



Seo Analyzer substack.com

Generated on March 07 2022 10:16 AM





The score is 54/100







SEO Content

| | Title | Substack - Start a paid newsletter Length : 34 Perfect, your title contains between 10 and 70 characters. | | | | | | | | | | | | |
|-------------|---|---|----------|---------|-----|-----------------------|------|---------|-------|------------------------------------|-------------|---|-------|---------------------------------------|
| | Description | Substack makes it simple for a writer to start an email newsletter that makes money from subscriptions. Length : 103 Great, your meta description contains between 70 and 160 characters. | | | | | | | | | | | | |
| | Keywords | Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords. | | | | | | | | | | | | |
| | Og Meta Properties | Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://substack.com/</td></tr><tr><td>type</td><td>article</td></tr><tr><td>title</td><td>Substack - Start a paid newsletter</td></tr><tr><td>description</td><td>Substack makes it simple for a writer to start an email newsletter that makes money from subscriptions.</td></tr><tr><td>image</td><td>https://substack.com/img/substack.png</td></tr></tbody></table> | Property | Content | url | https://substack.com/ | type | article | title | Substack - Start a paid newsletter | description | Substack makes it simple for a writer to start an email newsletter that makes money from subscriptions. | image | https://substack.com/img/substack.png |
| Property | Content | | | | | | | | | | | | | |
| url | https://substack.com/ | | | | | | | | | | | | | |
| type | article | | | | | | | | | | | | | |
| title | Substack - Start a paid newsletter | | | | | | | | | | | | | |
| description | Substack makes it simple for a writer to start an email newsletter that makes money from subscriptions. | | | | | | | | | | | | | |
| image | https://substack.com/img/substack.png | | | | | | | | | | | | | |
| | Headings | <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>0</td><td>0</td><td>5</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H3] Welcome to Substack• [H3] Read• [H3] Writers• [H3] Company• [H3] Resources | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 0 | 5 | 1 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 0 | 0 | 5 | 1 | 0 | 0 | | | | | | | | | |

SEO Content

| | | |
|--|-----------------|---|
| | | <ul style="list-style-type: none">[H4] Our use of cookies |
|  | Images | We found 11 images on this web page. Good, most or all of your images have alt attributes. |
|  | Text/HTML Ratio | Ratio : 6% 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 | Great, there are no Iframes detected on this page. |

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 67 links including 0 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 5.97% Internal Links 94.03% |

In-page links

| Anchor | Type | Juice |
|------------------------------------|----------|---------------|
| Start writing | Internal | Passing Juice |
| Discover | Internal | Passing Juice |
| Featured | Internal | Passing Juice |
| Switch to Substack | Internal | Passing Juice |

In-page links

| | | |
|--|----------|---------------|
| Go paid | Internal | Passing Juice |
| For podcasts | Internal | Passing Juice |
| For bloggers | Internal | Passing Juice |
| For finance writers | Internal | Passing Juice |
| For comic creators | Internal | Passing Juice |
| For food writers | Internal | Passing Juice |
| For local news | Internal | Passing Juice |
| Resource center | Internal | Passing Juice |
| Help center | Internal | Passing Juice |
| Guide to going paid | Internal | Passing Juice |
| Substack Fellowships | Internal | Passing Juice |
| Substack Grow | Internal | Passing Juice |
| Substack Go | Internal | Passing Juice |
| Substack Health | Internal | Passing Juice |
| Events | Internal | Passing Juice |
| Start writing | Internal | Passing Juice |
| Sign in | Internal | Passing Juice |
| Terms of Service | Internal | Passing Juice |
| Privacy Policy | Internal | Passing Juice |
| The Weekly Dish | Internal | Passing Juice |
| Economic Principals | Internal | Passing Juice |
| Learn more | Internal | Passing Juice |
| See some real-world examples | Internal | Passing Juice |
| Done | External | Passing Juice |
| Get started | Internal | Passing Juice |
| Platformer | External | Passing Juice |
| Lenny's Newsletter | External | Passing Juice |
| Discover | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Featured | Internal | Passing Juice |
| Substack Reader | Internal | Passing Juice |
| Top in culture | Internal | Passing Juice |
| Top podcasts | Internal | Passing Juice |
| Top in food & drink | Internal | Passing Juice |
| Top in finance | Internal | Passing Juice |
| Top in sports | Internal | Passing Juice |
| Top in politics | Internal | Passing Juice |
| Top in technology | Internal | Passing Juice |
| Top in faith | Internal | Passing Juice |
| Top in business | Internal | Passing Juice |
| Switch to Substack | Internal | Passing Juice |
| Go paid | Internal | Passing Juice |
| For podcasts | Internal | Passing Juice |
| For bloggers | Internal | Passing Juice |
| For finance writers | Internal | Passing Juice |
| For comic creators | Internal | Passing Juice |
| For food writers | Internal | Passing Juice |
| For local news | Internal | Passing Juice |
| About | Internal | Passing Juice |
| Help | Internal | Passing Juice |
| Jobs | Internal | Passing Juice |
| Blog | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Resource center | Internal | Passing Juice |
| Guide to going paid | Internal | Passing Juice |
| Substack Fellowships | Internal | Passing Juice |
| Substack Grow | Internal | Passing Juice |

In-page links

| | | |
|------------------------------------|----------|---------------|
| Substack Go | Internal | Passing Juice |
| Substack Health | Internal | Passing Juice |
| Events | Internal | Passing Juice |
| Terms | Internal | Passing Juice |
| Collection notice | Internal | Passing Juice |
| privacy policy | Internal | Passing Juice |
| turn on JavaScript | External | Passing Juice |

SEO Keywords





Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| substack | 34 | ✓ | ✗ | ✓ | ✓ |
| subscribers | 17 | ✗ | ✗ | ✗ | ✗ |
| paid | 15 | ✓ | ✗ | ✗ | ✗ |
| writers | 13 | ✗ | ✗ | ✗ | ✓ |
| writing | 13 | ✗ | ✗ | ✗ | ✗ |












Usability

| | | |
|--|--------------|---|
| | Url | Domain : substack.com Length : 12 |
| | Favicon | Great, your website has a favicon. |
| | Printability | We could not find a Print-Friendly CSS. |

Usability

| | | |
|---|-------------|--|
|  | Language | You have not specified the language. Use this free meta tags generator to declare the intended language of your website. |
|  | 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 : 97 Warnings : 2 |
|  | 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"> 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 |
|---|---------------------|--|

Optimization

| | | |
|--|-------------|--|
|  | XML Sitemap | <p>Great, your website has an XML sitemap.</p> <pre>http://substack.com/sitemap.xml https://substack.com/sitemap.xml https://substack.com/news_sitemap.xml</pre> |
|  | Robots.txt | <p>http://substack.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p> |
|  | Analytics | <p>Great, your website has an analytics tool.</p> <pre> Google Analytics</pre> |