



# Revisión web de toucaninsights.com

Generado el 09 Diciembre 2024 18:25 PM

La puntuación es 59/100



## Contenido SEO

	Título	Digital Agency   Digital Marketing Agency   Toucan Insights <b>Longitud : 59</b> Perfecto, tu título contiene entre 10 y 70 caracteres.										
	Descripción	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! <b>Longitud : 189</b> Preferiblemente tu descripción meta debe contener entre 70 y 160 caracteres (espacios incluidos). Usa <a href="#">esta herramienta gratuita</a> para calcular la longitud del texto.										
	Palabras Claves (Keywords)	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 Bien, tu página contiene palabras clave (meta keywords).										
	Propiedades Meta Og	Bien. Tu página usa propiedades Og (etiquetas og). <table><thead><tr><th>Propiedad</th><th>Contenido</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><a href="https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png">https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png</a></td></tr><tr><td>image:width</td><td>842</td></tr></tbody></table>	Propiedad	Contenido	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	<a href="https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png">https://static.wixstatic.com/media/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png/v1/fill/w_842,h_596,al_c/71de53_a9981d6f6e8e4c2ca644ac9135ce794d~mv2.png</a>	image:width	842
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image:width	842											

# Contenido SEO

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

## Titulos

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

# Contenido SEO


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





# Contenido SEO

		<p>platforms to engage the target audience and drive traffic.</p> <ul style="list-style-type: none"><li>• [H3] Social Media Marketing:</li><li>• [H3] Profile Management: Creating and maintaining social media profiles on platforms like Facebook, Instagram, Twitter, and LinkedIn.</li><li>• [H3] Content Posting: Scheduling and posting regular content to engage followers and build community.</li><li>• [H3] Email Marketing:</li><li>• [H3] Campaign Development: Designing email campaigns to nurture leads and maintain customer relationships.</li><li>• [H3] Automation: Setting up automated email sequences for different customer journey stages.</li><li>• [H3] Marketing Research:</li><li>• [H3] Objective: Track performance and continuously optimize strategies to improve results.</li><li>• [H3]</li><li>• [H3] Analytics Setup: Implementing tools like Google Analytics and social media insights to track campaign performance.</li><li>• [H3] Performance Monitoring: Regularly monitoring key metrics such as traffic, engagement, conversions, and ROI.</li><li>• [H3] Reporting: Providing detailed reports to the client with insights and recommendations.</li><li>• [H3] Optimization: Adjusting strategies and tactics based on data insights to improve performance.</li><li>• [H3] Objective: Provide continuous support and adapt to changing market conditions.</li><li>• [H3]</li><li>• [H3] Website Maintenance: Ensuring the website remains up-to-date, secure, and functioning properly.</li><li>• [H3] Campaign Adjustments: Making necessary adjustments to digital marketing campaigns based on performance data and market changes.</li><li>• [H3] Client Communication: Maintaining regular communication with the client to discuss progress, new opportunities, and any changes in goals or strategies.</li><li>• [H3] Privacy Policy</li><li>• [H3] Scam Alert</li><li>• [H3] Accessibility Statement</li><li>• [H3] Sitemap</li><li>• [H3] © Copyright 2018-2024. All Rights Reserved.</li></ul>
	Imágenes	<p>Hemos encontrado 18 imágenes en esta web.</p> <p>1 atributos alt están vacíos o no existen. Agrega texto alternativo para que los motores de búsqueda puedan entender las imágenes.</p>
	Ratio Texto/HTML	<p>Ratio : <b>0%</b></p> <p>El ratio entre texto y código HTML de esta página es menor que el 15 por ciento, esto significa que tu web posiblemente necesite más contenido en texto.</p>
	Flash	<p>Perfecto, no se ha detectado contenido Flash en la página.</p>

## Contenido SEO

	Iframe	Muy mal, tienes Iframes en la página, esto significa que el contenido no podrá ser indexado.
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## Enlaces SEO

	Reescritura URL	Bien. Tus enlaces parecen amigables
	Guiones bajos en las URLs	Perfecto! No hemos detectado guiones bajos en tus URLs
	Enlaces en página	Hemos encontrado un total de 41 enlaces incluyendo 0 enlace(s) a ficheros
	Statistics	Enlaces Externos : noFollow 0% Enlaces Externos : Pasando Jugo 0% Enlaces Internos 100%

## Enlaces en página

Ancla	Tipo	Jugo
<a href="#">Awards</a>	Interna	Pasando Jugo
<a href="#">Marketing Courses</a>	Interna	Pasando Jugo
<a href="#">Digital Marketing eBook</a>	Interna	Pasando Jugo
<a href="#">Marketing Checklists</a>	Interna	Pasando Jugo
<a href="#">Team</a>	Interna	Pasando Jugo
<a href="#">Work with Us</a>	Interna	Pasando Jugo
<a href="#">Marketing Consultation</a>	Interna	Pasando Jugo
<a href="#">Branding</a>	Interna	Pasando Jugo
<a href="#">Content Marketing</a>	Interna	Pasando Jugo
<a href="#">Digital Advertising</a>	Interna	Pasando Jugo
<a href="#">Email Marketing</a>	Interna	Pasando Jugo
<a href="#">Hotel Marketing</a>	Interna	Pasando Jugo

## Enlaces en página

<a href="#">Market Research</a>	Interna	Pasando Jugo
<a href="#">SEO</a>	Interna	Pasando Jugo
<a href="#">Social Media Marketing</a>	Interna	Pasando Jugo
<a href="#">Wix SEO Expert</a>	Interna	Pasando Jugo
<a href="#">Academic Articles</a>	Interna	Pasando Jugo
<a href="#">On the Media</a>	Interna	Pasando Jugo
<a href="#">Books</a>	Interna	Pasando Jugo
<a href="#">Blog</a>	Interna	Pasando Jugo
<a href="#">DKU</a>	Interna	Pasando Jugo
<a href="#">Neon Buddha</a>	Interna	Pasando Jugo
<a href="#">WA Technology</a>	Interna	Pasando Jugo
<a href="#">Hoteles City Express</a>	Interna	Pasando Jugo
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=	Interna	Pasando Jugo
<a href="#">Contact</a>	Interna	Pasando Jugo
<a href="#">Marketing Research Course</a>	Interna	Pasando Jugo
<a href="#">Branding Course</a>	Interna	Pasando Jugo
<a href="#">SEO Course</a>	Interna	Pasando Jugo
<a href="#">Content Marketing Course</a>	Interna	Pasando Jugo
<a href="#">Internet Marketing Services</a>	Interna	Pasando Jugo
<a href="#">Business Cases Page</a>	Interna	Pasando Jugo
<a href="#">Amsterdam SEO Agency</a>	Interna	Pasando Jugo

# Enlaces en página

## Palabras Clave SEO



Nube de Palabras Clave

meeting service marketing  
consultation min discovery  
information












## Consistencia de las Palabras Clave

Palabra Clave (Keyword)	Contenido	Título	Palabras Claves (Keywords)	Descripción	Titulos
service	3	✘	✔	✘	✔
information	3	✘	✘	✘	✔
discovery	3	✘	✘	✔	✔
marketing	3	✔	✔	✔	✔
consultation	3	✘	✘	✔	✔


## Usabilidad

	Url	Dominio : toucaninsights.com Longitud : 18
	Favicon	Genial, tu web tiene un favicon.
	Imprimibilidad	No hemos encontrado una hoja de estilos CSS para impresión.
	Idioma	Genial. Has declarado el idioma en.
	Dublin Core	Esta página no usa Dublin Core.


## Documento

	Tipo de documento (Doctype)	HTML 5
	Codificación	Perfecto. Has declarado como codificación UTF-8.
	Validez W3C	Errores : 144 Avisos : 26
	Privacidad de los Emails	Atención! Hemos encontrado por lo menos una dirección de correo electrónico en texto plano. Usa <a href="#">este protector antispam gratuito</a> para ocultarla de los spammers.
	HTML obsoleto	Genial, no hemos detectado ninguna etiqueta HTML obsoleta.
	Consejos de Velocidad	<ul style="list-style-type: none"><li> Excelente, esta web no usa tablas.</li><li> Muy mal, tu web está usando estilos embenidos (inline CSS).</li><li> Genial, tu página web usa muy pocos ficheros CSS.</li><li> Muy mal, tu sitio usa demasiados ficheros JavaScript (más de 6).</li><li> Su sitio web se beneficia del tipo de compresión gzip. ¡Perfecto!</li></ul>

## Movil



	Optimización Móvil	<ul style="list-style-type: none"><li> Icono para Apple</li><li> Etiqueta Meta Viewport</li><li> Contenido Flash</li></ul>
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## Optimización

	Mapa del sitio XML	iPerfecto! Su sitio tiene un mapa del sitio en XML. <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>



## Optimización

		¡Estupendo! Su sitio web tiene un archivo robots.txt.
	Herramientas de Analítica	<p>No disponible</p> <p>No hemos encontrado ninguna herramienta de analítica en esta web.</p> <p>La analítica Web le permite medir la actividad de los visitantes de su sitio web. Debería tener instalada al menos una herramienta de analítica y se recomienda instalar otra más para obtener una confirmación de los resultados.</p>