








# Website review activecampaign.com

Generated on November 10 2024 04:44 AM

The score is 65/100



## SEO Content

	Title	<p>Marketing automation for any business   ActiveCampaign</p> <p><b>Length : 54</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Your solution for personalized email marketing, automation, and sales engagement. Automate across your entire marketing stack with 900+ integrations.</p> <p><b>Length : 149</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>email marketing, automation, sales engagement</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1" data-bbox="542 1444 1476 1512"> <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>13</td> <td>30</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1545 1452 2072" style="list-style-type: none"> <li>• [H1] Effortless email &amp; marketing automation</li> <li>• [H2] Save 20 hours per month with marketing automation</li> <li>• [H2] Personalized, professional emails that are easy to build yourself</li> <li>• [H2] Reach your audience across email, SMS, and ads</li> <li>• [H2] Sales automation that lets you focus on the work that drives business</li> <li>• [H2] Instantly connect with 900+ of your favorite marketing tools</li> <li>• [H2] Streamline customer engagement in any industry</li> <li>• [H2] Big results for businesses of every size</li> <li>• [H2] Ready to take ActiveCampaign for a spin?</li> <li>• [H2] Platform</li> <li>• [H2] Solutions</li> <li>• [H2] Resources</li> <li>• [H2] Channel partners</li> </ul>	H1	H2	H3	H4	H5	H6	1	13	30	0	0	0
H1	H2	H3	H4	H5	H6									
1	13	30	0	0	0									





## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Company</li><li>• [H3] Capabilities</li><li>• [H3] Top Features</li><li>• [H3] How we Deliver</li><li>• [H3] Featured industries</li><li>• [H3] Agency &amp; Consulting</li><li>• [H3] Online Education</li><li>• [H3] Ecommerce &amp; Retail</li><li>• [H3] Multi-location &amp; Franchises</li><li>• [H3] All Industries</li><li>• [H3] ActiveCampaign for</li><li>• [H3] Build</li><li>• [H3] Learn</li><li>• [H3] Connect</li><li>• [H3] Help</li><li>• [H3] Agency &amp; Consulting</li><li>• [H3] Creators &amp; Influencers</li><li>• [H3] Education &amp; Online Courses</li><li>• [H3] SaaS &amp; Technology</li><li>• [H3] Travel &amp; Hospitality</li><li>• [H3] Healthcare</li><li>• [H3] Real Estate</li><li>• [H3] Capabilities</li><li>• [H3] Top features</li><li>• [H3] How we deliver</li><li>• [H3] By industry</li><li>• [H3] By business size</li><li>• [H3] Build</li><li>• [H3] Learn</li><li>• [H3] Connect</li><li>• [H3] Help</li></ul>
	Images	<p>We found 48 images on this web page.</p> <p>44 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>3%</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	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
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## SEO Links

		
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 73 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 1.37% Internal Links 98.63%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Marketing Automation</a>	Internal	Passing Juice
<a href="#">Omnichannel Marketing</a>	Internal	Passing Juice
<a href="#">Content Creation</a>	Internal	Passing Juice
<a href="#">Audience Management</a>	Internal	Passing Juice
<a href="#">Analytics &amp; Reporting</a>	Internal	Passing Juice
<a href="#">Integrated AI</a>	Internal	Passing Juice
<a href="#">Integrations</a>	Internal	Passing Juice
<a href="#">Email Marketing</a>	Internal	Passing Juice
<a href="#">Dynamic Content</a>	Internal	Passing Juice
<a href="#">Segmentation</a>	Internal	Passing Juice
<a href="#">CRM</a>	Internal	Passing Juice
<a href="#">Landing Pages</a>	Internal	Passing Juice
<a href="#">Forms</a>	Internal	Passing Juice
<a href="#">Compare</a>	Internal	Passing Juice
<a href="#">Product Updates</a>	Internal	Passing Juice
<a href="#">Customers</a>	Internal	Passing Juice

## In-page links

<a href="#">Agency &amp; Consulting</a>	Internal	Passing Juice
<a href="#">Online Education</a>	Internal	Passing Juice
<a href="#">Ecommerce &amp; Retail</a>	Internal	Passing Juice
<a href="#">Multi-location &amp; Franchises</a>	Internal	Passing Juice
<a href="#">SaaS &amp; Technology</a>	Internal	Passing Juice
<a href="#">Healthcare</a>	Internal	Passing Juice
<a href="#">Creators &amp; Influencers</a>	Internal	Passing Juice
<a href="#">Travel &amp; Hospitality</a>	Internal	Passing Juice
<a href="#">Non-Profit</a>	Internal	Passing Juice
<a href="#">Solopreneurs</a>	Internal	Passing Juice
<a href="#">Small &amp; Medium Businesses</a>	Internal	Passing Juice
<a href="#">Enterprise</a>	Internal	Passing Juice
<a href="#">Transactional Email <sup>↗</sup></a>	External	Passing Juice
<a href="#">Automation Recipes</a>	Internal	Passing Juice
<a href="#">Email Templates</a>	Internal	Passing Juice
<a href="#">Marketing Tools</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Training &amp; Events</a>	Internal	Passing Juice
<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">Forum</a>	Internal	Passing Juice
<a href="#">Ideas Portal</a>	Internal	Passing Juice
<a href="#">Help Docs</a>	Internal	Passing Juice
<a href="#">Submit a Help Request</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Português</a>	Internal	Passing Juice
<a href="#">Français</a>	Internal	Passing Juice
<a href="#">Italiano</a>	Internal	Passing Juice

## In-page links

<a href="#">Deutsch</a>	Internal	Passing Juice
<a href="#">Español</a>	Internal	Passing Juice
<a href="#">Agency &amp; Consulting</a>	Internal	Passing Juice
<a href="#">Creators &amp; Influencers</a>	Internal	Passing Juice
<a href="#">Education &amp; Online Courses</a>	Internal	Passing Juice
<a href="#">SaaS &amp; Technology</a>	Internal	Passing Juice
<a href="#">Real Estate</a>	Internal	Passing Juice
<a href="#">Segmentation</a>	Internal	Passing Juice
<a href="#">All Features</a>	Internal	Passing Juice
<a href="#">Product Updates</a>	Internal	Passing Juice
<a href="#">Ecommerce &amp; Retail</a>	Internal	Passing Juice
<a href="#">Request a Demo</a>	Internal	Passing Juice
<a href="#">Training &amp; Events</a>	Internal	Passing Juice
<a href="#">Glossary</a>	Internal	Passing Juice
<a href="#">Ideas Portal</a>	Internal	Passing Juice
<a href="#">Help Docs</a>	Internal	Passing Juice
<a href="#">Submit a Help Request</a>	Internal	Passing Juice
<a href="#">Book a Strategy Session</a>	Internal	Passing Juice
<a href="#">Agency &amp; Reseller</a>	Internal	Passing Juice
<a href="#">Affiliate</a>	Internal	Passing Juice
<a href="#">App &amp; Developer</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Leadership</a>	Internal	Passing Juice
<a href="#">DEI</a>	Internal	Passing Juice
<a href="#">Press</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Legal Center</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

resources business activecampaign  
platform help **email** tools  
**marketing** all **automation**

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
marketing	20	✓	✓	✓	✓
email	20	✗	✓	✓	✓
automation	19	✓	✓	✓	✓
activecampaign	10	✓	✗	✗	✓
business	10	✓	✗	✗	✓











## Usability

	Url	Domain : activecampaign.com Length : 18
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	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
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## Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 63 Warnings : 47
	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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</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><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="https://www.activecampaign.com/sitemap.xml">https://www.activecampaign.com/sitemap.xml</a>
	Robots.txt	<a href="http://activecampaign.com/robots.txt">http://activecampaign.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You

## Optimization

should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.