



# Website review doubleclick.net

Generated on January 12 2025 03:59 AM

The score is 69/100






## SEO Content

	Title	Enterprise Advertising & Analytics Solutions - Google Marketing Platform  <b>Length : 76</b>  Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.														
	Description	Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales.  <b>Length : 138</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><tr><th>Property</th><th>Content</th></tr><tr><td>type</td><td>Website</td></tr><tr><td>url</td><td>https://marketingplatform.google.com/about/en-terprise/</td></tr><tr><td>title</td><td>Enterprise Advertising &amp; Analytics Solutions - Google Marketing Platform</td></tr><tr><td>site_name</td><td>Google Marketing Platform</td></tr><tr><td>description</td><td>Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales.</td></tr><tr><td>image</td><td>https://lh3.googleusercontent.com/XjulzUQfPsVZjAC6DJrIVtyGdUQKM8_6sl0SAcqoplqEn18pOQ0BzWWrXZ5W6FoAx27Izl0AoLXmik0KICEOr_27jhEfxbiNUp4k</td></tr></table>	Property	Content	type	Website	url	https://marketingplatform.google.com/about/en-terprise/	title	Enterprise Advertising & Analytics Solutions - Google Marketing Platform	site_name	Google Marketing Platform	description	Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales.	image	https://lh3.googleusercontent.com/XjulzUQfPsVZjAC6DJrIVtyGdUQKM8_6sl0SAcqoplqEn18pOQ0BzWWrXZ5W6FoAx27Izl0AoLXmik0KICEOr_27jhEfxbiNUp4k
Property	Content															
type	Website															
url	https://marketingplatform.google.com/about/en-terprise/															
title	Enterprise Advertising & Analytics Solutions - Google Marketing Platform															
site_name	Google Marketing Platform															
description	Google Marketing Platform offers an enterprise analytics solution to gain insights into your advertising, marketing, customers, and sales.															
image	https://lh3.googleusercontent.com/XjulzUQfPsVZjAC6DJrIVtyGdUQKM8_6sl0SAcqoplqEn18pOQ0BzWWrXZ5W6FoAx27Izl0AoLXmik0KICEOr_27jhEfxbiNUp4k															





# SEO Content

	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>1</td><td>11</td><td>25</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] Meaningful insights.Smarter marketing.Better results.</li><li>• [H2] Google Marketing Platform brings together your advertising and analytics to help you make quality customer connections, surface deeper insights, and drive better marketing results.</li><li>• [H3] A smarter platform for better results.</li><li>• [H3] The results are incredible, it actually helped us transform our whole vision. We want to be a global brand. Google Marketing Platform facilitates that growth.</li><li>• [H3] Powerful solutions, together in one platform.</li><li>• [H3] Designed to work together.</li><li>• [H3] The Future of Analytics.</li><li>• [H3] Stay in the know.</li><li>• [H3] The CTV playbook: how the latest technology can amplify your CTV performance</li><li>• [H3] The marketer’s playbook for navigating today’s privacy environment</li><li>• [H3] The Future of Analytics</li><li>• [H3] Looking for small-business solutions?</li><li>• [H3] News and insights delivered to your inbox.</li><li>• [H4] Deliver faster, smarter marketing.</li><li>• [H4] Gain more control over your investments.</li><li>• [H4] Understand your audience on a deeper level.</li><li>• [H4] Share insights across your team.</li><li>• [H4] Deliver faster, smarter marketing.</li><li>• [H4] Gain more control over your investments.</li><li>• [H4] Understand your audience on a deeper level.</li><li>• [H4] Share insights across your team.</li><li>• [H4] Display &amp; Video 360</li><li>• [H4] Analytics 360</li><li>• [H4] Display &amp; Video 360</li><li>• [H4] Search Ads 360</li><li>• [H4] Tag Manager 360</li><li>• [H4] Campaign Manager 360</li><li>• [H4] Reach the right customers.</li><li>• [H4] Tailor your measurement with Ads Data Hub.</li><li>• [H4] Do more with Google Cloud.</li><li>• [H4] Reach the right customers.</li><li>• [H4] Tailor your measurement with Ads Data Hub.</li><li>• [H4] Do more with Google Cloud.</li><li>• [H4] About Google Marketing Platform</li><li>• [H4] Learning &amp; support</li><li>• [H4] Developers &amp; partners</li><li>• [H4] Related products</li><li>• [H4] More from Google</li></ul>	H1	H2	H3	H4	H5	H6	1	1	11	25	0	0
	H1	H2	H3	H4	H5	H6								
1	1	11	25	0	0									
	Images	<p>We found 12 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>												
	Text/HTML Ratio	Ratio : <b>19%</b>												

## SEO Content

		Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 41 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 53.66% Internal Links 46.34%

## In-page links

Anchor	Type	Juice
<a href="#">For Small Businesses</a>	Internal	Passing Juice
<a href="#">For Enterprises</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Blog</a>	External	Passing Juice
<a href="#">Partners</a>	Internal	Passing Juice
<a href="#">Support</a>	Internal	Passing Juice
<a href="#">Analytics</a>	Internal	Passing Juice
<a href="#">Tag Manager</a>	Internal	Passing Juice

## In-page links

<a href="#">Campaign Manager 360</a>	Internal	Passing Juice
<a href="#">Display &amp; Video 360</a>	Internal	Passing Juice
<a href="#">Search Ads 360</a>	Internal	Passing Juice
<a href="#">Analytics 360</a>	Internal	Passing Juice
<a href="#">Tag Manager 360</a>	Internal	Passing Juice
<a href="#">Success Stories</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">See how.</a>	External	Passing Juice
<a href="#">Talk to Sales</a>	Internal	Passing Juice
<a href="#">Learn More</a>	External	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Read more</a>	Internal	Passing Juice
<a href="#">Subscribe</a>	External	Passing Juice
<a href="#">Overview</a>	Internal	Passing Juice
<a href="#">Analytics Academy</a>	External	Passing Juice
<a href="#">Skillshop</a>	External	Passing Juice
<a href="#">Google Primer</a>	External	Passing Juice
<a href="#">Analytics for developers</a>	External	Passing Juice
<a href="#">Tag Manager for developers</a>	External	Passing Juice
<a href="#">Campaign Manager 360 for developers</a>	External	Passing Juice
<a href="#">Google Ads</a>	External	Passing Juice
<a href="#">Google AdSense</a>	External	Passing Juice
<a href="#">Google Ad Manager</a>	External	Passing Juice
<a href="#">Google Cloud</a>	External	Passing Juice
<a href="#">Firebase</a>	External	Passing Juice
<a href="#">Think with Google</a>	External	Passing Juice
<a href="#">Business Solutions</a>	External	Passing Juice

## In-page links

<a href="#">Google Workspace</a>	External	Passing Juice
<a href="#">Privacy</a>	External	Passing Juice
<a href="#">Terms</a>	External	Passing Juice
<a href="#">About Google</a>	External	Passing Juice
<a href="#">Google Products</a>	External	Passing Juice

## SEO Keywords

	Keywords Cloud	insights ads <b>marketing</b> data more <b>google</b> analytics icon platform manager
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
google	34	✓	✗	✓	✓
marketing	30	✓	✗	✓	✓
insights	18	✗	✗	✓	✓
platform	17	✓	✗	✓	✓
more	16	✗	✗	✗	✓


## Usability

	Url	Domain : doubleclick.net Length : 15
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.





## Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 73 Warnings : 5
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Perfect. No inline css has been found in HTML tags!</div><div> Great, your website has few CSS files.</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Too bad, your website does not take advantage of gzip.</div></div>



## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap.
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## Optimization

		<a href="https://www.google.com/sitemap.xml">https://www.google.com/sitemap.xml</a>
	Robots.txt	<a href="http://doubleclick.net/robots.txt">http://doubleclick.net/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 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.