







# Website beoordeling polarisagency.com

Gegeneerd op November 05 2024 10:56 AM

De score is 61/100



## SEO Content

	<p>Title</p>	<p>SEO Agency in London   SEO Services for your Company</p> <p><b>Lengte : 52</b></p> <p>Perfect, uw title tag bevat tussen de 10 en 70 karakters.</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><b>Lengte : 154</b></p> <p>Perfect, uw meta description bevat tussen de 70 en 160 karakters.</p>														
	<p>Keywords</p>	<p>Erg slecht. We hebben geen meta keywords gevonden in uw website. Gebruik <a href="#">deze gratis online meta tags generator</a> om keywords te genereren.</p>														
	<p>Og Meta Properties</p>	<p>Goed, uw page maakt gebruik van Og Properties.</p> <table border="1" data-bbox="539 1346 1481 1973"> <thead> <tr> <th>Property</th> <th>Content</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>	Property	Content	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
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locale	en_GB															
type	website															
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url	https://www.polarisagency.com/															
site_name	POLARIS															
	<p>Headings</p>	<table border="1" data-bbox="539 2002 1481 2069"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>12</td> <td>19</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	H1	H2	H3	H4	H5	H6	1	12	19	0	0	0		
H1	H2	H3	H4	H5	H6											
1	12	19	0	0	0											

# SEO Content

- [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



Afbeeldingen

We vonden 38 afbeeldingen in de pagina.

28 alt attributen ontbreken. Voeg alternatieve text toe zodat zoekmachines beter kunnen beoordelen wat het onderwerp van de afbeeldingen is.





Text/HTML Ratio

Ratio : **16%**

Goed, De ratio van text tot HTML code hoger dan 15, maar lager dan 25 procent.

## SEO Content

	Flash	Perfect, geen Flash content gevonden in uw website.
	Iframe	Jammer, u heeft Iframes in uw website, dit betekent dat deze content niet kan worden geïndexeerd.

## SEO Links

	Herschreven URL	Perfect. Uw links zien er vriendelijk uit!
	Underscores in de URLs	Perfect! Geen underscores gevonden in uw URLs.
	In-page links	We vonden een totaal van 124 links inclusie 0 link(s) naar bestanden
	Statistics	Externe Links : noFollow 0% Externe Links : doFollow 0% Interne Links 100%

## In-page links

Ankertekst	Type	samenstelling
<a href="#">SEO Services</a>	Intern	doFollow
<a href="#">SEO Audits</a>	Intern	doFollow
<a href="#">Onsite SEO</a>	Intern	doFollow
<a href="#">Technical SEO</a>	Intern	doFollow
<a href="#">International SEO</a>	Intern	doFollow
<a href="#">Local SEO</a>	Intern	doFollow
<a href="#">SEO Consultants</a>	Intern	doFollow
<a href="#">Content Marketing Strategy</a>	Intern	doFollow
<a href="#">Content Writing Services</a>	Intern	doFollow

## In-page links

<a href="#">B2B Content Marketing Services</a>	Intern	doFollow
<a href="#">Link building Services</a>	Intern	doFollow
<a href="#">Digital PR Campaigns</a>	Intern	doFollow
<a href="#">Website SEO Migration Services</a>	Intern	doFollow
<a href="#">Website Migration Checklist</a>	Intern	doFollow
<a href="#">Site Migration Checklist - Ecommerce</a>	Intern	doFollow
<a href="#">Consumer Insights and Segmentation</a>	Intern	doFollow
<a href="#">Go to Market Strategy</a>	Intern	doFollow
<a href="#">Digital strategy</a>	Intern	doFollow
<a href="#">Demand Generation</a>	Intern	doFollow
<a href="#">Digital Marketing Training Courses</a>	Intern	doFollow
<a href="#">Search Engine &amp; Content Marketing Training Courses</a>	Intern	doFollow
<a href="#">Social Media Marketing Training Courses</a>	Intern	doFollow
<a href="#">Data &amp; Analytics Services</a>	Intern	doFollow
<a href="#">Google Analytics Setup &amp; Customisation</a>	Intern	doFollow
<a href="#">Ecommerce Data &amp; Analytics Solutions</a>	Intern	doFollow
<a href="#">Google Analytics 4 Training</a>	Intern	doFollow
<a href="#">Fashion &amp; Retail</a>	Intern	doFollow
<a href="#">Gifts &amp; Experiences</a>	Intern	doFollow
<a href="#">Wholesalers &amp; Manufacturers</a>	Intern	doFollow
<a href="#">Shopify SEO Services</a>	Intern	doFollow
<a href="#">Wordpress SEO Services</a>	Intern	doFollow
<a href="#">Adobe Commerce SEO Services</a>	Intern	doFollow
<a href="#">Salesforce SEO Services</a>	Intern	doFollow
<a href="#">BigCommerce SEO Services</a>	Intern	doFollow
<a href="#">Technology &amp; SaaS</a>	Intern	doFollow
<a href="#">Hospitality &amp; Events</a>	Intern	doFollow
<a href="#">Learning &amp; Development</a>	Intern	doFollow

## In-page links

<a href="#">Coffee Supplies &amp; Beverages</a>	Intern	doFollow
<a href="#">Financial Services &amp; Fintech</a>	Intern	doFollow
<a href="#">About Us</a>	Intern	doFollow
<a href="#">Join Us</a>	Intern	doFollow
<a href="#">Ecommerce SEO</a>	Intern	doFollow
<a href="#">B2B SEO</a>	Intern	doFollow
<a href="#">Technology &amp; SaaS</a>	Intern	doFollow
<a href="#">Office Supplies &amp; Coffee</a>	Intern	doFollow
<a href="#">Fashion &amp; Retail</a>	Intern	doFollow
<a href="#">Hospitality &amp; Events</a>	Intern	doFollow
<a href="#">IT &amp; Cloud</a>	Intern	doFollow
<a href="#">SEO Insights</a>	Intern	doFollow
<a href="#">Ecommerce SEO Insights</a>	Intern	doFollow
<a href="#">B2B SEO Insights</a>	Intern	doFollow
<a href="#">Google Search Generative Experience (SGE) What is it?</a>	Intern	doFollow
<a href="#">How much does an SEO Audit Cost?</a>	Intern	doFollow
<a href="#">Technical SEO Checklist</a>	Intern	doFollow
<a href="#">Ecommerce Christmas SEO Guide 2024</a>	Intern	doFollow
<a href="#">Website Migration Checklist</a>	Intern	doFollow
<a href="#">Get in touch</a>	Intern	doFollow
<a href="#">Content Marketing</a>	Intern	doFollow
<a href="#">Site Migrations</a>	Intern	doFollow
<a href="#">SEO Pricing</a>	Intern	doFollow
<a href="#">The Ultimate Guide to Scaling your B2B SaaS Companies to Strategise for Rapid Growth</a>	Intern	doFollow
<a href="#">Kate Bravery</a>	Intern	doFollow
<a href="#">Generative AI: Revolutionising SEO and Digital Marketing</a>	Intern	doFollow
<a href="#">Sharon Thind</a>	Intern	doFollow
<a href="#">How to Handle a WordPress Migration 2024</a>	Intern	doFollow

## In-page links

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


## In-page links

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

## In-page links

<a href="#">Who sent me chocolates</a>	Intern	doFollow
<a href="#">Terms and Conditions</a>	Intern	doFollow
<a href="#">Privacy Policy</a>	Intern	doFollow
<a href="#">Sitemap</a>	Intern	doFollow

## SEO Keywords

	Keywords Cloud	digital insights marketing b2b content strategy services agency <b>seo</b> ecommerce
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## Keywords Consistentie

Keyword	Content	Title	Keywords	Description	Headings
seo	173	✓	✗	✓	✓
services	68	✓	✗	✗	✓
marketing	58	✗	✗	✗	✓
content	28	✗	✗	✓	✓
digital	27	✗	✗	✓	✗












## Bruikbaarheid

	Url	Domein : polarisagency.com Lengte : 17
	Favicon	Goed, uw website heeft een favicon.
	Printbaarheid	Jammer. We vonden geen Print-Vriendelijke CSS.
	Taal	Goed. Uw ingestelde taal is en.
	Dublin Core	Deze pagina maakt geen gebruik van Dublin Core.







# Bruikbaarheid


## Document

	Doctype	HTML 5
	Encoding	Perfect. Uw ingestelde Charset is UTF-8.
	W3C Validiteit	Fouten : 54 Waarschuwingen : 60
	E-mail Privacy	Waarschuwing! Er is op zijn minst 1 e-mailadres gevonden als platte tekst. (voorkom spam!). Gebruik <a href="#">deze gratis antispam protector</a> om e-mailadressen te verbergen voor spammers.
	Niet ondersteunde HTML	Geweldig! We hebben geen niet meer ondersteunde HTML tags gevonden in uw HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Geweldig, uw website heeft geen tabellen in een tabel.</li><li> Jammer, uw website maakt gebruik van inline styles.</li><li> Jammer, uw website heeft teveel CSS bestanden (meer dan 4).</li><li> Jammer, uw website heeft teveel JS bestanden (meer dan 6).</li><li> Perfect, uw website haalt voordeel uit gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
--	---------------------	--

## Optimalisatie

	XML Sitemap	Geweldig, uw website heeft een XML sitemap. <div style="border: 1px solid #ccc; padding: 5px; margin-top: 5px;"><a href="https://www.polarisagency.com/sitemap_index.xml">https://www.polarisagency.com/sitemap_index.xml</a></div>
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## Optimalisatie

	Robots.txt	<p><a href="http://polarisagency.com/robots.txt">http://polarisagency.com/robots.txt</a></p> <p>Geweldig uw website heeft een robots.txt bestand.</p>
	Analytics	<p>Ontbrekend</p> <p>We hadden niet op te sporen van een analytics tool op deze website geplaatst.</p> <p>Web Analytics laat u toe de bezoekersactiviteit op uw website te meten. U zou minstens 1 Analytics tool geïnstalleerd moeten hebben en een extra tool voor de bevestiging van de resultaten.</p>