







Seo Analyzer sportspromedia.com

Generated on February 26 2022 15:15 PM

The score is 56/100



SEO Content

	<p>Title</p>	<p>Sports sponsorship, broadcasting, OTT, technology, governance and business news for the sport industry</p> <p>Length : 102</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>Sport industry news and insights for the latest broadcast, sponsorship, OTT, technology and endorsement deals: SportsPro Media</p> <p>Length : 126</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 this free online meta tags generator to create keywords.</p>																
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1346 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_GB</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Sports sponsorship, broadcasting, OTT, technology, governance and business news for the sport industry</td> </tr> <tr> <td>description</td> <td>Sport industry news and insights for the latest broadcast, sponsorship, OTT, technology and endorsement deals: SportsPro Media</td> </tr> <tr> <td>url</td> <td>https://www.sportspromedia.com/</td> </tr> <tr> <td>site_name</td> <td>SportsPro</td> </tr> <tr> <td>image</td> <td>https://dd20lazkioz9n.cloudfront.net/wp-content/uploads/2021/09/SP_logo@2x.png</td> </tr> </tbody> </table>	Property	Content	locale	en_GB	type	website	title	Sports sponsorship, broadcasting, OTT, technology, governance and business news for the sport industry	description	Sport industry news and insights for the latest broadcast, sponsorship, OTT, technology and endorsement deals: SportsPro Media	url	https://www.sportspromedia.com/	site_name	SportsPro	image	https://dd20lazkioz9n.cloudfront.net/wp-content/uploads/2021/09/SP_logo@2x.png
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url	https://www.sportspromedia.com/																	
site_name	SportsPro																	
image	https://dd20lazkioz9n.cloudfront.net/wp-content/uploads/2021/09/SP_logo@2x.png																	

SEO Content

image:width	315
image:height	212
image:type	image/png

Headings





H1	H2	H3	H4	H5	H6
1	10	9	16	25	25

- [H1]
- [H2] News
- [H2] Sponsorship & Marketing
- [H2] Insights
- [H2] Broadcast & OTT
- [H2] Podcasts
- [H2] Technology
- [H2] Opinion
- [H2] Major Events & Sustainability
- [H2] Finance & Investment
- [H2] Features
- [H3] MLS 2022 commercial guide: Every franchise, every sponsor, all the major TV deals
- [H3] Fiba upgrades OTT platform with Courtside 1891 launch
- [H3] F1 cancels Russian Grand Prix following invasion of Ukraine
- [H3] Opinion | How teams in The Ocean Race are helping to grow understanding of the seas
- [H3] IndyCar 2022 commercial guide: Every team, every sponsor, all the major TV deals
- [H3] Minal Modha | Netflix's Drive to Survive is drawing younger fans to F1, so will the PGA Tour and tennis see similar success?
- [H3] Sponsorship and marketing newsletter 03/02: Two huge events with very different marketing narratives
- [H3] Report: Bids for Ligue 1's media arm readied by CVC, Hellman & Friedman, Oaktree and Silver Lake
- [H3] DraftKings revenue up 47% to US\$473m for Q4
- [H4] Download CEO Playbook: A practical guide for leading and managing a sports business in a new era
- [H4] Stay up to date with the latest sports business news and insights
- [H4] EVENTS
- [H4] VIEW ALL
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- [H4] Stay up to date with the latest sports business news and insights


SEO Content

- [H4] FOLLOW US
- [H5] Opinion | How teams in The Ocean Race are helping to grow understanding of the seas
- [H5] World Rugby appoints Sally Horrox as director of women's rugby, plus more
- [H5] Report: Bids for Ligue 1's media arm readied by CVC, Hellman & Friedman, Oaktree and Silver Lake
- [H5] Schalke remove Gazprom logo from shirts amid Russia-Ukraine conflict
- [H5] Study: Blockchain sports sponsorship spend to reach US\$5bn by 2026
- [H5] Women's Euro 2022 names LinkedIn as national sponsor
- [H5] DC United seal XDC Network shirt sponsorship
- [H5] 'We need to develop every aspect of the business to carbon neutrality': Pat Symonds on F1's sustainability challenge
- [H5] Sponsorship and marketing newsletter 17/02: How a €280m deal led to a CEO's resignation and a QR code crashed the Super Bowl
- [H5] EFL agrees two-year ITV highlights deal
- [H5] Discovery's Beijing 2022 coverage hits more than 1bn streaming consumption minutes
- [H5] Report: IPL domestic broadcast rights targeted by Reliance
- [H5] Connected rowing machine maker Aviron raises US\$18.5m to double in size
- [H5] J League and Rakuten partner on NFTs launch
- [H5] Ubisoft moves Rainbow Six Siege esports tournament from UAE after backlash
- [H5] State the case | Why the EFL should go full iFollow and ditch the Saturday blackout
- [H5] Playbook Insights | Three principles for building a high performance culture
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- [H5] Ubisoft moves Rainbow Six Siege esports tournament from UAE after backlash
- [H5] Boston Celtics co-owner leads Atalanta takeover
- [H5] Premier League coverage returns to Sky NZ in six-year deal
- [H5] Tech survey | What is the industry's top priority? Who are the market leaders? Who's getting investment?
- [H5] Nascar 2022 commercial guide: Every team, every sponsor, all the major TV deals
- [H5] Investor roundtable: Sports tech experts on overhyped products, trends and startups to watch in 2022
- [H6] Insider Series: Media & Consumption
- [H6] OTT Summit USA
- [H6] Insider Series: Generation-Z
- [H6] IOC calls for any events in Russia or Belarus to be moved or cancelled
- [H6] MLS enters metaverse with GreenPark Sports
- [H6] Giannis Antetokounmpo part of US\$27m Wave Sports + Entertainment funding round
- [H6] Red Bull joins as founding partner for Miami GP




SEO Content

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	Images	<p>We found 56 images on this web page.</p> <p>2 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 : 46%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>

SEO Links

		
	In-page links	We found a total of 91 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 6.59%</p> <p>Internal Links 93.41%</p>

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Categories	Internal	Passing Juice
Broadcast & OTT	Internal	Passing Juice
Finance & Investment	Internal	Passing Juice
Major Events & Sustainability	Internal	Passing Juice
Sponsorship & Marketing	Internal	Passing Juice
Technology	Internal	Passing Juice
Women's Sport	Internal	Passing Juice
Movers & Shakers	Internal	Passing Juice
Betting	Internal	Passing Juice
Agencies	Internal	Passing Juice
Politics & Governance	Internal	Passing Juice
Security & Integrity	Internal	Passing Juice
Infrastructure	Internal	Passing Juice
Stadiums & Venues	Internal	Passing Juice
News	Internal	Passing Juice
Insights	Internal	Passing Juice
Features	Internal	Passing Juice

In-page links

Analysis	Internal	Passing Juice
Interviews	Internal	Passing Juice
Opinion	Internal	Passing Juice
Podcasts	Internal	Passing Juice
Special Reports	Internal	Passing Juice
Events	Internal	Passing Juice
Magazine	Internal	Passing Juice
Current Issue	Internal	Passing Juice
Back Issues	Internal	Passing Juice
Newsletters	Internal	Passing Juice
Most Marketable	Internal	Passing Juice
More	Internal	Passing Juice
Blackbook	External	Passing Juice
Playbook	Internal	Passing Juice
Shop	Internal	Passing Juice
Advertise	Internal	Passing Juice
About	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Sign Up	Internal	Passing Juice
VIEW ALL	Internal	Passing Juice
Insider Series: Media & #038; Consumption	Internal	Passing Juice
OTT Summit USA	External	Passing Juice
IOC calls for any events in Russia or Belarus to be moved or cancelled	Internal	Passing Juice
MLS enters metaverse with GreenPark Sports	Internal	Passing Juice
Giannis Antetokounmpo part of US\$27m Wave Sports + Entertainment funding round	Internal	Passing Juice
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Report: Bids for Ligue 1's media arm readied by CVC, Hellman & #038; Friedman, Oaktree and Silver Lake	Internal	Passing Juice

In-page links

VIEW ALL	Internal	Passing Juice
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Podcast Super Bowl takeaways, the Premier League's media rights success and more Russian doping	Internal	Passing Juice
StreamTime Socios founder Alexandre Dreyfus on fan tokens and blockchain's role in sport	Internal	Passing Juice
Podcast World Rugby's Alan Gilpin on private equity, sustainability and responsibility	Internal	Passing Juice
Connected rowing machine maker Aviron raises US\$18.5m to double in size	Internal	Passing Juice
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Investor roundtable: Sports tech experts on overhyped products, trends and startups to watch in 2022	Internal	Passing Juice
SportsPro Live	Internal	Passing Juice
SportsPro Asia	Internal	Passing Juice
OTT Summit	External	Passing Juice
OTT Awards	External	Passing Juice
Motorsport Forum	External	Passing Juice
Cookies	Internal	Passing Juice
Terms &#038; Conditions	Internal	Passing Juice

In-page links

Privacy	Internal	Passing Juice
Created by PT SportSuite	External	Passing Juice






SEO Keywords

	Keywords Cloud	february insights ott news media opinion view sponsorship all technology
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
february	56	✘	✘	✘	✔
news	26	✔	✘	✔	✔
insights	20	✘	✘	✔	✔
all	16	✘	✘	✘	✔
opinion	12	✘	✘	✘	✔





Usability

	Url	Domain : sportspromedia.com Length : 18
	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 : 21 Warnings : 1
	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
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>http://sportspromedia.com/sitemap.xml</pre> <pre>https://www.sportspromedia.com/sitemap_index.xml</pre>
	Robots.txt	<pre>http://sportspromedia.com/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>

Optimization



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.