







Evaluation du site polarisagency.com

Généré le 05 Novembre 2024 10:56

Le score est de 61/100



Optimisation du contenu

|  | <p>Titre</p> | <p>SEO Agency in London SEO Services for your Company</p> <p>Longueur : 52</p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p> | | | | | | | | | | | | | | |
|---|--|---|-----------|---------|--------|-------|------|---------|-------|--|-------------|--|-----|--------------------------------|-----------|---------|
|  | <p>Description</p> | <p>POLARIS, an award-winning London SEO Agency that provides brands with a best-practice search approach to running digital campaigns. Tech, Content, and PR.</p> <p>Longueur : 154</p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p> | | | | | | | | | | | | | | |
|  | <p>Mots-clefs</p> | <p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez ce générateur gratuit de balises META en ligne pour créer des mots-clés.</p> | | | | | | | | | | | | | | |
|  | <p>Propriétés Open Graph</p> | <p>Bien, cette page profite des balises META Open Graph.</p> <table border="1" data-bbox="539 1379 1481 2007"> <thead> <tr> <th>Propriété</th> <th>Contenu</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_GB</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>SEO Agency in London SEO Services for your Company</td> </tr> <tr> <td>description</td> <td>POLARIS, an award-winning London SEO Agency that provides brands with a best-practice search approach to running digital campaigns. Tech, Content, and PR.</td> </tr> <tr> <td>url</td> <td>https://www.polarisagency.com/</td> </tr> <tr> <td>site_name</td> <td>POLARIS</td> </tr> </tbody> </table> | Propriété | Contenu | locale | en_GB | type | website | title | SEO Agency in London SEO Services for your Company | description | POLARIS, an award-winning London SEO Agency that provides brands with a best-practice search approach to running digital campaigns. Tech, Content, and PR. | url | https://www.polarisagency.com/ | site_name | POLARIS |
| Propriété | Contenu | | | | | | | | | | | | | | | |
| locale | en_GB | | | | | | | | | | | | | | | |
| type | website | | | | | | | | | | | | | | | |
| title | SEO Agency in London SEO Services for your Company | | | | | | | | | | | | | | | |
| description | POLARIS, an award-winning London SEO Agency that provides brands with a best-practice search approach to running digital campaigns. Tech, Content, and PR. | | | | | | | | | | | | | | | |
| url | https://www.polarisagency.com/ | | | | | | | | | | | | | | | |
| site_name | POLARIS | | | | | | | | | | | | | | | |
| | <p>Niveaux de titre</p> | <p>H1 H2 H3 H4 H5 H6</p> | | | | | | | | | | | | | | |

Optimisation du contenu

1 12 19 0 0 0

- [H1] Award Winning SEO Agency, London
- [H2] Leading SEO Agency for Brands Worldwide
- [H2] SEO Services
- [H2] An SEO Company trusted by leading brands worldwide
- [H2] Our SEO Campaign Process
- [H2] Choose POLARIS as your SEO Agency
- [H2] Increasing SEO Rankings by 954%
- [H2] SEO Case Studies
- [H2] Award Winning SEO Team
- [H2] Our SEO Experts
- [H2] Knowledge Centre
- [H2] Driving SEO results for Bateaux London
- [H2] Guiding you and your team ahead.
- [H3] SEO Audits
- [H3] SEO Campaigns
- [H3] Site Migrations
- [H3] Technical SEO
- [H3] Content Marketing
- [H3] Our initial focus is your business and what you want to achieve - evaluating your goals and validating them using competitive and search landscape data.
- [H3] Knowing who your audience they are, and how they search on Google and Bing, is a crucial but often little focused step to understanding SEO performance and more importantly opportunity.
- [H3] With your objectives and audience in mind, we'll conduct extensive keyword research around your target areas.
- [H3] Analysing your SEO performance and website is our final, key step towards understanding how we can achieve the results we're seeking as your SEO company.
- [H3] Using all the research and understanding we've accumulated we'll create a dedicated SEO marketing strategy.
- [H3] Once the SEO marketing strategy has been approved and finalised, we'll then translate it into a specific set of agency tasks to be completed over a 90-day sprint period.
- [H3] Top 20 Strategic London Agency
- [H3] Proven Track Record in SEO
- [H3] Relationship & Results
- [H3] Services
- [H3] Sectors
- [H3] Agency
- [H3] Contact Us
- [H3] Address



Images

Nous avons trouvé 38 image(s) sur cette page Web.

28 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.





Ratio texte/HTML





Ratio : **16%**

Bien, le ratio de cette page texte/HTML est supérieur à 15, mais

Optimisation du contenu

| | | |
|--|--------|--|
| | | inférieur à 25 pour cent. |
|  | Flash | Parfait, aucun contenu FLASH n'a été détecté sur cette page. |
|  | Iframe | Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche. |

Liens

| | | |
|--|-------------------------|--|
|  | Réécriture d'URLs | Bien. Vos liens sont optimisés! |
|  | Tiret bas dans les URLs | Parfait! Aucuns soulignements détectés dans vos URLs. |
|  | Liens dans la page | Nous avons trouvé un total de 124 lien(s) dont 0 lien(s) vers des fichiers |
|  | Statistics | Liens externes : noFollow 0% Liens externes : Passing Juice 0% Liens internes 100% |

Liens dans la page

| Texte d'ancre | Type | Juice |
|--|---------|---------------|
| SEO Services | Interne | Passing Juice |
| SEO Audits | Interne | Passing Juice |
| Onsite SEO | Interne | Passing Juice |
| Technical SEO | Interne | Passing Juice |
| International SEO | Interne | Passing Juice |
| Local SEO | Interne | Passing Juice |
| SEO Consultants | Interne | Passing Juice |
| Content Marketing Strategy | Interne | Passing Juice |

Liens dans la page

| | | |
|--|---------|---------------|
| Content Writing Services | Interne | Passing Juice |
| B2B Content Marketing Services | Interne | Passing Juice |
| Link building Services | Interne | Passing Juice |
| Digital PR Campaigns | Interne | Passing Juice |
| Website SEO Migration Services | Interne | Passing Juice |
| Website Migration Checklist | Interne | Passing Juice |
| Site Migration Checklist - Ecommerce | Interne | Passing Juice |
| Consumer Insights and Segmentation | Interne | Passing Juice |
| Go to Market Strategy | Interne | Passing Juice |
| Digital strategy | Interne | Passing Juice |
| Demand Generation | Interne | Passing Juice |
| Digital Marketing Training Courses | Interne | Passing Juice |
| Search Engine & Content Marketing Training Courses | Interne | Passing Juice |
| Social Media Marketing Training Courses | Interne | Passing Juice |
| Data & Analytics Services | Interne | Passing Juice |
| Google Analytics Setup & Customisation | Interne | Passing Juice |
| Ecommerce Data & Analytics Solutions | Interne | Passing Juice |
| Google Analytics 4 Training | Interne | Passing Juice |
| Fashion & Retail | Interne | Passing Juice |
| Gifts & Experiences | Interne | Passing Juice |
| Wholesalers & Manufacturers | Interne | Passing Juice |
| Shopify SEO Services | Interne | Passing Juice |
| Wordpress SEO Services | Interne | Passing Juice |
| Adobe Commerce SEO Services | Interne | Passing Juice |
| Salesforce SEO Services | Interne | Passing Juice |
| BigCommerce SEO Services | Interne | Passing Juice |
| Technology & SaaS | Interne | Passing Juice |
| Hospitality & Events | Interne | Passing Juice |

Liens dans la page

| | | |
|--|---------|---------------|
| Learning & Development | Interne | Passing Juice |
| Coffee Supplies & Beverages | Interne | Passing Juice |
| Financial Services & Fintech | Interne | Passing Juice |
| About Us | Interne | Passing Juice |
| Join Us | Interne | Passing Juice |
| Ecommerce SEO | Interne | Passing Juice |
| B2B SEO | Interne | Passing Juice |
| Technology & SaaS | Interne | Passing Juice |
| Office Supplies & Coffee | Interne | Passing Juice |
| Fashion & Retail | Interne | Passing Juice |
| Hospitality & Events | Interne | Passing Juice |
| IT & Cloud | Interne | Passing Juice |
| SEO Insights | Interne | Passing Juice |
| Ecommerce SEO Insights | Interne | Passing Juice |
| B2B SEO Insights | Interne | Passing Juice |
| Google Search Generative Experience (SGE) What is it? | Interne | Passing Juice |
| How much does an SEO Audit Cost? | Interne | Passing Juice |
| Technical SEO Checklist | Interne | Passing Juice |
| Ecommerce Christmas SEO Guide 2024 | Interne | Passing Juice |
| Website Migration Checklist | Interne | Passing Juice |
| Get in touch | Interne | Passing Juice |
| Content Marketing | Interne | Passing Juice |
| Site Migrations | Interne | Passing Juice |
| SEO Pricing | Interne | Passing Juice |
| The Ultimate Guide to Scaling your B2B SaaS Companies to Strategise for Rapid Growth | Interne | Passing Juice |
| Kate Bravery | Interne | Passing Juice |
| Generative AI: Revolutionising SEO and Digital Marketing | Interne | Passing Juice |
| Sharon Thind | Interne | Passing Juice |

Liens dans la page

| | | |
|--|---------|---------------|
| How to Handle a WordPress Migration 2024 | Interne | Passing Juice |
| Cody Gales | Interne | Passing Juice |
| Bridging the Knowledge Gap: Educating Your Internal Teams To Understand How SEO Fits Into The Day to Day | Interne | Passing Juice |
| Emily North | Interne | Passing Juice |
| The Power of SEO: Maximising Your Ecommerce Strategy | Interne | Passing Juice |
| How to Increase Organic Traffic to Your Site | Interne | Passing Juice |
| The Power of Data &#038; Analytics for Ecommerce Brands | Interne | Passing Juice |
| Getting to Know the Next Generation of Google Analytics | Interne | Passing Juice |
| Rob Lancaster | Interne | Passing Juice |
| Ecommerce SEO Services | Interne | Passing Juice |
| B2B SEO Services | Interne | Passing Juice |
| An Introduction To Shopify | Interne | Passing Juice |
| Case Studies | Interne | Passing Juice |
| Technology | Interne | Passing Juice |
| Meet POLARIS&#8217; New Client Services Executive &#8211; Angus Davidson | Interne | Passing Juice |
| SEO Executive Roles | Interne | Passing Juice |
| Client Services Executive | Interne | Passing Juice |
| Marketing Insights | Interne | Passing Juice |
| Marketing Guides | Interne | Passing Juice |
| A Shopify SEO Guide to Increase Your Online Store&#8217;s Visibility and Sales | Interne | Passing Juice |
| Digital Marketing Tools | Interne | Passing Juice |
| Website Design Brief Template | Interne | Passing Juice |
| Amo Sokhi | Interne | Passing Juice |
| SEO Audits | Interne | Passing Juice |
| Ecommerce SEO | Interne | Passing Juice |
| Technical SEO Services | Interne | Passing Juice |
| Content Marketing Services | Interne | Passing Juice |


Liens dans la page

| | | |
|---|---------|---------------|
| Paradox London Ecommerce SEO | Interne | Passing Juice |
| SEO Case Studies | Interne | Passing Juice |
| B2B SEO Case Studies | Interne | Passing Juice |
| Increasing sales for the high street retailer | Interne | Passing Juice |
| Multi domain site migration | Interne | Passing Juice |
| SEO Strategy & Campaigns | Interne | Passing Juice |
| A more seamless booking experience | Interne | Passing Juice |
| B2B SEO, Training and Tracking Strategy | Interne | Passing Juice |
| Get tailored SEO costs based on the demand you have to drive in 2025. Try it now > | Interne | Passing Juice |
| View profile | Interne | Passing Juice |
| View profile | Interne | Passing Juice |
| View profile | Interne | Passing Juice |
| Ecommerce | Interne | Passing Juice |
| B2B | Interne | Passing Juice |
| SEO | Interne | Passing Juice |
| Benefits of a Content Marketing Strategy | Interne | Passing Juice |
| London's Best Local SEO Events | Interne | Passing Juice |
| What is Content Marketing | Interne | Passing Juice |
| SEO Services | Interne | Passing Juice |
| Data & Analytics | Interne | Passing Juice |
| Technical SEO Audit Services | Interne | Passing Juice |
| Local SEO Services | Interne | Passing Juice |
| Fashion & Retail | Interne | Passing Juice |
| Gifts & Experiences | Interne | Passing Juice |
| Wholesalers & Manufacturers | Interne | Passing Juice |
| Technology & SaaS | Interne | Passing Juice |
| Financial Services | Interne | Passing Juice |
| About Us | Interne | Passing Juice |

Liens dans la page

| | | |
|--|---------|---------------|
| Case Studies | Interne | Passing Juice |
| Who sent me chocolates | Interne | Passing Juice |
| Terms and Conditions | Interne | Passing Juice |
| Privacy Policy | Interne | Passing Juice |
| Sitemap | Interne | Passing Juice |





Mots-clefs

| | | |
|--|---------------------|--|
|  | Nuage de mots-clefs | ecommerce marketing insights seo b2b digital agency strategy content services |
|--|---------------------|--|


Cohérence des mots-clefs

| Mot-clef | Contenu | Titre | Mots-clefs | Description | Niveaux de titre |
|-----------|---------|-------|------------|-------------|------------------|
| seo | 173 | ✓ | ✗ | ✓ | ✓ |
| services | 68 | ✓ | ✗ | ✗ | ✓ |
| marketing | 58 | ✗ | ✗ | ✗ | ✓ |
| content | 28 | ✗ | ✗ | ✓ | ✓ |
| digital | 27 | ✗ | ✗ | ✓ | ✗ |












Ergonomie

| | | |
|--|---------------|---|
|  | Url | Domaine : polarisagency.com Longueur : 17 |
|  | Favicon | Génial, votre site web dispose d'un favicon. |
|  | Imprimabilité | Aucun style CSS pour optimiser l'impression n'a pu être trouvé. |
|  | Langue | Bien. Votre langue est : en. |





Ergonomie

| | | |
|---|-------------|--|
|  | Dublin Core | Cette page ne profite pas des métadonnées Dublin Core. |
|---|-------------|--|




Document

| | | |
|---|------------------------|---|
|  | Doctype | HTML 5 |
|  | Encodage | Parfait. Votre charset est UTF-8. |
|  | Validité W3C | Erreurs : 54 Avertissements : 60 |
|  | E-mail confidentialité | Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez une protection anti-spam gratuite pour cacher vos e-mails aux spammeurs. |
|  | HTML obsolètes | Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code. |
|  | Astuces vitesse | <ul style="list-style-type: none"> Excellent, votre site n'utilise pas de tableaux imbriqués. Mauvais, votre site web utilise des styles css inline. Mauvais, votre site web contient trop de fichiers CSS (plus de 4). Mauvais, votre site web contient trop de fichiers javascript (plus de 6). Parfait : votre site tire parti de gzip. |

Mobile

| | | |
|---|---------------------|--|
|  | Optimisation mobile | <ul style="list-style-type: none"> Icône Apple Méta tags viewport Contenu FLASH |
|---|---------------------|--|

Optimisation

| | | |
|--|--------------------|---|
|  | Sitemap XML | Votre site web dispose d'une sitemap XML, ce qui est optimal. https://www.polarisagency.com/sitemap_index.xml |
|  | Robots.txt | http://polarisagency.com/robots.txt Votre site dispose d'un fichier robots.txt, ce qui est optimal. |
|  | Mesures d'audience | Manquant Nous n'avons trouvé aucun outil d'analytics sur ce site. Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier. |