







Website review toucaninsights.com

Generated on December 09 2024 18:25 PM

The score is 59/100



SEO Content

	<p>Title</p>	<p>Digital Agency Digital Marketing Agency Toucan Insights</p> <p>Length : 59</p> <p>Perfect, your title contains between 10 and 70 characters.</p>										
	<p>Description</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>Length : 189</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>										
	<p>Keywords</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>Good, your page contains meta keywords.</p>										
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1447 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</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> <tr> <td>image:width</td> <td>842</td> </tr> </tbody> </table>	Property	Content	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	image:width	842
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image:width	842											

SEO Content

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

Headings

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 Tampa Digital Marketing Agency Tampa SEO Agency
- [H2] Amsterdam Online Marketing Bureau Amsterdam SEO

SEO Content

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 blog posts, articles, videos, and infographics.
- [H3] Content Distribution: Sharing content across various

SEO Content

		<p>platforms to engage the target audience and drive traffic.</p> <ul style="list-style-type: none">• [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.
	Images	<p>We found 18 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 : 0%</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</p>

SEO 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 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Awards	Internal	Passing Juice
Marketing Courses	Internal	Passing Juice
Digital Marketing eBook	Internal	Passing Juice
Marketing Checklists	Internal	Passing Juice
Team	Internal	Passing Juice
Work with Us	Internal	Passing Juice
Marketing Consultation	Internal	Passing Juice
Branding	Internal	Passing Juice
Content Marketing	Internal	Passing Juice
Digital Advertising	Internal	Passing Juice
Email Marketing	Internal	Passing Juice
Hotel Marketing	Internal	Passing Juice

In-page links

Market Research	Internal	Passing Juice
SEO	Internal	Passing Juice
Social Media Marketing	Internal	Passing Juice
Wix SEO Expert	Internal	Passing Juice
Academic Articles	Internal	Passing Juice
On the Media	Internal	Passing Juice
Books	Internal	Passing Juice
Blog	Internal	Passing Juice
DKU	Internal	Passing Juice
Neon Buddha	Internal	Passing Juice
WA Technology	Internal	Passing Juice
Hoteles City Express	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Contact	Internal	Passing Juice
Marketing Research Course	Internal	Passing Juice
Branding Course	Internal	Passing Juice
SEO Course	Internal	Passing Juice
Content Marketing Course	Internal	Passing Juice
Internet Marketing Services	Internal	Passing Juice
Business Cases Page	Internal	Passing Juice
Amsterdam SEO Agency	Internal	Passing Juice

In-page links

[London Digital Marketing Agency](#)

Internal

Passing Juice

SEO Keywords



Keywords Cloud

information discovery min
marketing consultation
meeting service









Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
service	3	✘	✔	✘	✔
information	3	✘	✘	✘	✔
discovery	3	✘	✘	✔	✔
marketing	3	✔	✔	✔	✔
consultation	3	✘	✘	✔	✔





Usability

	Url	Domain : toucaninsights.com Length : 18
	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 : 144 Warnings : 26
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	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. 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. <pre>https://www.toucaninsights.com/sitemap.xml</pre> <pre>https://www.toucaninsights.com/es_es-sitemap.xml</pre>
	Robots.txt	<pre>http://toucaninsights.com/robots.txt</pre> Great, your website has a robots.txt file.

Optimization



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.