

Seo Analyzer pubmatic.com

Generated on April 04 2022 09:46 AM





The score is 59/100



SEO Content

	Title	<p>Programmatic Digital Advertising Technology & Solutions PubMatic</p> <p>Length : 70</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	Description	<p>PubMatic is a digital advertising technology company who empowers premium app developers and publishers to maximize their programmatic advertising business.</p> <p>Length : 156</p> <p>Great, your meta description contains between 70 and 160 characters.</p>																
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>locale:alternate</td><td>ja_JP</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Programmatic Digital Advertising Technology & Solutions PubMatic</td></tr><tr><td>description</td><td>PubMatic is a digital advertising technology company who empowers premium app developers and publishers to maximize their programmatic advertising business.</td></tr><tr><td>url</td><td>https://pubmatic.com/</td></tr><tr><td>site_name</td><td>PubMatic</td></tr></tbody></table>	Property	Content	locale	en_US	locale:alternate	ja_JP	type	website	title	Programmatic Digital Advertising Technology & Solutions PubMatic	description	PubMatic is a digital advertising technology company who empowers premium app developers and publishers to maximize their programmatic advertising business.	url	https://pubmatic.com/	site_name	PubMatic
Property	Content																	
locale	en_US																	
locale:alternate	ja_JP																	
type	website																	
title	Programmatic Digital Advertising Technology & Solutions PubMatic																	
description	PubMatic is a digital advertising technology company who empowers premium app developers and publishers to maximize their programmatic advertising business.																	
url	https://pubmatic.com/																	
site_name	PubMatic																	





SEO Content

		<p>image https://pubmatic.com/wp-content/uploads/2021/03/img-homepage-01.jpg</p> <p>image:secure_url https://pubmatic.com/wp-content/uploads/2021/03/img-homepage-01.jpg</p> <p>image:width 1680</p> <p>image:height 600</p>												
	<p>Headings</p>	<table border="1" style="width: 100%; text-align: center;"> <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>8</td> <td>0</td> <td>2</td> <td>9</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] THE FUTURE OF DIGITAL ADVERTISING, BUILT FOR YOU. • [H1] GLOBAL AD SPEND TRENDS • [H1] THE FUTURE OF PROGRAMMATIC. DELIVERED. • [H1] WE HELP YOU STAY AHEAD OF INDUSTRY TRENDS • [H1] SCALE THAT DELIVERS VALUE • [H1] 710 • [H1] ~1.2T • [H1] 3.3 • [H3] New Report:How to Approach Cross-Screen Video Ad Addressability • [H3] PubMatic maximizes customer value by delivering digital advertising’s supply chain of the future • [H4] SUBSCRIBE TO UPDATES • [H4] How Publishers Are Solving Identity Resolution In 2022 • [H4] How To Approach Cross-Screen Video Ad Addressability • [H4] Welcome to the Future of Digital Advertising, Built for You • [H4] Making Waves: The Next Generation of Sustainability and DE&I • [H4] How Publishers Are Solving Identity Resolution In 2022 • [H4] How To Approach Cross-Screen Video Ad Addressability • [H4] Welcome to the Future of Digital Advertising, Built for You • [H4] Making Waves: The Next Generation of Sustainability and DE&I 	H1	H2	H3	H4	H5	H6	8	0	2	9	0	0
H1	H2	H3	H4	H5	H6									
8	0	2	9	0	0									
	<p>Images</p>	<p>We found 30 images on this web page.</p> <p>30 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 : 28%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>												
	<p>Flash</p>	<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.
---	--------	--

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 53 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.77% Internal Links 96.23%

In-page links

Anchor	Type	Juice
Solutions	Internal	Passing Juice
For Publishers	Internal	Passing Juice
For Buyers	Internal	Passing Juice
For App Developers	Internal	Passing Juice
For Video Publishers	Internal	Passing Juice
Products	Internal	Passing Juice
AD QUALITY	Internal	Passing Juice
CROSS-SCREEN VIDEO	Internal	Passing Juice
INVENTORY QUALITY	Internal	Passing Juice
MEDIA BUYER CONSOLE	Internal	Passing Juice
OPENWRAP	Internal	Passing Juice

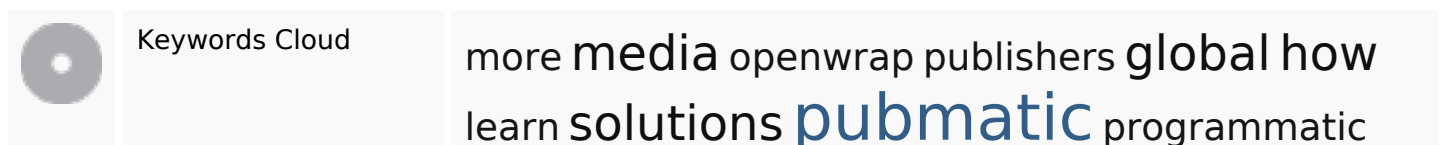
In-page links

OPENWRAP OTT	Internal	Passing Juice
OPENWRAP SDK	Internal	Passing Juice
PRIVATE MARKETPLACES	Internal	Passing Juice
AUDIENCE ENCORE	Internal	Passing Juice
IDENTITY HUB	Internal	Passing Juice
Resources	Internal	Passing Juice
PubMatic Blog	Internal	Passing Juice
Research	Internal	Passing Juice
Case Studies	Internal	Passing Juice
PubAcademy	Internal	Passing Juice
Documentation	Internal	Passing Juice
About	Internal	Passing Juice
About Us	Internal	Passing Juice
Global Infrastructure	Internal	Passing Juice
Locations	Internal	Passing Juice
News	Internal	Passing Juice
Events	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
Careers	Internal	Passing Juice
Jobs	Internal	Passing Juice
Engineering	Internal	Passing Juice
Our People	Internal	Passing Juice
Diversity, Equity & Inclusion	Internal	Passing Juice
Life @ PubMatic	Internal	Passing Juice
India	Internal	Passing Juice
Contact	Internal	Passing Juice
PUBLISHERS	Internal	Passing Juice
MEDIA BUYERS	Internal	Passing Juice

In-page links

LEARN MORE	Internal	Passing Juice
OUR SOLUTIONS	Internal	Passing Juice
REPORTS	Internal	Passing Juice
BLOG	Internal	Passing Juice
About Us	Internal	Passing Juice
Resources	Internal	Passing Juice
Careers	Internal	Passing Juice
English	External	Passing Juice
English	Internal	Passing Juice
□□□	External	Passing Juice
Privacy	Internal	Passing Juice
OPT-OUT	Internal	Passing Juice
Legal	Internal	Passing Juice
Cookie Preferences	Internal	Passing Juice

SEO Keywords








Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
pubmatic	27	✓	✗	✓	✓
how	14	✗	✗	✗	✓
solutions	12	✓	✗	✗	✗
media	11	✗	✗	✗	✗
global	11	✗	✗	✗	✓

Keywords Consistency


Usability

	Url	Domain : pubmatic.com Length : 12
	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 : 4 Warnings : 12
	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. 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	<ul style="list-style-type: none">✓ Apple Icon✓ Meta Viewport Tag✓ Flash content
--	---------------------	--

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>http://pubmatic.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div> Google Analytics</div>