



Seo Analyzer tobii.com

Generated on March 19 2022 16:47 PM






The score is **73/100**





SEO Content

	Title	Celebrating 20 years - Global leader in eye tracking - Tobii Length : 60 Perfect, your title contains between 10 and 70 characters.																				
	Description	Welcome to Tobii. Browse our website to learn more about attention computing and how it leverages eye tracking to deliver insights. Length : 132 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>title</td><td>Celebrating 20 years - Global leader in eye tracking - Tobii</td></tr><tr><td>description</td><td>Welcome to Tobii. Browse our website to learn more about attention computing and how it leverages eye tracking to deliver insights.</td></tr><tr><td>url</td><td>https://www.tobii.com/</td></tr><tr><td>locale</td><td>en</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>/imagevault/publishedmedia/hz75g5lpe866yvo1gqoc/logo_tobii.png</td></tr><tr><td>image:height</td><td>300</td></tr><tr><td>image:width</td><td>466</td></tr><tr><td>locale:alternate</td><td>sv</td></tr></tbody></table>	Property	Content	title	Celebrating 20 years - Global leader in eye tracking - Tobii	description	Welcome to Tobii. Browse our website to learn more about attention computing and how it leverages eye tracking to deliver insights.	url	https://www.tobii.com/	locale	en	type	website	image	/imagevault/publishedmedia/hz75g5lpe866yvo1gqoc/logo_tobii.png	image:height	300	image:width	466	locale:alternate	sv
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SEO Content

	Headings	<table><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>1</td><td>8</td><td>11</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] Pioneers of eye tracking and attention computing• [H2] Research and behavioral studies• [H2] Healthcare• [H2] Education and training• [H2] Extended reality• [H2] Automotive• [H2] Gaming• [H2] Product integration• [H2] About Tobii• [H3] Investors• [H3] The share• [H3] Careers• [H3] Newsroom• [H3] Sustainability• [H3] Contacts• [H3] About• [H3] Corporate governance• [H3] I'm interested in• [H3] Tobii sites• [H3] Connect with us	H1	H2	H3	H4	H5	H6	1	8	11	0	0	0
H1	H2	H3	H4	H5	H6									
1	8	11	0	0	0									
	Images	<p>We found 13 images on this web page.</p> <p>1 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 : 33%</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>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>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 55 links including 0 link(s) to files</p>

SEO Links

		
	Statistics	External Links : noFollow 0% External Links : Passing Juice 10.91% Internal Links 89.09%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Contacts	Internal	Passing Juice
Search	Internal	Passing Juice
Investors	Internal	Passing Juice
Financial overview	Internal	Passing Juice
The share	Internal	Passing Juice
Share graph	Internal	Passing Juice
Share capital	Internal	Passing Juice
Shareholders	Internal	Passing Juice
Dividend policy	Internal	Passing Juice
Analyst coverage	Internal	Passing Juice
Financial reports	Internal	Passing Juice
Financial presentations	Internal	Passing Juice
Press releases	Internal	Passing Juice
Calendar	Internal	Passing Juice
IR contact	Internal	Passing Juice
Corporate governance	Internal	Passing Juice
Tobii Dynavox Spin-off	Internal	Passing Juice
Capital Markets Day 2021	Internal	Passing Juice
Careers	Internal	Passing Juice

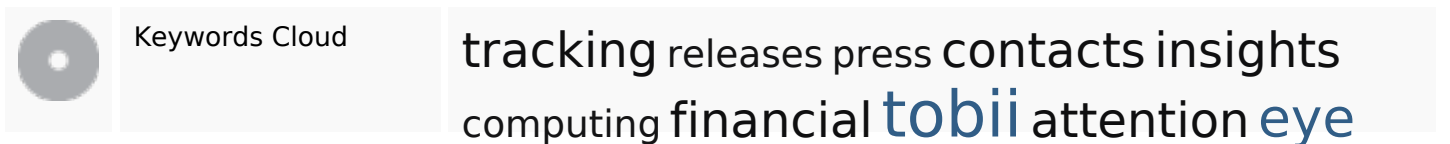
In-page links

Job Hub	Internal	Passing Juice
Students and Graduates	Internal	Passing Juice
Our values	Internal	Passing Juice
Newsroom	Internal	Passing Juice
Image gallery	Internal	Passing Juice
News	Internal	Passing Juice
Sustainability	Internal	Passing Juice
About	Internal	Passing Juice
What is eye tracking?	Internal	Passing Juice
Executive management team	Internal	Passing Juice
Board of directors	Internal	Passing Juice
Corporate Governance Structure	Internal	Passing Juice
General Meetings	Internal	Passing Juice
Nomination Committee	Internal	Passing Juice
Work of the Board	Internal	Passing Juice
Board Committees	Internal	Passing Juice
Remuneration	Internal	Passing Juice
Auditor	Internal	Passing Juice
Articles of Association	Internal	Passing Juice
History of Tobii	Internal	Passing Juice
Diversity	Internal	Passing Juice
Message from the CEO	Internal	Passing Juice
Tobii IP Licensing	Internal	Passing Juice
tobiipro.com	External	Passing Juice
tech.tobii.com	Internal	Passing Juice
gaming.tobii.com	Internal	Passing Juice
vr.tobii.com	Internal	Passing Juice
transparency.tobii.com	Internal	Passing Juice

In-page links

Facebook	External	Passing Juice
LinkedIn	External	Passing Juice
Instagram	External	Passing Juice
Twitter	External	Passing Juice
Youtube	External	Passing Juice
Home	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
tobii	10	✓	✗	✓	✓
eye	6	✓	✗	✓	✓
attention	5	✗	✗	✓	✓
tracking	5	✓	✗	✓	✓
contacts	4	✗	✗	✗	✓











Usability

	Url	Domain : tobii.com Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

	Language	Good. Your declared language is en.
	Dublin Core	Great. This page take advantage of Dublin Core.





Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 8 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
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Optimization

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