







Website beoordeling toucaninsights.com

Ge genereerd op December 09 2024 18:25 PM

De score is 59/100



SEO Content

	<p>Title</p>	<p>Digital Agency Digital Marketing Agency Toucan Insights</p> <p>Lengte : 59</p> <p>Perfect, uw title tag bevat tussen de 10 en 70 karakters.</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>Lengte : 189</p> <p>Let op, uw meta description zou tussen de 70 en 160 karakters (spaces included) moeten bevatten.</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>Goed, uw bevat meta keywords.</p>										
	<p>Og Meta Properties</p>	<p>Goed, uw page maakt gebruik van 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.
	Afbeeldingen	<p>We vonden 18 afbeeldingen in de pagina.</p> <p>1 alt attributen ontbreken. Voeg alternatieve text toe zodat zoekmachines beter kunnen beoordelen wat het onderwerp van de afbeeldingen is.</p>
	Text/HTML Ratio	<p>Ratio : 0%</p> <p>De ratio van text tot HTML code is below 15 procent, dit betekent dat uw pagina waarschijnlijk meer tekst nodig heeft.</p>
	Flash	<p>Perfect, geen Flash content gevonden in uw website.</p>

SEO Content

	Iframe	Jammer, u heeft Iframes in uw website, dit betekent dat deze content niet kan worden geïndexeerd.
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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 41 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
Awards	Intern	doFollow
Marketing Courses	Intern	doFollow
Digital Marketing eBook	Intern	doFollow
Marketing Checklists	Intern	doFollow
Team	Intern	doFollow
Work with Us	Intern	doFollow
Marketing Consultation	Intern	doFollow
Branding	Intern	doFollow
Content Marketing	Intern	doFollow
Digital Advertising	Intern	doFollow
Email Marketing	Intern	doFollow
Hotel Marketing	Intern	doFollow

In-page links

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

In-page links

[London Digital Marketing Agency](#)

Intern

doFollow

SEO Keywords



Keywords Cloud

information service marketing
consultation discovery min
meeting









Keywords Consistentie

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





Bruikbaarheid

	Url	Domein : toucaninsights.com Lengte : 18
	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.

Document

	Doctype	HTML 5
	Encoding	Perfect. Uw ingestelde Charset is UTF-8.
	W3C Validiteit	Fouten : 144 Waarschuwingen : 26
	E-mail Privacy	Waarschuwing! Er is op zijn minst 1 e-mailadres gevonden als platte tekst. (voorkom spam!). Gebruik deze gratis antispam protector 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"> Geweldig, uw website heeft geen tabellen in een tabel. Jammer, uw website maakt gebruik van inline styles. Geweldig, uw website heeft een correct aantal CSS bestanden. Jammer, uw website heeft teveel JS bestanden (meer dan 6). Perfect, uw website haalt voordeel uit gzip.

Mobile

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

	XML Sitemap	Geweldig, uw website heeft een XML sitemap. <code>https://www.toucaninsights.com/sitemap.xml</code> <code>https://www.toucaninsights.com/es_es-sitemap.xml</code>
	Robots.txt	<code>http://toucaninsights.com/robots.txt</code> Geweldig uw website heeft een robots.txt bestand.

Optimalisatie



Analytics

Ontbrekend

We hadden niet op te sporen van een analytics tool op deze website geplaatst.

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.