



Website review simpli.fi

Generated on March 22 2025 04:40 AM






The score is 49/100







SEO Content

	Title	Simpli.fi, AdTech's Leading Advertising Success Platform Length : 61 Perfect, your title contains between 10 and 70 characters.																	
	Description	Simpli.fi, the leader in advertising success, helps 2,000+ agencies & brands maximize their relevance with measurable results. Length : 130 Great, your meta description contains between 70 and 160 characters.																	
	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. <table><tr><th>Property</th><th>Content</th></tr><tr><td>title</td><td>Simpli.fi, AdTech&#x27;s Leading Advertising Success Platform</td></tr><tr><td>description</td><td>Simpli.fi, the leader in advertising success, helps 2,000+ agencies & brands maximize their relevance with measurable results.</td></tr><tr><td>url</td><td>https://simpli.fi/</td></tr><tr><td>image</td><td>https://bpsimplifife.wpengine.com/wp-content/uploads/2023/02/v1b_1200x675-Black-scaled.jpg</td></tr><tr><td>site_name</td><td>Programmatic DSP & Advertising Automation Platform Simpli.fi</td></tr></table>						Property	Content	title	Simpli.fi, AdTech's Leading Advertising Success Platform	description	Simpli.fi, the leader in advertising success, helps 2,000+ agencies & brands maximize their relevance with measurable results.	url	https://simpli.fi/	image	https://bpsimplifife.wpengine.com/wp-content/uploads/2023/02/v1b_1200x675-Black-scaled.jpg	site_name	Programmatic DSP & Advertising Automation Platform Simpli.fi
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	Headings	H1 3	H2 3	H3 4	H4 2	H5 0	H6 0												

SEO Content

		<ul style="list-style-type: none">• [H1] ADVERTISING SUCCESS SIMPLIFIEDADVERTISING SUCCESS SIMPLIFIEDADVERTISING SUCCESS SIMPLIFIED• [H1] ADVERTISING SUCCESS SIMPLIFIEDADVERTISING SUCCESS SIMPLIFIEDADVERTISING SUCCESS SIMPLIFIED• [H1] ADVERTISING SUCCESS SIMPLIFIEDADVERTISING SUCCESS SIMPLIFIEDADVERTISING SUCCESS SIMPLIFIED• [H2] Featured Insights• [H2] Relevant Resources• [H2] Let's Connect• [H3] Our Solutions• [H3] Our Platform• [H3] Resources and Insights• [H3] About Us• [H4] Media Buying Solutions →• [H4] Software Management Solutions →
	Images	<p>We found 11 images on this web page.</p> <p>5 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 0%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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 51 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p>

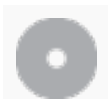
In-page links

Anchor	Type	Juice
Learn about	Internal	Passing Juice
Media Buying Solutions	Internal	Passing Juice
Addressable	Internal	Passing Juice
CTV	Internal	Passing Juice
Mobile	Internal	Passing Juice
Video	Internal	Passing Juice
Display	Internal	Passing Juice
Native	Internal	Passing Juice
Audio	Internal	Passing Juice
Social	Internal	Passing Juice
Political	Internal	Passing Juice
DTC	Internal	Passing Juice
Retail Media	Internal	Passing Juice
Software Management Solutions	Internal	Passing Juice
Agency Integration	Internal	Passing Juice
Budgets and Forecasts	Internal	Passing Juice
Billing	Internal	Passing Juice
Payables and Receivables	Internal	Passing Juice
Media Accounting	Internal	Passing Juice
Reporting	Internal	Passing Juice
Media Planning Workflow	Internal	Passing Juice
Broadcast Management	Internal	Passing Juice
Digital Management	Internal	Passing Juice
Performance and Analytics	Internal	Passing Juice
Communication and Collaboration	Internal	Passing Juice
Project Financials	Internal	Passing Juice
Managing Tasks and Assignments	Internal	Passing Juice

In-page links

Demand Side Platform	Internal	Passing Juice
Autopilot AI	Internal	Passing Juice
Pro Self-Service	Internal	Passing Juice
Advanced API	Internal	Passing Juice
Managed Service	Internal	Passing Juice
The Latest	Internal	Passing Juice
Simpli.fi TV	Internal	Passing Juice
Case Studies	Internal	Passing Juice
Webinars	Internal	Passing Juice
Platform Training & Development	Internal	Passing Juice
Who We Are	Internal	Passing Juice
Leadership	Internal	Passing Juice
Careers	Internal	Passing Juice
Press Room	Internal	Passing Juice
Login	Internal	Passing Juice
Programmatic Media	Internal	Passing Juice
Website Privacy Policy	Internal	Passing Juice
Terms	Internal	Passing Juice
Services Privacy Policy	Internal	Passing Juice
Opt Out	Internal	Passing Juice
Your Privacy Choices	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Do Not Sell/ Share My Personal Information	Internal	Passing Juice
Simpli.fi Trust Center	Internal	Passing Juice

SEO Keywords








Keywords Cloud

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : simpli.fi Length : 9
	Favicon	Great, your website has a favicon.
	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	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 29 Warnings : 21
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	 Excellent, your website doesn't use nested tables.

Document

- ✓ Perfect. No inline css has been found in HTML tags!
- ✓ 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://simpli.fi/sitemap.xml>



Robots.txt

<http://simpli.fi/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.