



# Seo Analyzer

## thechangecompass.com

Generated on February 28 2022 14:31 PM






The score is 59/100






## SEO Content

	Title	Home - The Change Compass <b>Length : 25</b> Perfect, your title contains between 10 and 70 characters.																				
	Description	Drive transformation success with both top down and bottom up views of change. Change Management Analytics Platform. <b>Length : 116</b> Great, your meta description contains between 70 and 160 characters.																				
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																				
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><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>Home - The Change Compass</td></tr><tr><td>description</td><td>Drive transformation success with both top down and bottom up views of change. Change Management Analytics Platform.</td></tr><tr><td>url</td><td>https://thechangecompass.com/</td></tr><tr><td>site_name</td><td>The Change Compass</td></tr><tr><td>image</td><td>https://thechangecompass.com/wp-content/uploads/2021/05/Group-11.png</td></tr><tr><td>image:width</td><td>1920</td></tr><tr><td>image:height</td><td>1021</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home - The Change Compass	description	Drive transformation success with both top down and bottom up views of change. Change Management Analytics Platform.	url	https://thechangecompass.com/	site_name	The Change Compass	image	https://thechangecompass.com/wp-content/uploads/2021/05/Group-11.png	image:width	1920	image:height	1021
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## SEO Content

		image:type	image/png				
	Headings	<b>H1</b> 2	<b>H2</b> 3	<b>H3</b> 4	<b>H4</b> 4	<b>H5</b> 0	<b>H6</b> 0
		<ul style="list-style-type: none"> <li>• [H1] Make better decisions across your change portfolio with analytics</li> <li>• [H1] Learn what The Change Compass can do for you</li> <li>• [H2] The Operating System for Change Management</li> <li>• [H2] Learn how The Change Compass deliver results in managing complex, multiple changes.</li> <li>• [H2] You have Successfully Subscribed!</li> <li>• [H3] Change Manager /Practitioner</li> <li>• [H3] PMO/Portfolio Manager</li> <li>• [H3] Business/Operations Manager</li> <li>• [H3] Why The Change Compass</li> <li>• [H4] Change Management tool that boosts your confidence to advise stakeholders to lead complex change based on data.</li> <li>• [H4]</li> <li>• [H4] Social</li> <li>• [H4] Menu</li> </ul>					
	Images	<p>We found 43 images on this web page.</p> <p>41 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 : <b>1%</b></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	Perfect, no Flash content has been detected on this page.					
	Iframe	Great, there are no Iframes detected on this page.					

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 16 links including 0 link(s) to files


## SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 18.75%
		Internal Links 81.25%

## In-page links

Anchor	Type	Juice
<a href="#">Book Demo</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Products</a>	Internal	Passing Juice
<a href="#">The Change Compass</a>	Internal	Passing Juice
<a href="#">Change Automator</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Pricing</a>	Internal	Passing Juice
<a href="#">Change Automator</a>	Internal	Passing Juice
<a href="#">Knowledge</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Twitter</a>	External	Passing Juice
<a href="#">Linkedin</a>	External	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Pricing</a>	Internal	Passing Juice
<a href="#">Customer Agreement</a>   <a href="#">Privacy Policy</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	tool decisions <b>compass</b> demo learn data analytics manager insights <b>change</b>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
change	36	✓	✗	✓	✓
compass	15	✓	✗	✗	✓
data	8	✗	✗	✗	✓
tool	6	✗	✗	✗	✓
learn	6	✗	✗	✗	✓

## Usability

	Url	Domain : thechangecompass.com Length : 20
	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 : 0 Warnings : 0
	Email Privacy	Great no email address has been found in plain text!





## Document

	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> 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><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://thechangecompass.com/sitemap.xml">http://thechangecompass.com/sitemap.xml</a>
	Robots.txt	<a href="http://thechangecompass.com/robots.txt">http://thechangecompass.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics