# Website review marinsm.com

Generated on March 31 2025 01:40 AM

**The score is 51/100**

## SEO Content

| | | |
|---|---|---|
| ✅ | Title | Marin Software, Inc.<br><br>**Length : 20**<br><br>Perfect, your title contains between 10 and 70 characters. |
| ⚠️ | Description | Tracker Landing Page<br><br>**Length : 20**<br><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length. |
| ❌ | 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 | **H1** **H2** **H3** **H4** **H5** **H6**<br>0 0 0 1 0 0<br><br>• [H4] tracker.marinsm.com is operated by Marin Software Inc. www.marinsoftware.com |
| ✅ | Images | We found 0 images on this web page.<br><br>Good, most or all of your images have alt attributes. |
| ✅ | Text/HTML Ratio | Ratio : **24%**<br><br>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent. |
| ✅ | Flash | Perfect, no Flash content has been detected on this page. |
| | Iframe | Great, there are no Iframes detected on this page. |

# SEO Content

✅

# 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 2 links including 0 link(s) to files |
| ⬤ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 100%<br><br>Internal Links 0% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| www.marinsoftware.com | External | Passing Juice |
| http://www.marinsoftware.com/marin-software-privacy-policy | External | Passing Juice |

# SEO Keywords

| ⬤ | Keywords Cloud | wwwmarinsoftware trackermarinsm policy marin found httpwwwmarinsoftwaremarin-software-privacy-policy software operated privacy |
|---|---|---|

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|

# Keywords Consistency

| | | | | | |
|---|---|---|---|---|---|
| marin | 3 | ✔ | ✖ | ✖ | ✔ |
| software | 3 | ✔ | ✖ | ✖ | ✔ |
| trackermarinsm | 1 | ✖ | ✖ | ✖ | ✖ |
| operated | 1 | ✖ | ✖ | ✖ | ✔ |
| wwwmarinsoftware | 1 | ✖ | ✖ | ✖ | ✖ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : marinsm.com<br>Length : 11 |
| ✖ | Favicon | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often. |
| ✖ | Printability | We could not find a Print-Friendly CSS. |
| ✖ | Language | You have not specified the language. Use this free meta tags generator to declare the intended language of your website. |
| ✖ | Dublin Core | This page does not take advantage of Dublin Core. |

# Document

| | | |
|---|---|---|
| ✔ | Doctype | XHTML 1.0 Transitional |
| ✖ | Encoding | You have not specified the document's charset. Use this free meta tags generator to declare document's charset. |
| ✖ | W3C Validity | Errors : 5<br>Warnings : 2 |
| ✔ | 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. |

# Document

## Speed Tips

✔ Excellent, your website doesn't use nested tables.

✔ Perfect. No inline css has been found in HTML tags!

✔ Great, your website has few CSS files.

✔ Perfect, your website has few JavaScript files.

✖ Too bad, your website does not take advantage of gzip.

# Mobile

## Mobile Optimization

✖ Apple Icon

✖ Meta Viewport Tag

✔ Flash content

# Optimization

| | | |
|---|---|---|
| ✖ | XML Sitemap | Missing<br><br>Your website does not have an XML sitemap - this can be problematic.<br><br>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently. |
| ✔ | Robots.txt | http://marinsm.com/robots.txt<br><br>Great, your website has a robots.txt file. |
| ✖ | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |