and serviced. Learn how PTC is changing the game in digital transformation. **Length : 152** 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.

Property	Content
title	Digital Transformation Solutions to Unlock the Value of IIoT | PTC
type	article
url	https://www.ptc.com
image	https://www.ptc.com
image:width	600
image:height	280
description	Increase operational efficiency, while transforming how products are created and serviced. Learn how PTC is changing the game in digital transformation.

Headings					
H1	**H2**	**H3**	**H4**	**H5**	**H6**

SEO Content

		0 0 21 0 0 0
		• [H3] Improve Efficiency • [H3] Asset Efficiency • [H3] Technician Productivity • [H3] Design Optimization • [H3] Lost Time Incidents • [H3] Maximize Revenue Growth • [H3] New Business Models • [H3] On-time Delivery • [H3] Customer Lifetime Value • [H3] Throughput • [H3] Service Revenue • [H3] Takt Time • [H3] Upskilling • [H3] Mass Customization • [H3] Sustainable Competitive Advantage • [H3] Reduce Operational Costs • [H3] Labor Costs • [H3] Materials Costs • [H3] Overhead Costs • [H3] Compliance Costs • [H3] Truck Rolls
❌	Images	We found 4 images on this web page. 2 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 : **35%** Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

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 14 links including 0 link(s) to files

SEO Links

✅		
⦾	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
-	Internal	Passing Juice
About Us	Internal	Passing Juice
Products	Internal	Passing Juice
Education	Internal	Passing Juice
Try & Buy	Internal	Passing Juice
Leadership	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
News	Internal	Passing Juice
Partners	Internal	Passing Juice
Events	Internal	Passing Juice
Global Locations	Internal	Passing Juice
Legal	Internal	Passing Juice
Security	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords

⦾	Keywords Cloud	service time products value increase revenue new costs efficiency business

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
costs	14	✖	✖	✖	✔
service	13	✖	✖	✔	✔
efficiency	11	✖	✖	✔	✔
time	11	✖	✖	✖	✔
revenue	10	✖	✖	✖	✔

Usability

	Url	Domain : ptc.com Length : 7
✔	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 : 23 Warnings : 8
✔	Email Privacy	Great no email address has been found in plain text!

Document

✅	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. ✖ 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://ptc.com/sitemap.xml https://www.ptc.com/sitemap.xml https://www.mathcad.com/mathcad-sitemap.xml https://developer.thingworx.com/thingworx-sitemap.xml
✅	Robots.txt	http://ptc.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.