






The score is 56/100




## SEO Content

	Title	Content Marketing, Native Advertising & Discovery - Revcontent <b>Length : 66</b> Perfect, your title contains between 10 and 70 characters.																
	Description	Content marketing, native advertising & discovery platform trusted by Microsoft, Nexstar Media & more. Powerful revenue growth for publishers & advertisers. <b>Length : 168</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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>Content Marketing, Native Advertising &amp; Discovery - Revcontent</td></tr><tr><td>description</td><td>Content marketing, native advertising &amp; discovery platform trusted by Microsoft, Nexstar Media &amp; more. Powerful revenue growth for publishers &amp; advertisers.</td></tr><tr><td>url</td><td>https://www.revcontent.com</td></tr><tr><td>site_name</td><td>Revcontent</td></tr><tr><td>image</td><td>https://s34459.pcdn.co/wp-content/uploads/2020/07/email2.png</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Content Marketing, Native Advertising & Discovery - Revcontent	description	Content marketing, native advertising & discovery platform trusted by Microsoft, Nexstar Media & more. Powerful revenue growth for publishers & advertisers.	url	https://www.revcontent.com	site_name	Revcontent	image	https://s34459.pcdn.co/wp-content/uploads/2020/07/email2.png
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## SEO Content

		image:width 715												
		image:height 761												
		image:type image/png												
	Headings	<table><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>5</td><td>4</td><td>1</td><td>1</td><td>3</td><td>3</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H1] Audience Revenue Growth</li><li>• [H1] Revenue Without Restrictions</li><li>• [H1] Spend Your Budget Your Way</li><li>• [H1] Modern, Lightweight, Flexible</li><li>• [H1] In the Lab</li><li>• [H2] Native Sponsored Content</li><li>• [H2] Email/Newsletter</li><li>• [H2] Google AMP</li><li>• [H2] Video</li><li>• [H3] Get Started Today</li><li>• [H4] Privacy Overview</li><li>• [H5] SDK for App Developers</li><li>• [H5] Header Bidding</li><li>• [H5] Grow With Us</li><li>• [H6] "Revcontent outperformed in a direct split test by 21%."</li><li>• [H6] "Revcontent consistently exceeds its guarantee floor, driving powerful performance."</li><li>• [H6] "We've had such amazing results with the high quality, profitable traffic."</li></ul>	H1	H2	H3	H4	H5	H6	5	4	1	1	3	3
H1	H2	H3	H4	H5	H6									
5	4	1	1	3	3									
	Images	We found 37 images on this web page.  4 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 : <b>5%</b>  This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.												
	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!
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## SEO Links

	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
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%

## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Publishers</a>	Internal	Passing Juice
<a href="#">Advertisers</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">Our Story</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">BKW Partners</a>	External	Passing Juice
<a href="#">Knowledge Base</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">DMCA</a>	Internal	Passing Juice
<a href="#">Start your Campaign</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice

## SEO Keywords

	Keywords Cloud	<b>cookies</b> blog publishers advertisers marketing revcontent revenue necessary
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## SEO Keywords

website content



### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
cookies	15	✘	✘	✘	✘
website	8	✘	✘	✘	✘
publishers	8	✘	✘	✔	✘
content	6	✔	✘	✔	✔
revenue	6	✘	✘	✔	✔










### Usability

	Url	Domain : revcontent.com Length : 14
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 20 Warnings : 53




## Document

		
	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> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <code>http://revcontent.com/sitemap.xml</code>
	Robots.txt	<code>http://revcontent.com/robots.txt</code> 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.

# Optimization