








Website review brightedge.com

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The score is 60/100







SEO Content

	Title	<p>BrightEdge - Enterprise SEO Platform Content Marketing Solution</p> <p>Length : 65</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>BrightEdge is the leading SEO solution and content performance marketing platform, helping more than 1,700 customers generate more organic traffic. BrightEdge is based in San Mateo, CA with offices in New York, Seattle, Chicago, Cleveland, Tokyo, Sydney, and London. Contact us for an SEO demo today.</p> <p>Length : 300</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>SEO solution, Enterprise SEO, SEO technology</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1413 1481 1787"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>BrightEdge</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.brightedge.com/</td> </tr> <tr> <td>title</td> <td>BrightEdge</td> </tr> </tbody> </table>	Property	Content	site_name	BrightEdge	type	website	url	https://www.brightedge.com/	title	BrightEdge		
Property	Content													
site_name	BrightEdge													
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url	https://www.brightedge.com/													
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	Headings	<table border="1" data-bbox="544 1816 1481 1888"> <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>3</td> <td>10</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1917 1453 2078" style="list-style-type: none"> • [H1] SEO at the Speed of Search • [H2] Engage Customers Across the Entire Customer Journey • [H2] How Do Marketers Use BrightEdge? • [H2] 1,700+ Customers Win at Content Marketing with BrightEdge SEO Platform 	H1	H2	H3	H4	H5	H6	1	3	10	0	0	0
H1	H2	H3	H4	H5	H6									
1	3	10	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] BRIGHTEDGE INNOVATIONS• [H3] Search• [H3] Content• [H3] Social• [H3] Local• [H3] Mobile• [H3] SEOs• [H3] Digital Marketers• [H3] Content and Demand Generation Marketers• [H3] CMOs/Executives
	Images	We found 14 images on this web page. 1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 14% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 50 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Login	Internal	Passing Juice
Autopilot	Internal	Passing Juice
Content Advisor	Internal	Passing Juice
ContentIQ	Internal	Passing Juice
Copilot	Internal	Passing Juice
Daily Pulse	Internal	Passing Juice
Data Cube	Internal	Passing Juice
HyperLocal	Internal	Passing Juice
Instant	Internal	Passing Juice
Integrations	Internal	Passing Juice
Intent Signal	Internal	Passing Juice
Keyword Reporting	Internal	Passing Juice
Local SEO	Internal	Passing Juice
Market Insights	Internal	Passing Juice
Opportunity Forecasting	Internal	Passing Juice
Page Reporting	Internal	Passing Juice
Recommendations	Internal	Passing Juice
Share of Voice	Internal	Passing Juice
Site Report	Internal	Passing Juice
StoryBuilder	Internal	Passing Juice
B2B Solutions	Internal	Passing Juice
DataMind	Internal	Passing Juice
Insights	Internal	Passing Juice
Keyword Research	Internal	Passing Juice
Mobile	Internal	Passing Juice
Connect Content and SEO	Internal	Passing Juice
Win at SEO	Internal	Passing Juice

In-page links

Succeed with BrightEdge	Internal	Passing Juice
ENTERPRISE SEO	Internal	Passing Juice
About Us	Internal	Passing Juice
Leadership	Internal	Passing Juice
News	Internal	Passing Juice
Press Releases	Internal	Passing Juice
Agency Info	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Office Locations	Internal	Passing Juice
Careers	Internal	Passing Juice
SHARE23	Internal	Passing Juice
Request Demo	Internal	Passing Juice
Learn More	Internal	Passing Juice
BrightEdge platform	Internal	Passing Juice
Learn More	Internal	Passing Juice
SEO platform	Internal	Passing Juice
Investors	Internal	Passing Juice
Partners	Internal	Passing Juice
Blog	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Legal	Internal	Passing Juice
Anti Slavery & Human Trafficking Statement	Internal	Passing Juice
Jump to navigation	Internal	Passing Juice

SEO Keywords








Keywords Cloud

customers search how performance platform
marketers learn **content** brightedge
seo





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
content	15	✓	✗	✓	✓
seo	12	✓	✓	✓	✓
brightedge	10	✓	✗	✓	✓
marketers	5	✗	✗	✗	✓
platform	5	✓	✗	✓	✓






Usability

	Url	Domain : brightedge.com Length : 14
	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 : 15 Warnings : 6
	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"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). 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	Great, your website has an XML sitemap. <code>https://www.brightedge.com/sitemap.xml</code>
	Robots.txt	<code>http://brightedge.com/robots.txt</code> 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 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.