Website review erate.co.il

Generated on June 06 2025 12:24 PM

The score is 42/100

SEO Content

⚠️	Title	eRate **Length : 5** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	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	Good, your page take advantage of Og Properties.

Property	Content
locale	en_US
type	website
title	eRate
description	Connected TV Connected TV advertising provides advertisers with a powerful platform to reach highly engaged audiences, deliver targeted messages, and measure campaign performance effectively in today’s digital-first media landscape. Expand brand reach with full transparency, reach your audience where they are already consuming content. Video Ads Video advertising offers a dynamic and versatile medium for […]
url	https://www.eratead.com/
site_name	eRate

SEO Content

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		0	3	4	4	0	0

- [H2] Connected TV
- [H2] Video Ads
- [H2]
- [H3] Location Based Advertising
- [H3] Audiences
- [H3] Studio Banners
- [H3] About the Company
- [H4] Products
- [H4] Studio AdServer
- [H4] Connected TV
- [H4] Audiences

❌	Images	We found 10 images on this web page. 8 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 : **9%** 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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 12 links including 2 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 25% Internal Links 75%

In-page links

Anchor	Type	Juice
Upgrade to a different browser	External	Passing Juice
install Google Chrome Frame	External	Passing Juice
LOGIN	Internal	Passing Juice
Connected TV	Internal	Passing Juice
Video Ads	Internal	Passing Juice
-	Internal	Passing Juice
Studio AdServer	Internal	Passing Juice
Audiences	Internal	Passing Juice
Opt out	Internal	Passing Juice
Privacy policy	Internal	Passing Juice
בניית אתרים	External	Passing Juice
Skip to content	Internal	Passing Juice

SEO Keywords

Keywords Cloud

tools media connected digital brand advertising reach video audiences audience

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
advertising	9	✖	✖	✖	✔
video	7	✖	✖	✖	✔
media	7	✖	✖	✖	✖
connected	6	✖	✖	✖	✔
digital	5	✖	✖	✖	✖

Usability

	Url	Domain : erate.co.il Length : 11
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	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 : 22 Warnings : 42
	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. ✖ Too bad, your website has too many CSS files (more than 4). ✖ 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://www.eratead.com/
✔	Robots.txt	http://erate.co.il/robots.txt Great, your website has a robots.txt file.
✖	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.