








# Website Analysis: adnative.net

Generated on August 18 2024 17:29 PM





The score is 43/100







## SEO Content

	<p>Title</p>	<p>adnative.net 2024</p> <p>Length : 20</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>adnative.net 2024!</p> <p>adnative.net audience targeting system          adnative.net global media solutions          adnative.net we know media          adnative.net a leading international media services company in Europe 2024</p> <p>Length : 215</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Keywords</p>	<p>Adnative,Europe,France,Switzerland,UK,Media Representative,Media Advertising,Cross Media,International Advertising</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1581 1481 1648"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>5</td> <td>4</td> <td>11</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1682 1485 2078" style="list-style-type: none"> <li>• [H1] adnative.net</li> <li>• [H1] Adnative Audience Targeting System</li> <li>• [H1] What we do</li> <li>• [H1] Global media solutions</li> <li>• [H1] We know media</li> <li>• [H2] Adnative a leading international media services company in Europe</li> <li>• [H2] Media search</li> <li>• [H2] What we do</li> <li>• [H2] Media News</li> <li>• [H3] FAZ</li> <li>• [H3] San Francisco Chronicle</li> </ul>	H1	H2	H3	H4	H5	H6	5	4	11	0	0	0
H1	H2	H3	H4	H5	H6									
5	4	11	0	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] SVENSKA DAGBLADET(MON-SAT)</li><li>• [H3] PARIS MATCH</li><li>• [H3] NEWS (AUSTRIA)</li><li>• [H3] THE NIKKEI</li><li>• [H3] AFTENPOSTEN / MORNING EDITION</li><li>• [H3] ABC (SPAIN)/ EDICION NACIONAL</li><li>• [H3] FRANKFURTER ALLGEMEINE SONNTAG..</li><li>• [H3] Elle (FRANCE)</li><li>• [H3] A &amp; W ARCHITEKTUR &amp; WOHNEN</li></ul>
	Images	We found 25 images on this web page.  2 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%  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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 59 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 6.78%  Internal Links 93.22%

## In-page links

Anchor	Type	Juice
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## In-page links

<a href="#">EN</a>	Internal	Passing Juice
<a href="#">France</a>	Internal	Passing Juice
<a href="#">Switzerland</a>	Internal	Passing Juice
<a href="#">Global</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">Register with us</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">adnative.net</a>	Internal	Passing Juice
<a href="#">Media Solutions</a>	Internal	Passing Juice
<a href="#">Print Media</a>	Internal	Passing Juice
<a href="#">Digital Media</a>	Internal	Passing Juice
<a href="#">Out-of-Home Media</a>	Internal	Passing Juice
<a href="#">Other Media</a>	Internal	Passing Juice
<a href="#">Media Search</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">Media Owners</a>	Internal	Passing Juice
<a href="#">Advertising Customers</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">Our Companies</a>	Internal	Passing Juice
<a href="#">France</a>	Internal	Passing Juice
<a href="#">Switzerland</a>	Internal	Passing Juice
<a href="#">Media News &amp; Events</a>	Internal	Passing Juice
<a href="#">Latest Media News</a>	Internal	Passing Juice
<a href="#">Media News by Region</a>	Internal	Passing Juice
<a href="#">Asia-Pacific</a>	Internal	Passing Juice
<a href="#">Europe</a>	Internal	Passing Juice
<a href="#">International</a>	Internal	Passing Juice
<a href="#">Latin America / Caribbean</a>	Internal	Passing Juice

## In-page links

<a href="#">Middle East / North Africa</a>	Internal	Passing Juice
<a href="#">North America</a>	Internal	Passing Juice
<a href="#">Search Media News Archive</a>	Internal	Passing Juice
<a href="#">Register for our Newsletter</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">About Adnative</a>	Internal	Passing Juice
<a href="#">Organisation</a>	Internal	Passing Juice
<a href="#">Facts</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Press Releases</a>	Internal	Passing Juice
<a href="#">Find out more</a>	Internal	Passing Juice
<a href="#">Media search</a>	External	Passing Juice
<a href="#">FAZ</a>	Internal	Passing Juice
<a href="#">San Francisco Chronicle</a>	Internal	Passing Juice
<a href="#">SVENSKA DAGBLADET(MON-SAT)</a>	Internal	Passing Juice
<a href="#">PARIS MATCH</a>	Internal	Passing Juice
<a href="#">NEWS (AUSTRIA)</a>	Internal	Passing Juice
<a href="#">THE NIKKEI</a>	Internal	Passing Juice
<a href="#">AFTENPOSTEN / MORNING EDITION</a>	Internal	Passing Juice
<a href="#">ABC (SPAIN)/ EDICION NACIONAL</a>	Internal	Passing Juice
<a href="#">FRANKFURTER ALLGEMEINE SONNTAG..</a>	Internal	Passing Juice
<a href="#">Elle (FRANCE)</a>	Internal	Passing Juice
<a href="#">A &amp; W ARCHITEKTUR &amp; WOHNEN</a>	Internal	Passing Juice
<a href="#">Programmatic ads to grow 31% in 2017, ahead of all other channels</a>	Internal	Passing Juice
<a href="#">The New York Times Redesigns Its Arts and Culture Coverage</a>	Internal	Passing Juice
<a href="#">Among Marketers, IoT Is Seen as Critical Emerging Technology</a>	Internal	Passing Juice
-	External	Passing Juice

## In-page links

=	External	Passing Juice
=	External	Passing Juice
=	Internal	Passing Juice
<a href="#">Terms of Use and Privacy Policy</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	news events <b>media</b> advertising latest adnative services register international search
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## Keywords Consistency











Keyword	Content	Title	Keywords	Description	Headings
media	26	✘	✔	✘	✔
news	8	✘	✘	✘	✔
search	5	✘	✘	✘	✔
international	4	✘	✔	✘	✔
advertising	4	✘	✔	✘	✘

## Usability





	Url	Domain : adnative.net Length : 12
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	Great. This page take advantage of Dublin Core.

## Usability


### Document

	Doctype	XHTML 1.0 Transitional
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 8 Warnings : 41
	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	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul>



## Mobile

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

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://adnative.net/sitemap.xml">http://adnative.net/sitemap.xml</a>
	Robots.txt	<a href="http://adnative.net/robots.txt">http://adnative.net/robots.txt</a>

## Optimization

		Great, your website has a robots.txt file.
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>