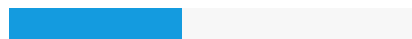






The score is 36/100







SEO Content

	<p>Title</p>	<p>SaaS-Guru</p> <p>Length : 9</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Description</p>	<p>Marketor est une soci&eacute;t&eacute; de conseil et de services marketing sp&eacute;cialis&eacute;e dans les nouvelles technologies. Nous publions chaque ann&eacute;e un double barom&egrave;tre sur le SaaS/Cloud de fa&agrave;on &agrave; mesurer notamment l'ad&eacute;quation entre l'offre et la demande pour ce type de solutions. Nous avons en outre cr&eacute;&eacute; il y a 3 ans avec IBM un groupement d'entreprises le « Club Alliances » constitu&eacute; d'&eacute;diteurs, int&eacute;grateurs et experts m&eacute;tiers.</p> <p>Length : 517</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1"> <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>4</td> <td>18</td> <td>22</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> [H1] [H2] Mythes et R&eacute;alit&eacute;s [H2] Comprendre le SaaS/Cloud [H2] Comprendre une technique et s'outiller [H2] Comprendre le SaaS/Cloud - Etude [H3] Top Solutions [H3] Top Solution [H3] Solution actus 	H1	H2	H3	H4	H5	H6	1	4	18	22	0	0
H1	H2	H3	H4	H5	H6									
1	4	18	22	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] étude/livre blanc à la une• [H3] Livre blanc Marketing Automation• [H3] Solution actus• [H3] étude/livre blanc à la une• [H3] Entretien avec Pascal Grémiaux• [H3] Solution actus• [H3] étude/livre blanc à la une• [H3] Guide SaaS Guru Gestion de projet• [H3] Solution actus• [H3] étude/livre blanc à la une• [H3] Cloud et Transformation numérique - Volet DSI• [H3] Société• [H3] Editeurs SaaS• [H3] Support• [H3] Marketor/SaaS Guru• [H4] noCRM.io• [H4] SIGMA-RH• [H4] Jamespot• [H4] noCRM.io• [H4] Webmecanik• [H4] Divalto Weavy• [H4] Marketor• [H4] KAM/SAM & Social Selling• [H4] SIGMA-RH• [H4] Demat RH• [H4] Syrhalogic• [H4] Eurecia - Congés & Absences• [H4] SIRH : gérer la complexité avec simplicité• [H4] Solutions Primobox• [H4] Fitnet Manager• [H4] Divalto idylis• [H4] Jamespot• [H4] Les 4 piliers de la collaboration en entreprise• [H4] Bitdefender• [H4] RG Supervision• [H4] Trustelem Cloud SSO• [H4] Pilotage des projets de déploiement
	Images	<p>We found 25 images on this web page.</p> <p>5 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 : 2%</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>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 233 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.58% Internal Links 97.42%

In-page links

Anchor	Type	Juice
Rechercher	Internal	Passing Juice
Inscription Newsletter + Guide	Internal	Passing Juice
Connexion	Internal	Passing Juice
Club DSI	Internal	Passing Juice
Club Finance & Achat	Internal	Passing Juice
Club Ressources Humaines	Internal	Passing Juice
Club Vente Marketing	Internal	Passing Juice
BlueKango	Internal	Passing Juice
ERP/Finance/Achat	Internal	Passing Juice
Marketing & Relation Clients	Internal	Passing Juice
CRM/Commerce	Internal	Passing Juice
Ressources Humaines	Internal	Passing Juice
Finance	Internal	Passing Juice
Collaboration	Internal	Passing Juice
IT/Cloud	Internal	Passing Juice

In-page links

Dématérialisation	Internal	Passing Juice
TPE/PME	Internal	Passing Juice
Marchés verticaux	Internal	Passing Juice
Blog	Internal	Passing Juice
noCRM.io	Internal	Passing Juice
SIGMA-RH	Internal	Passing Juice
Jamespot	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;SIRH/Généralistes 'RH'	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des emplois et des compétences (GPEC)	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des talents	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Evaluation des performances	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Formation	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;e-learning	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Paie	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des notes de frais	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion du temps et des plannings	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion du recrutement	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;OnBoarding	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des bénéfices sociaux	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des congés	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des rémunérations	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des accidents du travail	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Contrôle d'accès	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Autre 'Ressources humaines'	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Généralistes 'Finance et Comptabilité'	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Comptabilité	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Production comptable	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Production sociale	Internal	Passing Juice

In-page links

&nbsp;&nbsp;&nbsp;Audit	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Contrôle de gestion	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Facturation	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion d'actifs	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion de trésorerie/cash flow	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Communication bancaire	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion des risques	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Elaboration budgétaire	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Reporting financier	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Consolidation financière et statutaire	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Business Performance Management	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Business Plan	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Compliance	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion du poste client	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion/optimisation du BFR	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion de la fiscalité	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Autre 'Finance et Comptabilité	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Généralistes 'Gestion des opérations'	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;ERP / PGI	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Pilotage stratégique et opérationnel	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;E-Business	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;GPAO	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;CAO	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;SCM	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;PLM	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion d'affaires	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion de contrats	Internal	Passing Juice
&nbsp;&nbsp;&nbsp;Gestion de stocks	Internal	Passing Juice

In-page links

Gestion de la maintenance (GMAO)	Internal	Passing Juice
Gestion des batiments	Internal	Passing Juice
Gestion Qualité Hygiène Sécurité (OHS)	Internal	Passing Juice
Gestion environnementale	Internal	Passing Juice
Achats/Procurement	Internal	Passing Juice
Gestion Transport Logistique (TMS)	Internal	Passing Juice
Gestion d'entrepôts (WMS)	Internal	Passing Juice
Autre 'Gestion des opérations'	Internal	Passing Juice
Généralistes 'Développement commercial et Relation Clients'	Internal	Passing Juice
CRM	Internal	Passing Juice
Social CRM	Internal	Passing Juice
Sales Intelligence	Internal	Passing Juice
Social Selling	Internal	Passing Juice
RSE (Réseaux sociaux d'entreprise)	Internal	Passing Juice
Gestion commerciale	Internal	Passing Juice
Automatisation de Force de Vente (SFA)	Internal	Passing Juice
Assistance/Support Clients	Internal	Passing Juice
E-Commerce	Internal	Passing Juice
Management commercial	Internal	Passing Juice
Gestion des leads	Internal	Passing Juice
Animation et gestion des partenaires (PRM)	Internal	Passing Juice
Analyse/Prévision des ventes	Internal	Passing Juice
Elaboration de devis	Internal	Passing Juice
Elaboration d'appels d'offres	Internal	Passing Juice
Gestion des incentives	Internal	Passing Juice
Gestion des commissions	Internal	Passing Juice
Call center	Internal	Passing Juice

In-page links

Autre 'Développement commercial et Relation Clients'	Internal	Passing Juice
Généralistes 'Marketing'	Internal	Passing Juice
Account Based Marketing (ABM)	Internal	Passing Juice
Amplification sociale	Internal	Passing Juice
Base de données	Internal	Passing Juice
E-reputation	Internal	Passing Juice
Edition catalogue/plv	Internal	Passing Juice
Email Marketing	Internal	Passing Juice
Etude/questionnaire en ligne (EFM)	Internal	Passing Juice
Evenementiel	Internal	Passing Juice
Geomarketing	Internal	Passing Juice
Gestion de campagnes	Internal	Passing Juice
Gestion de l'image	Internal	Passing Juice
Gestion des marques	Internal	Passing Juice
Marketing Automation	Internal	Passing Juice
Marketing Analytics	Internal	Passing Juice
Mobile Marketing	Internal	Passing Juice
Planification Marketing	Internal	Passing Juice
Pub/affiliation Internet	Internal	Passing Juice
Relations Publiques	Internal	Passing Juice
Social Marketing (SMO/SMM)	Internal	Passing Juice
Search Marketing (SEM/SEO)	Internal	Passing Juice
Veille/Intelligence économique	Internal	Passing Juice
Web tracking	Internal	Passing Juice
Autre 'Marketing'	Internal	Passing Juice
Généralistes 'Collaboration, Communication et Management'	Internal	Passing Juice
BI/Décisionnel	Internal	Passing Juice

In-page links

Gestion de projets et de plans d'actions	Internal	Passing Juice
Knowledge Management	Internal	Passing Juice
BPM (Business Process Management)	Internal	Passing Juice
Outils collaboratifs / Groupware	Internal	Passing Juice
Gestion documentaire	Internal	Passing Juice
Dématisation/Archivage	Internal	Passing Juice
Signature électronique	Internal	Passing Juice
Gestion d'actifs digitaux	Internal	Passing Juice
Gestion juridique	Internal	Passing Juice
Web Conference	Internal	Passing Juice
Messagerie	Internal	Passing Juice
Bureautique	Internal	Passing Juice
Gestion des plannings/agendas	Internal	Passing Juice
Gestion et valorisation de réunions	Internal	Passing Juice
Gestion de gouvernance - Boardroom	Internal	Passing Juice
Autre 'Collaboration, Communication et Management'	Internal	Passing Juice
Généralistes 'IT'	Internal	Passing Juice
Développement/PaaS	Internal	Passing Juice
Infrastructure/IaaS	Internal	Passing Juice
Intégration SaaS/Cloud	Internal	Passing Juice
Single Sign-on (SSO)	Internal	Passing Juice
Pilotage informatique	Internal	Passing Juice
Planification et ordonnancement	Internal	Passing Juice
Réseau/exploitation	Internal	Passing Juice
Stockage/sauvegarde	Internal	Passing Juice
EDI	Internal	Passing Juice
ETL	Internal	Passing Juice
Antispam/antivirus	Internal	Passing Juice

In-page links

Sécurité	Internal	Passing Juice
Mobilité	Internal	Passing Juice
Autre 'IT'	Internal	Passing Juice
Toutes Fonctions	Internal	Passing Juice
Achats	Internal	Passing Juice
Administration	Internal	Passing Juice
Commercial	Internal	Passing Juice
Relation Clients	Internal	Passing Juice
Communication	Internal	Passing Juice
Finance	Internal	Passing Juice
Informatique	Internal	Passing Juice
Logistique	Internal	Passing Juice
Marketing	Internal	Passing Juice
Ressources humaines	Internal	Passing Juice
Production	Internal	Passing Juice
Engineering	Internal	Passing Juice
R&D	Internal	Passing Juice
Qualité	Internal	Passing Juice
Direction générale	Internal	Passing Juice
Toutes tailles	Internal	Passing Juice
TPE (1 à 9 salariés)	Internal	Passing Juice
Petites PME (10 à 49 salariés)	Internal	Passing Juice
Moyennes PME (50 à 199 salariés)	Internal	Passing Juice
Grosses PME (200 à 499 salariés)	Internal	Passing Juice
ETI (500 à 1999 salariés)	Internal	Passing Juice
Grands comptes (> à 2000 salariés)	Internal	Passing Juice
Tous Secteurs	Internal	Passing Juice
Aéronautique	Internal	Passing Juice

In-page links

Agroalimentaire	Internal	Passing Juice
Automobile	Internal	Passing Juice
Banques / Assurances	Internal	Passing Juice
Biotechnologie	Internal	Passing Juice
Bureau d'études / Ingénierie	Internal	Passing Juice
Chimie	Internal	Passing Juice
Collectivités/Secteur public	Internal	Passing Juice
Conseil	Internal	Passing Juice
Construction / BTP	Internal	Passing Juice
Culture / Presse	Internal	Passing Juice
Distribution / Commerce	Internal	Passing Juice
Education	Internal	Passing Juice
Electronique	Internal	Passing Juice
Energie	Internal	Passing Juice
Environnement	Internal	Passing Juice
Expertise Comptable	Internal	Passing Juice
Finance	Internal	Passing Juice
Hopitaux / Cliniques / Soins	Internal	Passing Juice
Immobilier	Internal	Passing Juice
Industrie lourde	Internal	Passing Juice
Industrie manufacturière	Internal	Passing Juice
Informatique	Internal	Passing Juice
Loisirs	Internal	Passing Juice
Media / Communication	Internal	Passing Juice
Sans but lucratif	Internal	Passing Juice
Sciences de la vie	Internal	Passing Juice
Services aux Entreprises	Internal	Passing Juice
Services aux Particuliers	Internal	Passing Juice

In-page links

Technologie	Internal	Passing Juice
Télécommunications	Internal	Passing Juice
Textile	Internal	Passing Juice
Tourisme / hôtellerie	Internal	Passing Juice
Transport	Internal	Passing Juice
KAM/SAM & Social Selling	Internal	Passing Juice
±	External	Passing Juice
SIRH : gérer la complexité avec simplicité	Internal	Passing Juice
±	Internal	Passing Juice
Les 4 piliers de la collaboration en entreprise	Internal	Passing Juice
±	Internal	Passing Juice
Pilotage des projets de déploiement	Internal	Passing Juice
±	External	Passing Juice
Stratégie	External	Passing Juice
Contenu	External	Passing Juice
LeadGen	External	Passing Juice
SaaS Guru	Internal	Passing Juice
Mentions I&eacute;gales	Internal	Passing Juice
Confidentialit&eacute;:	Internal	Passing Juice
Devenez annonceur	Internal	Passing Juice
Découvrez Cloud-Guru	External	Passing Juice
T&eacute;moignages clients	Internal	Passing Juice
Comprendre le SaaS	Internal	Passing Juice
FAQ	Internal	Passing Juice

SEO Keywords



Keywords Cloud

humaines **club** clients rechercher **saas**
saas-guru france marketing guru






SEO Keywords

ressources



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
club	4	✘	✘	✔	✘
saas	3	✔	✘	✔	✔
saas-guru	2	✔	✘	✘	✘
marketing	2	✘	✘	✔	✔
france	2	✘	✘	✘	✘










Usability

	Url	Domain : saas-guru.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 : 3 Warnings : 17



Document

						
	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	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td></td><td>8</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences		8
Deprecated tags	Occurrences					
	8					
	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	Missing Your website does not have an XML sitemap - this can be problematic. 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.
	Robots.txt	http://saas-guru.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.

Optimization



Google Analytics