



Webseiten-Bericht für toucaninsights.com

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Der Wert ist 59/100



SEO Inhalte

	<p>Seitentitel</p>	<p>Digital Agency Digital Marketing Agency Toucan Insights</p> <p>Länge : 59</p> <p>Perfekt, denn Ihr Seitentitel enthält zwischen 10 und 70 Anzahl Zeichen.</p>								
	<p>Seitenbeschreibung</p>	<p>Toucan Insights is an award-winning digital marketing agency that provides digital marketing solutions for companies that aim to excel in the 21st century. Book your discovery consultation!</p> <p>Länge : 189</p> <p>Ideal, aber Ihre Seitenbeschreibung sollte zwischen 70 und 160 Zeichen (Leerzeichen incinbegriffen) enthalten. Benutzen Sie dieses kostenlose Werkzeug um die Länge zu prüfen.</p>								
	<p>Suchbegriffe</p>	<p>digital marketing agency, marketing agency in amsterdam, online marketing amsterdam, internet marketing companies, inbound marketing agency, digital marketing bureau, digital marketing services company, seo web marketing, top digital marketing agency</p> <p>Gut, denn Ihre Webseite enthält Suchbegriffe.</p>								
	<p>Og META Eigenschaften</p>	<p>Sehr gut, denn diese Webseite nutzt die Vorteile aus den Og Properties.</p> <table border="1" data-bbox="544 1547 1481 2072"> <thead> <tr> <th>Eigenschaft</th> <th>Inhalt</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Toucan Insights Digital Marketing Research Agency Amsterdam</td> </tr> <tr> <td>description</td> <td>Toucan Insights is an award-winning digital marketing agency in Amsterdam that provides online marketing solutions for companies that aim to stand out in the 21st century.</td> </tr> <tr> <td>image</td> <td>https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png</td> </tr> </tbody> </table>	Eigenschaft	Inhalt	title	Toucan Insights Digital Marketing Research Agency Amsterdam	description	Toucan Insights is an award-winning digital marketing agency in Amsterdam that provides online marketing solutions for companies that aim to stand out in the 21st century.	image	https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png
Eigenschaft	Inhalt									
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image	https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png									

SEO Inhalte

image:width	842
image:height	596
url	https://www.toucaninsights.com
site_name	Toucan Insights - Digital Marketing Agency
type	website

Überschriften

H1	H2	H3	H4	H5	H6
1	31	48	0	0	0



- [H1] Digital Marketing Agency Digital Agency
- [H2] Toucan Insights
- [H2] As featured in
- [H2] Digital Agency | Digital Marketing Agency
- [H2] Discovery Marketing Consultation
- [H2] Client's Testimonials
- [H2] Our Work includes
- [H2] WHO ARE WE
- [H2] Our Global Projects
- [H2] Internet Marketing Services
- [H2] Step by Step
- [H2] How Toucan Insights Digital Marketing Agency works, step by step.
- [H2] Step 1. Consultation | Digital Marketing Agency
- [H2] Step 2. Strategy | Digital Marketing Agency
- [H2] Step 3. Implementation | Digital Marketing Agency
- [H2] Step 4. Optimization | Digital Marketing Agency
- [H2] Step 5. Support | Digital Marketing Agency
- [H2] Book Now
- [H2] Discovery Marketing Consultation
- [H2] Our Recognitions
- [H2] Digital Marketing Company
- [H2] Marketing Courses
- [H2] Discovery Marketing Consultation
- [H2] General Information Who Are We Best Marketing Agency - Awards Digital Marketing Specialist - Team Wix SEO Expert Work with Us Contact
- [H2] Marketing Courses Full Digital Marketing Course Marketing Research Course Branding Course SEO Course Content Marketing Course Social Media Marketing Course
- [H2] Services Internet Marketing Services Market Research Agency Branding Agency SEO Agency
- [H2] Content Marketing Agency Social Media Marketing Agency Email Marketing Agency Internet Marketing Advertising Agency Hotel Marketing Agency
- [H2] Consultation & Resources Marketing Consultation Digital Marketing eBook FREE Marketing Checklists
- [H2] Publications Blog Books Academic Articles On The Media
- [H2] Business Cases Business Cases Page Neon Buddha Dale Kietzman University WA Technology Hoteles City Express
- [H2] Miami Digital Marketing Agency Miami SEO Agency Jacksonville Digital Marketing Agency Jacksonville SEO Agency

SEO Inhalte



Tampa Digital Marketing Agency Tampa SEO Agency

- [H2] Amsterdam Online Marketing Bureau Amsterdam SEO Agency London Digital Marketing Agency London SEO Agency New York Digital Marketing Agency New York SEO Agency
- [H3] Objective: Understand the client's business, goals, and challenges.
- [H3]
- [H3] Client Meeting: Toucan Insights meets with the client, on the date and time previously booked by the client, to discuss their business objectives, target audience, current digital presence, and specific challenges they are facing. During the meeting, we will also seek to identify your needs and market situation.
- [H3] Needs Assessment: Our digital agency experts conduct a thorough needs assessment to identify the client's requirements and expectations.
- [H3] Market Research: The digital marketing agency examines the client's industry, competitors, and market trends to gain deeper insights.
- [H3] Objective: Develop a tailored digital strategy that aligns with the client's goals.
- [H3]
- [H3] Defining Goals: Based on the initial consultation, our digital marketing agency defines clear, measurable goals (e.g., increasing website traffic, improving conversion rates, enhancing brand awareness).
- [H3] Target Audience Analysis: Here, we will analyze your target audience to understand their behavior, preferences, and needs.
- [H3] Strategic Planning: Our marketing agency develops a comprehensive digital strategy, outlining the tactics and channels to be used (e.g., SEO, PPC, social media marketing, content marketing).
- [H3] Budget Planning: In this stage, our digital agency works with the client to establish a budget for the digital marketing efforts.
- [H3] Objective: Execute the digital strategy using various tactics and tools.
- [H3]
- [H3] Website Design and Development:
- [H3] Design: Creating an aesthetically pleasing, user-friendly website that reflects the client's brand.
- [H3] Development: Building the website using the latest technologies to ensure it is responsive, fast, and secure.
- [H3] Search Engine Optimization (SEO):
- [H3] On-Page SEO: Optimizing website content, meta tags, and structure for search engines.
- [H3] Off-Page SEO: Building backlinks, improving domain authority, and leveraging social signals.
- [H3] Pay-Per-Click Advertising (PPC):
- [H3] Campaign Setup: Creating targeted ad campaigns on platforms like Google Ads and social media.
- [H3] Ad Management: Monitoring and optimizing ads for better performance and ROI.
- [H3] Content Marketing:
- [H3] Content Creation: Developing high-quality content such as





SEO Inhalte

		<p>blog posts, articles, videos, and infographics.</p> <ul style="list-style-type: none">• [H3] Content Distribution: Sharing content across various platforms to engage the target audience and drive traffic.• [H3] Social Media Marketing:• [H3] Profile Management: Creating and maintaining social media profiles on platforms like Facebook, Instagram, Twitter, and LinkedIn.• [H3] Content Posting: Scheduling and posting regular content to engage followers and build community.• [H3] Email Marketing:• [H3] Campaign Development: Designing email campaigns to nurture leads and maintain customer relationships.• [H3] Automation: Setting up automated email sequences for different customer journey stages.• [H3] Marketing Research:• [H3] Objective: Track performance and continuously optimize strategies to improve results.• [H3]• [H3] Analytics Setup: Implementing tools like Google Analytics and social media insights to track campaign performance.• [H3] Performance Monitoring: Regularly monitoring key metrics such as traffic, engagement, conversions, and ROI.• [H3] Reporting: Providing detailed reports to the client with insights and recommendations.• [H3] Optimization: Adjusting strategies and tactics based on data insights to improve performance.• [H3] Objective: Provide continuous support and adapt to changing market conditions.• [H3]• [H3] Website Maintenance: Ensuring the website remains up-to-date, secure, and functioning properly.• [H3] Campaign Adjustments: Making necessary adjustments to digital marketing campaigns based on performance data and market changes.• [H3] Client Communication: Maintaining regular communication with the client to discuss progress, new opportunities, and any changes in goals or strategies.• [H3] Privacy Policy• [H3] Scam Alert• [H3] Accessibility Statement• [H3] Sitemap• [H3] © Copyright 2018-2024. All Rights Reserved.
	Bilder	<p>Es konnten 18 Bilder auf dieser Webseite gefunden werden.</p> <p>Bei 1 Bilder(n) fehlt ein ALT-Attribut. Fügen Sie ALT-Attribute zu Ihren Bildern, um die Bedeutung der Bilder für Suchmaschinen zugänglich zu machen.</p>
	Text/HTML Verhältnis	<p>Anteil : 0%</p> <p>Das Text zu HTML Code Verhältnis dieser Webseite ist niedriger als 15 Prozent, was bedeutet, dass Sie mehr Inhalte für Ihre Webseite schreiben sollten.</p>

SEO Inhalte

	Flash	Perfekt, denn es wurde kein Flash auf Ihrer Webseite gefunden.
	IFrame	Schlecht, denn Sie verwenden IFrames auf Ihrer Webseite, die von Suchmaschinen nicht indiziert werden können.

SEO Links

	URL Rewrite	Gut. Ihre Links sind für Suchmaschinen gut lesbar (sprechende Links)!
	Underscores in the URLs	Perfekt! Wir haben keine Unterstriche in Ihren Links entdeckt.
	In-page links	We found a total of 41 links including 0 link(s) to files
	Statistics	Externe Links : noFollow 0% Externe Links : natürliche Links 0% Interne Links 100%

In-page links

Anker	Typ	Natürlich
Awards	intern	natürliche Links
Marketing Courses	intern	natürliche Links
Digital Marketing eBook	intern	natürliche Links
Marketing Checklists	intern	natürliche Links
Team	intern	natürliche Links
Work with Us	intern	natürliche Links
Marketing Consultation	intern	natürliche Links
Branding	intern	natürliche Links
Content Marketing	intern	natürliche Links


In-page links

Digital Advertising	intern	natürliche Links
Email Marketing	intern	natürliche Links
Hotel Marketing	intern	natürliche Links
Market Research	intern	natürliche Links
SEO	intern	natürliche Links
Social Media Marketing	intern	natürliche Links
Wix SEO Expert	intern	natürliche Links
Academic Articles	intern	natürliche Links
On the Media	intern	natürliche Links
Books	intern	natürliche Links
Blog	intern	natürliche Links
DKU	intern	natürliche Links
Neon Buddha	intern	natürliche Links
WA Technology	intern	natürliche Links
Hoteles City Express	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
=	intern	natürliche Links
Contact	intern	natürliche Links
Marketing Research Course	intern	natürliche Links
Branding Course	intern	natürliche Links
SEO Course	intern	natürliche Links
Content Marketing Course	intern	natürliche Links

In-page links

Internet Marketing Services	intern	natürliche Links
Business Cases Page	intern	natürliche Links
Amsterdam SEO Agency	intern	natürliche Links
London Digital Marketing Agency	intern	natürliche Links





SEO Suchbegriffe

 Suchbegriffswolke	<p>information consultation discovery service marketing min meeting</p>
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Keywords Consistency

Suchbegriff	Inhalt	Seitentitel	Suchbegriffe	Seitenbeschreibung	Überschriften
service	3	✘	✔	✘	✔
information	3	✘	✘	✘	✔
discovery	3	✘	✘	✔	✔
marketing	3	✔	✔	✔	✔
consultation	3	✘	✘	✔	✔












Benutzerfreundlichkeit

 URL	Domain : toucaninsights.com Länge : 18
 Favoriten Icon	Gut. Die Webseite hat ein Favicon.
 Druckeigenschaften	Es konnten keine druckfreundlichen CSS-Angaben gefunden werden.
 Sprache	Gut, denn Sie haben in den META-Elementen eine Sprache deklariert: en.





Benutzerfreundlichkeit

	Dublin Core	Diese Webseite nutzt nicht die Vorteile der Dublin Core Elemente.
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Dokument

	Doctype	HTML 5
	Verschlüsselung	Perfekt, denn Ihre Webseite deklariert einen Zeichensatz: UTF-8.
	W3C Validität	Fehler : 144 Warnungen : 26
	E-Mail Datenschutz	Achtung! Es wurde mindestens eine E-Mail Adresse im Klartext auf Ihrer Webseite gefunden. Benutzen Sie dieses kostenlose Werkzeug um E-Mail Adressen vor SPAM zu schützen.
	Veraltetes HTML	Sehr gut! Sie verwenden aktuelle HTML Tags in Ihrem Webseitenquelltext.
	Tipps zur Webseitengeschwindigkeit	<ul style="list-style-type: none"> Sehr gut, denn Ihre Webseite benutzt keine verschachtelten Tabellen. Schlecht, denn es wurden CSS-Angaben in HTML-Elementen entdeckt. Diese Angaben sollten in ein entsprechendes CSS-Stylesheet verlagert werden. Gut, denn Ihre Webseite enthält nur wenig CSS-Dateien. Nicht so gut, denn Ihre Webseite enthält viele Javascript-Dateien (mehr als 6). Gut! Sie nutzen die Vorteile von gzip.

Mobile

	Mobile Optimierung	<ul style="list-style-type: none"> Apple Icon META Viewport Tag Flash Inhalt
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Optimierung

	XML-Sitemap	<p>Perfekt! Ihre Seite hat eine XML-Sitemap.</p> <pre>https://www.toucaninsights.com/sitemap.xml</pre> <pre>https://www.toucaninsights.com/es_es-sitemap.xml</pre>
	Robots.txt	<p>http://toucaninsights.com/robots.txt</p> <p>Sehr gut! Ihre Webseite enthält eine robots.txt-Datei.</p>
	Analytics	<p>Fehlt</p> <p>Wir haben nicht ein Analyse-Tool auf dieser Website installiert zu erkennen.</p> <p>Webanalyse erlaubt die Quantifizierung der Besucherinteraktionen mit Ihrer Seite. Insofern sollte zumindest ein Analysetool installiert werden. Um die Befunde abzusichern, empfiehlt sich das parallele Verwenden eines zweiten Tools.</p>