



Website review anunciantes.org.ar

Generated on March 31 2025 09:21 AM

The score is 50/100



SEO Content

	Title	Cámara Argentina de Anunciantes Los buenos anuncios unen a la gente Length : 69 Perfect, your title contains between 10 and 70 characters.												
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.												
	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>5</td><td>0</td><td>4</td><td>0</td><td>0</td></tr></table> • [H2] Informes • [H2] Actividades • [H2] Newsletter • [H2] #SociosCAA activos • [H2] #SociosCAA adherentes • [H4] AGENDA Webinars y actividades de la industria • [H4] Consumo Masivo Encrucijada Algorítmica • [H4] #CursosCAA: Desregulación en el uso de música en publicidad • [H4] Premios #BuenosAnuncios Finalistas 2024	H1	H2	H3	H4	H5	H6	0	5	0	4	0	0
H1	H2	H3	H4	H5	H6									
0	5	0	4	0	0									
	Images	We found 292 images on this web page. 30 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 : 3%												

SEO Content

		This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 50 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 22% Internal Links 78%

In-page links

Anchor	Type	Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
Inicio	Internal	Passing Juice

In-page links

Actividades	Internal	Passing Juice
Informes	Internal	Passing Juice
Newsletter	Internal	Passing Juice
7 de Julio – Día del Anunciante	Internal	Passing Juice
Premios Buenos Anuncios	Internal	Passing Juice
Revistas Buenos Anuncios	Internal	Passing Juice
CONARP	Internal	Passing Juice
WFA	Internal	Passing Juice
CCMA	Internal	Passing Juice
Autoridades 2024 / 2026	Internal	Passing Juice
Visión, Misión, Credo y Valores	Internal	Passing Juice
Comisiones Internas	Internal	Passing Juice
Principales Actividades	Internal	Passing Juice
Staff	Internal	Passing Juice
BIBLIOTECA Alberto Borrini	External	Passing Juice
Comunicados de prensa	Internal	Passing Juice
Legalmente	Internal	Passing Juice
Historia	Internal	Passing Juice
Estatuto	Internal	Passing Juice
Memoria y Balance	Internal	Passing Juice
#SociosCAA activos	Internal	Passing Juice
#SociosCAA adherentes	Internal	Passing Juice
#SociosCAA activos	Internal	Passing Juice
#SociosCAA adherentes	Internal	Passing Juice
Código de Ética y Autorregulación Publicitaria	Internal	Passing Juice
Guía de Buenas Prácticas / Producciones audiovisuales	Internal	Passing Juice
Guía de Buenas Prácticas / Interact, AA, CAA y CCA	Internal	Passing Juice
Código de Buenas Prácticas / CAAM	Internal	Passing Juice

In-page links

Código de Buenas Prácticas / IAB	Internal	Passing Juice
Coalition for Better Ads	Internal	Passing Juice
Guía para una mejor representación de hombres y mujeres en la publicidad	Internal	Passing Juice
Diversidad y representación Guía sobre posibles áreas de sesgo en el proceso creativo (versión LatAm)	Internal	Passing Juice
PAPER Autorregulación Publicitaria	Internal	Passing Juice
Autorregulación publicitaria de alimentos y bebidas dirigida a niños	Internal	Passing Juice
PAPER Influencers	Internal	Passing Juice
Contacto	Internal	Passing Juice
Newsletter	Internal	Passing Juice
#CursosCAA en Spotify	External	Passing Juice
SUSCRIPCION a lista de difusión de WhatsApp para recibir informes y reportes de la industria publicitaria (acceso libre y gratuito)	External	Passing Juice
#SociosCAA activos	External	Passing Juice
#SociosCAA adherentes	External	Passing Juice
Links de interés	Internal	Passing Juice
Protección de datos personales	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	ver guía anuncios socioscaa publicitaria buenas socioscaa buenos adherentes prácticas
--	----------------	--

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ver	7	✖	✖	✖	✖

Keywords Consistency

socioscaa	6	✖	✖	✖	✔
buenos	5	✔	✖	✖	✔
prácticas	5	✖			
buenas	5				

Usability

Url	Domain : anunciantes.org.ar Length : 18
Favicon	Great, your website has a favicon.
Printability	We could not find a Print-Friendly CSS.
Language	Good. Your declared language is es.
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 : 17 Warnings : 19
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. Great, your website has few CSS files. 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://anunciantes.org.ar/wp-sitemap.xml>

Robots.txt

<http://anunciantes.org.ar/robots.txt>

Great, your website has a robots.txt file.

Analytics

Great, your website has an analytics tool.

Google Analytics