Website review
underreality.com

Generated on December 09 2024 18:30 PM

The score is 63/100

SEO Content

✅	Title	Under Reality - Marketing Innovation Agency **Length : 43** Perfect, your title contains between 10 and 70 characters.
✅	Description	Under Reality, the marketing innovation agency. Accelerating brand value through digital innovation. Passionate about Marketing, Tech and AI. **Length : 141** Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
locale	en_US
type	website
title	Under Reality® - Marketing Innovation Agency
description	Under Reality, the marketing innovation agency. Accelerating brand value through digital innovation. Passionate about Marketing, Tech and AI.
url	https://underreality.com/
site_name	Under Reality

Headings	H1	H2	H3	H4	H5	H6
	1	6	19	0	0	0

- [H1] Under Reality®

SEO Content

		- [H2] Accelerating brand value through digital innovation - [H2] Don't get lost in the noise - [H2] We create world-class digital solutions, creative campaigns, and experiences. - [H2] Step into the future - [H2] Our projects tell stories - [H2] Schedule a call? - [H3] About us - [H3] Data, profiling & insights - [H3] Marketing automation - [H3] Marketing technology & tools - [H3] Artificial Intelligence (AI) - [H3] Content experience - [H3] XR (AR & VR) - [H3] Web3 - [H3] Digital Strategy - [H3] AI Hyper-Personalised Videos - [H3] Dreambottle - [H3] Blockchain development - [H3] Metaverse Strategy - [H3] Repairer Platform - [H3] Food delivery app - [H3] Freelancer platform - [H3] Join for monthly Insights - [H3] Amsterdam HQ - [H3] Do you have a question?
❌	Images	We found 33 images on this web page. 31 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 : **17%** 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.

SEO Links

✓	In-page links	We found a total of 16 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
COMPANY	Internal	Passing Juice
SERVICES	Internal	Passing Juice
INDUSTRIES	Internal	Passing Juice
INSIGHTS	Internal	Passing Juice
JOBS	Internal	Passing Juice
CONTACT	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
READ MORE	Internal	Passing Juice
PROJECT INQUIRY	Internal	Passing Juice
PRIVACY POLICY	Internal	Passing Juice

SEO Keywords

●	Keywords Cloud	under digital marketing read call company brand data reality more

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	13	✖	✖	✖	✖
reality	10	✔	✖	✔	✔
under	10	✔	✖	✔	✔
marketing	9	✔	✖	✔	✔
read	9	✖	✖	✖	✖

Usability

	Url	Domain : underreality.com Length : 16
✔	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 : 84 Warnings : 22

Document

✓	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	✓ 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	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. https://underreality.com/sitemap_index.xml
✓	Robots.txt	http://underreality.com/robots.txt 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.