







# Seo Analyzer strativity.com

Generated on March 19 2022 20:50 PM



The score is 59/100






## SEO Content

	Title	<p>Strativity   Experts in Customer Experience, Employee Experience, &amp; Organizational Transformation Consulting</p> <p><b>Length : 112</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>Strativity is a strategy and activation firm. We specialize in customer experience consulting, employee engagement programs, journey mapping, and organizational transformation consulting.</p> <p><b>Length : 187</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<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>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1"><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>Strativity   Experts in Customer Experience, Employee Experience, &amp; Organizational Transformation Consulting</td></tr><tr><td>description</td><td>Strativity is a strategy and activation firm. We specialize in customer experience consulting, employee engagement programs, journey mapping, and organizational transformation consulting.</td></tr><tr><td>url</td><td>https://strativity.com/</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Strativity   Experts in Customer Experience, Employee Experience, & Organizational Transformation Consulting	description	Strativity is a strategy and activation firm. We specialize in customer experience consulting, employee engagement programs, journey mapping, and organizational transformation consulting.	url	https://strativity.com/
Property	Content													
locale	en_US													
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# SEO Content

	site_name	Strativity
	Headings	<p><b>H1</b> 1      <b>H2</b> 7      <b>H3</b> 19      <b>H4</b> 7      <b>H5</b> 0      <b>H6</b> 0</p> <ul style="list-style-type: none"> <li>• [H1] We are experts in customer experience consulting, employee engagement programs, journey mapping, and organizational transformation consulting.</li> <li>• [H2] Strativity is a strategy and activation firm.</li> <li>• [H2] Customer Experience</li> <li>• [H2] Employee Experience</li> <li>• [H2] Organizational Transformation</li> <li>• [H2] Success in Action</li> <li>• [H2] Forrester Ranks Strativity Among the Top CX Strategy &amp; Business Transformation Providers in the World.</li> <li>• [H2] Thinking in Action</li> <li>• [H3] Research &amp; Insights</li> <li>• [H3] Strategy Development</li> <li>• [H3] Experience Design</li> <li>• [H3] Activation &amp; Training</li> <li>• [H3] Customer Experience transformation for Mercedes-Benz</li> <li>• [H3] Working with global brands to empower employees</li> <li>• [H3] Increased employee alignment &amp; commitment for National Performing Arts Centre</li> <li>• [H3] Empowering Employees and Customer Satisfaction at Royal Caribbean</li> <li>• [H3] Making changes to deliver exceptional patient experiences with Novo Nordisk</li> <li>• [H3] Mastering internal Customer Experience with E-On</li> <li>• [H3] Renewed focus on Customer Experience for AmeriGas</li> <li>• [H3] Customer Experience blueprint for The Metropolitan Museum of Art</li> <li>• [H3] Customer Experience programs launch Major Auto Manufacturer to new levels of satisfaction</li> <li>• [H3] Customer Experience transformation for Mercedes-Benz</li> <li>• [H3] How TCU Financial Group transformed their member experience</li> <li>• [H3] Insights, news, and perspectives to inform and inspire your thinking</li> <li>• [H3] Proving ROI in Customer Experience: Research Report</li> <li>• [H3] CX Consulting 101 - Top Principles of Customer Experience Design</li> <li>• [H3] Customer Experience Innovation Workshop with Dorel Juvenile</li> <li>• [H4] slide1</li> <li>• [H4] slide2</li> <li>• [H4] slide3</li> <li>• [H4] Business Challenge</li> <li>• [H4] Path to change</li> <li>• [H4] Results</li> <li>• [H4] Satisfaction</li> </ul>
	Images	<p>We found 25 images on this web page.</p> <p>13 alt attributes are empty or missing. Add alternative text so that</p>

## SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>9%</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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 42 links including 1 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 35.71%  Internal Links 64.29%

## In-page links

Anchor	Type	Juice
=	Internal	Passing Juice
<a href="#">Customer Experience</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Employee Experience</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Organizational Transformation</a>	Internal	Passing Juice

## In-page links

<a href="#">All</a>	Internal	Passing Juice
<a href="#">National Performing Arts Center</a>	Internal	Passing Juice
<a href="#">Royal Caribbean</a>	Internal	Passing Juice
<a href="#">Novo Nordisk</a>	Internal	Passing Juice
<a href="#">E-On</a>	Internal	Passing Juice
<a href="#">AmeriGas</a>	Internal	Passing Juice
<a href="#">The MET</a>	Internal	Passing Juice
<a href="#">Major Luxury Auto Manufacturer</a>	Internal	Passing Juice
<a href="#">Mercedes-Benz</a>	Internal	Passing Juice
<a href="#">TCU Financial Group</a>	Internal	Passing Juice
<a href="#">Download the full report</a>	Internal	Passing Juice
<a href="#">Perspectives</a>	Internal	Passing Juice
<a href="#">Proving ROI in Customer Experience: Research Report</a>	Internal	Passing Juice
<a href="#">CX Consulting 101 - Top Principles of Customer Experience Design</a>	Internal	Passing Juice
<a href="#">Customer Experience Innovation Workshop with Dorel Juvenile</a>	Internal	Passing Juice
<a href="#">a Material Company</a>	External	Passing Juice
<a href="#">CCPA - We Do Not Sell Your Personal Information</a>	External	Passing Juice
<a href="#">Customer Journey Mapping</a>	Internal	Passing Juice
<a href="#">Greenberg</a>	External	Passing Juice
<a href="#">Karma Agency</a>	External	Passing Juice
<a href="#">Kelton Global</a>	External	Passing Juice
<a href="#">Killer Visual Strategies</a>	External	Passing Juice
<a href="#">LRW</a>	External	Passing Juice
<a href="#">MotiveQuest</a>	External	Passing Juice
<a href="#">Salt Branding</a>	External	Passing Juice
<a href="#">T3</a>	External	Passing Juice
<a href="#">Tonic</a>	External	Passing Juice

## In-page links

<a href="#">White Papers</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Bookstore</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice

## SEO Keywords







## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
customer	36	✓	✗	✓	✓
experience	36	✓	✗	✓	✓
employee	14	✓	✗	✓	✓
transformation	12	✓	✗	✓	✓
strativity	9	✓	✗	✓	✓






## Usability

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

	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 : 48 Warnings : 34
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> 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"><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> Perfect, your website has few JavaScript files.</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://strativity.com/sitemap.xml">http://strativity.com/sitemap.xml</a>
	Robots.txt	<a href="http://strativity.com/robots.txt">http://strativity.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  <a href="#">Google Analytics</a>