





The score is **59/100**



## SEO Content

	<p>Title</p>	<p>Sofar Ocean</p> <p><b>Length : 11</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Measure, predict and act on Planet Ocean with a wealth of data and the best marine weather forecasts</p> <p><b>Length : 100</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1281 1481 1473"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> </tbody> </table>	Property	Content	type	website								
Property	Content													
type	website													
	<p>Headings</p>	<table border="1" data-bbox="542 1505 1481 1572"> <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>2</td> <td>18</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1608 1487 2065" style="list-style-type: none"> <li>• [H1] Ocean intelligence powered by our global weather sensor network.</li> <li>• [H1] Delivering the best weather forecasts.</li> <li>• [H2] Sofar Ocean Insights</li> <li>• [H2] Devices</li> <li>• [H2] Wayfinder</li> <li>• [H2] Data &amp; Weather</li> <li>• [H2] News &amp; Updates</li> <li>• [H2] Sofar nets a \$39M round B to grow its ocean-monitoring autonomous buoy network</li> <li>• [H2] Solutions</li> <li>• [H2] Shipping Route Optimization</li> <li>• [H2] Marine Research</li> <li>• [H2] Offshore Energy</li> </ul>	H1	H2	H3	H4	H5	H6	2	18	0	0	0	0
H1	H2	H3	H4	H5	H6									
2	18	0	0	0	0									



## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Aquaculture</li><li>• [H2] Coastal Resilience</li><li>• [H2] What Customers Are Saying</li><li>• [H2] "Wayfinder allows us to increase vessel utilization and efficiency, ensuring that we balance profitability with emissions reduction objectives. By using Wayfinder's data and voyage optimization, we've seen efficiency gains in the range of 4.5% on dedicated voyages, which translates into as many as 14 additional sailing days per year per vessel."</li><li>• [H2] With the addition of Sofar Ocean's capabilities to ABS My Digital Fleet™, we are bringing voyage insights that enable the flexibility to optimize for what is most important for each voyage, delivering the optimal route that supports charterers and ship managers in their daily operational decision making towards meeting decarbonization goals."</li><li>• [H2] "The Sofar Ocean Spotter buoys give us a new tool in monitoring, and reporting to the public, the conditions on the Great Lakes. Their small size, relatively low cost and ease of deployment make them attractive solutions for difficult locations."</li><li>• [H2] "The Spotter buoy measures the most important parameters such as spectra wave conditions, sea surface temperature and local wind, which no other buoys can. The real-time access and included dashboard and API are very useful to keep an eye on the data."</li><li>• [H2] Sofar Ocean</li></ul>
	Images	We found 70 images on this web page.  31 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>11%</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	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.

## SEO Links

	In-page links	We found a total of 30 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 16.67% Internal Links 83.33%


## In-page links

Anchor	Type	Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Products</a>	Internal	Passing Juice
<a href="#">Shipping Route Optimization</a>	Internal	Passing Juice
<a href="#">Marine Research</a>	Internal	Passing Juice
<a href="#">Offshore Energy</a>	Internal	Passing Juice
<a href="#">Aquaculture</a>	Internal	Passing Juice
<a href="#">Coastal Resilience</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">Ocean Research</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Docs</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Climate Commitment</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Media</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Legal</a>	Internal	Passing Juice

## In-page links

<a href="#">Success Stories</a>	Internal	Passing Juice
<a href="#">Customer Support</a>	Internal	Passing Juice
□	External	Passing Juice
□	External	Passing Juice
□	External	Passing Juice
□	External	Passing Juice
□	External	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">Terms of use</a>	Internal	Passing Juice
<a href="#">Visit Now</a>	Internal	Passing Juice


## SEO Keywords

 Keywords Cloud	optimization voyage spotter <b>data</b> network sofar more <b>ocean</b> weather research
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ocean	28	✓	✗	✓	✓
data	17	✗	✗	✓	✓
weather	10	✗	✗	✓	✓
sofar	7	✓	✗	✗	✓
more	7	✗	✗	✗	✗



## Usability

 Url	Domain : sofarocean.com Length : 14
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## Usability

	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 : 8
	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> Great, your website has few CSS files.</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></ul>
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## Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://sofarocean.com/sitemap.xml">http://sofarocean.com/sitemap.xml</a>
	Robots.txt	Missing Your website doesn't have a robots.txt file - this can be problematic. A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.
	Analytics	Great, your website has an analytics tool.  Google Analytics