

The score is 54/100



SEO Content





	Title	<p>StackAdapt: Industry-Leading Programmatic Advertising Platform</p> <p>Length : 62</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																		
	Description	<p>StackAdapt is the self-serve programmatic advertising platform used by the most exceptional digital marketers.</p> <p>Length : 110</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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Property</th> <th style="text-align: left;">Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.stackadapt.com/</td> </tr> <tr> <td>site_name</td> <td>StackAdapt</td> </tr> <tr> <td>title</td> <td>Discover the Industry-Leading Programmatic Advertising Platform</td> </tr> <tr> <td>description</td> <td>StackAdapt is the self-serve programmatic advertising platform used by the most exceptional digital marketers.</td> </tr> <tr> <td>image</td> <td>https://cdn.stackadapt.com/social/home.jpg?13</td> </tr> <tr> <td>image:width</td> <td>1200</td> </tr> <tr> <td>image:height</td> <td>630</td> </tr> </tbody> </table>	Property	Content	type	website	url	https://www.stackadapt.com/	site_name	StackAdapt	title	Discover the Industry-Leading Programmatic Advertising Platform	description	StackAdapt is the self-serve programmatic advertising platform used by the most exceptional digital marketers.	image	https://cdn.stackadapt.com/social/home.jpg?13	image:width	1200	image:height	630
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	Headings	<p>H1 H2 H3 H4 H5 H6</p>																		

SEO Content



2 25 21 24 0 0

- [H1] How Agencies Thrive
- [H1] How Agencies Thrive
- [H2] StackAdapt Cookie Notice
- [H2] Discover the self-serve programmatic advertising platform used by exceptional digital marketers like you.
- [H2] Discover the self-serve programmatic advertising platform used by exceptional digital marketers like you.
- [H2] Ready to see why you need the fastest programmatic advertising experience?
- [H2] Discover the Best Programmatic Advertising Solutions for Your Industry
- [H2] A Powerful Partnership
- [H2] Proactive Strategy and Expertise
- [H2] A New Kind of DSP
- [H2] Plan
- [H2] Execute
- [H2] Analyze
- [H2] The Future of Programmatic, Today
- [H2] Unparalleled Customer Success
- [H2] Resources to Fuel Your Programmatic Journey
- [H2] Get Started with Your Personalized Demo
- [H2] Product
- [H2] Industries
- [H2] Resources
- [H2] Why StackAdapt?
- [H2] Legal
- [H2] Product
- [H2] Industries
- [H2] Resources
- [H2] Why StackAdapt?
- [H2] Legal
- [H3] Creative Studio
- [H3] Planner
- [H3] Ad Previewer
- [H3] Multi-Channel Targeting
- [H3] Inventory and Marketplaces
- [H3] Strategy Tools
- [H3] Machine Learning and AI
- [H3] Reporting 2.0
- [H3] Actionable Insights
- [H3] Multi-Channel Targeting
- [H3] Inventory and Marketplaces
- [H3] Strategy Tools
- [H3] Machine Learning and AI
- [H3] Reporting 2.0
- [H3] Actionable Insights
- [H3] Austin Bocko Director of Paid Media | Gen3 Marketing
- [H3] Bob DeRango Paid Media Specialist | Envisionit Agency
- [H3] Mark Duffy Digital Marketing Manager | Owl Labs
- [H3] Blog
- [H3] Blog
- [H3] Blog
- [H4] Plan Campaigns
- [H4] Execute Campaigns



SEO Content

		<ul style="list-style-type: none">• [H4] Analyze Campaigns• [H4] Feature Highlight• [H4] B2B• [H4] Finance• [H4] Government• [H4] Healthcare• [H4] Retail• [H4] Sensitive• [H4] Travel• [H4] Our Advantage• [H4] Success Stories• [H4] Company and Contact Us• [H4] Careers• [H4] News• [H4] Academy• [H4] Blog• [H4] Product• [H4] Industries• [H4] Why StackAdapt?• [H4] Resources• [H4] Create, activate and optimize campaigns with confidence and ease.• [H4] Understand campaign effectiveness, driven by our industry-leading machine learning and AI.
	Images	<p>We found 79 images on this web page.</p> <p>3 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 : 0%</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	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>

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 0% Internal Links 100%


In-page links

Anchor	Type	Juice
Log In	Internal	Passing Juice
Request a Demo	Internal	Passing Juice
Plan Campaigns	Internal	Passing Juice
Execute Campaigns	Internal	Passing Juice
Analyze Campaigns	Internal	Passing Juice
Contextual Targeting	Internal	Passing Juice
B2B	Internal	Passing Juice
Finance	Internal	Passing Juice
Government	Internal	Passing Juice
Healthcare	Internal	Passing Juice
Retail	Internal	Passing Juice
Sensitive	Internal	Passing Juice
Travel	Internal	Passing Juice
Our Advantage	Internal	Passing Juice
Success Stories	Internal	Passing Juice
Company and Contact Us	Internal	Passing Juice
Careers	Internal	Passing Juice
News	Internal	Passing Juice
Academy	Internal	Passing Juice
Blog	Internal	Passing Juice

In-page links

HERE	Internal	Passing Juice
Show Me How	Internal	Passing Juice
Strategic Services	Internal	Passing Juice
Guide to Native Advertising	Internal	Passing Juice
Native Advertising	Internal	Passing Juice
Display Advertising	Internal	Passing Juice
Video Advertising	Internal	Passing Juice
Connected TV	Internal	Passing Juice
Programmatic Audio	Internal	Passing Juice
Terms of Use	Internal	Passing Juice





SEO Keywords

	Keywords Cloud	
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : stackadapt.com Length : 14
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.

Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 99 Warnings : 3
	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. Great, your website has few CSS files. Perfect, your website has few JavaScript files. 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.
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Optimization



		<p>http://stackadapt.com/sitemap.xml</p> <p>https://www.stackadapt.com/sitemap.xml</p>
	Robots.txt	<p>http://stackadapt.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>