



Website Analysis: greenmarketing.com

Generated on January 23 2026 20:16 PM




The score is 55/100







SEO Content

	Title	<p>Green Marketing Sustainability Marketing, The New Rules of Green Marketing Book J. Ottman Consulting</p> <p>Length : 108</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	Description	<p>J. Ottman Consulting are expert advisers on green marketing. Jacquie Ottman is the author of The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding book.</p> <p>Length : 191</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>j ottman home, sustainability Green marketing, new rules of green marketing, sustainable marketing, environmental marketing, sustainability marketing, green consulting, green blog, green book, green author, green expert, green consumer, sustainability consulting, green branding, green product marketing, eco, innovation, green marketing strategies, green business, green news, green guide, green marketing research, designing green products, going green, green living, sustainable design, jacquelyn ottman, jacquie, environmental products, j ottman consulting, book, berrett-koehler</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>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.</p>												
	Headings	<table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>2</td><td>5</td><td>3</td><td>0</td><td>8</td><td>1</td></tr></table> <ul style="list-style-type: none">• [H1] J.Ottman Consulting• [H1] Welcome• [H2] GreenMarketing.com is For Sale• [H2] Eco Innovation & Green Marketing• [H2] Can Plastics Be ‘Green’?	H1	H2	H3	H4	H5	H6	2	5	3	0	8	1
H1	H2	H3	H4	H5	H6									
2	5	3	0	8	1									

SEO Content

		<ul style="list-style-type: none"> • [H2] How to Cut Plastic Bag Use in New York City - And Beyond • [H2] Getting to Zero Waste in New York City This Year • [H3] News • [H3] Events • [H3] Publications • [H5] Refusing to Waste: An Interview with Jacquie Ottman - Our Town, 02/03/16 • [H5] Op-Ed: Cut Plastic Bag Use, West Side Spirit, 02/08/16 • [H5] Just Because You Recycle Doesn't Mean You Create Less Trash - Fusion, 02/19/16 • [H5] Reuse NYC Annual Conference • [H5] 5th Annual National Zero Waste Conference • [H5] What Green Consumer Polls Should Really Be Asking • [H5] USDA Certification Raises Bar for Biobased • [H5] How to Choose the Right Eco-label for Your Brand • [H6] Welcome to J. Ottman Consulting - Pioneers in Green Marketing and Eco Innovation Since 1989.
	Images	<p>We found 12 images on this web page.</p> <p>7 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 : 10%</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	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 28 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 14.29%</p> <p>Internal Links 85.71%</p>

SEO Links


In-page links

Anchor	Type	Juice
J.Ottman Consulting	Internal	Passing Juice
Can Plastics Be Green?	Internal	Passing Juice
Plastics and Sustainability: A Valuation of Environmental Benefits, Costs, and Opportunities for Continuous Improvement	External	Passing Juice
analysis by Leon Kaye	External	Passing Juice
How to Cut Plastic Bag Use in New York City - And Beyond	Internal	Passing Juice
Getting to Zero Waste in New York City This Year	Internal	Passing Juice
first Zero Waste plan	External	Passing Juice
View more green marketing posts by Jacquie Ottman	Internal	Passing Juice
About Us	Internal	Passing Juice
Consulting	Internal	Passing Juice
Speaking	Internal	Passing Juice
Training	Internal	Passing Juice
Clients	Internal	Passing Juice
Jacquie's Book	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Refusing to Waste: An Interview with Jacquie Ottman - Our Town, 02/03/16	Internal	Passing Juice
More News	Internal	Passing Juice
Reuse NYC Annual Conference	Internal	Passing Juice
More Events	Internal	Passing Juice
What Green Consumer Polls Should Really Be Asking	Internal	Passing Juice
USDA Certification Raises Bar for Biobased	Internal	Passing Juice
How to Choose the Right Eco-label for Your Brand	Internal	Passing Juice
More Articles	Internal	Passing Juice

In-page links

Tweets by @jacquelynottman	External	Passing Juice
Employment	Internal	Passing Juice
Consulting	Internal	Passing Juice
After We Went to Press	Internal	Passing Juice
Praise	Internal	Passing Juice




SEO Keywords

	Keywords Cloud	york plastic new ottman green more consulting marketing waste zero
--	----------------	--



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
new	11	✓	✓	✓	✓
more	8	✗	✗	✗	✗
green	7	✓	✓	✓	✓
ottman	7	✓	✓	✓	✓
york	7	✗	✗	✗	✓












Usability

	Url	Domain : greenmarketing.com Length : 18
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	Good. Your declared language is en.




Usability

		
	Dublin Core	Great. This page take advantage of Dublin Core.

Document

	Doctype	XHTML 1.0 Strict				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 0 Warnings : 0				
	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	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td></td><td>2</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences		2
Deprecated tags	Occurrences					
	2					
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>				


Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag
--	---------------------	--

Mobile

✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. http://greenmarketing.com/sitemap.xml
✓	Robots.txt	http://greenmarketing.com/robots.txt Great, your website has a robots.txt file.
✓	Analytics	Great, your website has an analytics tool.  Google Analytics