







# Website Analysis: okendo.io

Generated on April 09 2026 01:26 AM






The score is 47/100







## SEO Content

|    | <p>Title</p>   | <p>Okendo - Customer Marketing Platform</p> <p>Length : 36</p> <p>Perfect, your title contains between 10 and 70 characters.</p>  |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
|--|--|---|----------|---------|--------|-------|------|---------|-------|--------------------------------------|-------------|--|-----|--------------------|-----------|--------|-------|---|
|    | <p>Description</p>   | <p>Unlock growth opportunities and increase customer loyalty with our comprehensive customer marketing platform. Showcase social proof, scale word-of-mouth, and drive conversions with Okendo.</p> <p>Length : 188</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>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>  |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
|  | <p>Og Meta Properties</p>  | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1344 1484 2060"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Okendo - Customer Marketing Platform</td> </tr> <tr> <td>description</td> <td>Unlock growth opportunities and increase customer loyalty with our comprehensive customer marketing platform. Showcase social proof, scale word-of-mouth, and drive conversions with Okendo.</td> </tr> <tr> <td>url</td> <td>https://okendo.io/</td> </tr> <tr> <td>site_name</td> <td>Okendo</td> </tr> <tr> <td>image</td> <td>https://okendo.io/wp-content/uploads/2023/07/share-jpg.webp</td> </tr> </tbody> </table> | Property | Content | locale | en_US | type | website | title | Okendo - Customer Marketing Platform | description | Unlock growth opportunities and increase customer loyalty with our comprehensive customer marketing platform. Showcase social proof, scale word-of-mouth, and drive conversions with Okendo. | url | https://okendo.io/ | site_name | Okendo | image | https://okendo.io/wp-content/uploads/2023/07/share-jpg.webp |
| Property   | Content  |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| locale   | en_US  |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| type   | website  |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| title  | Okendo - Customer Marketing Platform   |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| description  | Unlock growth opportunities and increase customer loyalty with our comprehensive customer marketing platform. Showcase social proof, scale word-of-mouth, and drive conversions with Okendo. |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| url  | https://okendo.io/   |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| site_name  | Okendo   |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |
| image  | https://okendo.io/wp-content/uploads/2023/07/share-jpg.webp  |   |          |         |        |       |      |         |       |                                      |             |  |     |                    |           |        |       |   |

# SEO Content

|   |                 | <p>image:width 1200</p> <p>image:height 675</p> <p>image:type image/jpeg</p>  |    |    |    |    |    |    |   |    |    |   |   |   |
|---|-----------------|---|----|----|----|----|----|----|---|----|----|---|---|---|
|     | Headings        | <table border="1"> <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>2</td> <td>13</td> <td>11</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] Turn shoppers into Superfans</li> <li>• [H1] Scale your community across channels</li> <li>• [H2] Trusted by shopify's fastest growing merchants</li> <li>• [H2] Tools for building love, loyalty and LTV</li> <li>• [H2] Hype that converts</li> <li>• [H2] A new era of rewards</li> <li>• [H2] Match made in heaven</li> <li>• [H2] Spread the word</li> <li>• [H2] Customer intelligence</li> <li>• [H2] Turn social proof into sales</li> <li>• [H2] Stand out in search</li> <li>• [H2] Extend your reach</li> <li>• [H2] Do more with your data</li> <li>• [H2] Trusted by shopify's fastest growing merchants</li> <li>• [H2] Grow faster. Grow smarter.</li> <li>• [H3] What's new in Okendo</li> <li>• [H3] Integrations</li> <li>• [H3] Merchant showcase</li> <li>• [H3] Case studies</li> <li>• [H3] What's new in Okendo</li> <li>• [H3] Blog</li> <li>• [H3] Help Center</li> <li>• [H3] Developers</li> <li>• [H3] Trust center</li> <li>• [H3] Status</li> <li>• [H3] Secured by Okendo</li> </ul> | H1 | H2 | H3 | H4 | H5 | H6 | 2 | 13 | 11 | 0 | 0 | 0 |
| H1  | H2              | H3  | H4 | H5 | H6 |    |    |    |   |    |    |   |   |   |
| 2   | 13              | 11  | 0  | 0  | 0  |    |    |    |   |    |    |   |   |   |
|  | Images          | <p>We found 120 images on this web page.</p> <p>39 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 : 13%</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             | Good. Your links looks friendly!  |
|  | Underscores in the URLs | Perfect! No underscores detected in your URLs.  |
|  | In-page links           | We found a total of 50 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         |
|----------------------------------|----------|---------------|
| <a href="#">Platform</a>         | Internal | Passing Juice |
| <a href="#">Pricing</a>          | Internal | Passing Juice |
| <a href="#">Reviews</a>          | Internal | Passing Juice |
| <a href="#">Loyalty</a>          | Internal | Passing Juice |
| <a href="#">Quizzes</a>          | Internal | Passing Juice |
| <a href="#">Referrals</a>        | Internal | Passing Juice |
| <a href="#">Surveys</a>          | Internal | Passing Juice |
| <a href="#">Contract Buyout</a>  | Internal | Passing Juice |
| <a href="#">Platform</a>         | Internal | Passing Juice |
| <a href="#">Reviews</a>          | Internal | Passing Juice |
| <a href="#">Surveys</a>          | Internal | Passing Juice |
| <a href="#">Referrals</a>        | Internal | Passing Juice |
| <a href="#">Quizzes</a>          | Internal | Passing Juice |
| <a href="#">Loyalty</a>          | Internal | Passing Juice |
| <a href="#">Blog</a>             | Internal | Passing Juice |
| <a href="#">Customer Stories</a> | Internal | Passing Juice |


## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Brand showcase</a>              | Internal | Passing Juice |
| <a href="#">Webinars</a>                    | Internal | Passing Juice |
| <a href="#">Guides</a>                      | Internal | Passing Juice |
| <a href="#">What's new</a>                  | Internal | Passing Juice |
| <a href="#">Changelog</a>                   | Internal | Passing Juice |
| <a href="#">Okendo vs Yotpo</a>             | Internal | Passing Juice |
| <a href="#">Okendo vs LoyaltyLion</a>       | Internal | Passing Juice |
| <a href="#">Okendo vs Rivo</a>              | Internal | Passing Juice |
| <a href="#">Okendo vs Smile</a>             | Internal | Passing Juice |
| <a href="#">Okendo vs JudgeMe</a>           | Internal | Passing Juice |
| <a href="#">Okendo vs Octane</a>            | Internal | Passing Juice |
| <a href="#">Okendo vs Reviews.io</a>        | Internal | Passing Juice |
| <a href="#">Okendo vs Stamped</a>           | Internal | Passing Juice |
| <a href="#">Partner program</a>             | Internal | Passing Juice |
| <a href="#">Partner directory</a>           | Internal | Passing Juice |
| <a href="#">Become an agency partner</a>    | Internal | Passing Juice |
| <a href="#">Become a technology partner</a> | Internal | Passing Juice |
| <a href="#">Partner portal</a>              | Internal | Passing Juice |
| <a href="#">Google</a>                      | Internal | Passing Juice |
| <a href="#">Klaviyo</a>                     | Internal | Passing Juice |
| <a href="#">Meta</a>                        | Internal | Passing Juice |
| <a href="#">Attentive</a>                   | Internal | Passing Juice |
| <a href="#">Bazaarvoice</a>                 | Internal | Passing Juice |
| <a href="#">Integrations directory</a>      | Internal | Passing Juice |
| <a href="#">About</a>                       | Internal | Passing Juice |
| <a href="#">Book demo</a>                   | Internal | Passing Juice |
| <a href="#">Careers</a>                     | Internal | Passing Juice |
| <a href="#">Legal - End Users</a>           | Internal | Passing Juice |

## In-page links

|                                   |          |               |
|-----------------------------------|----------|---------------|
| <a href="#">Legal - Merchants</a> | Internal | Passing Juice |
| <a href="#">GDPR</a>              | Internal | Passing Juice |
| <a href="#">Security</a>          | Internal | Passing Juice |
| <a href="#">Help center</a>       | Internal | Passing Juice |
| <a href="#">Status</a>            | Internal | Passing Juice |
| <a href="#">Developer docs</a>    | Internal | Passing Juice |

## SEO Keywords





 Keywords Cloud

build more demo customer shoppers  
**okendo** into book new customers


## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| okendo    | 20      | ✓     | ✗        | ✓           | ✓        |
| book      | 10      | ✗     | ✗        | ✗           | ✗        |
| demo      | 10      | ✗     | ✗        | ✗           | ✗        |
| more      | 9       | ✗     | ✗        | ✗           | ✓        |
| customers | 9       | ✗     | ✗        | ✗           | ✗        |












## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : okendo.io<br>Length : 9        |
|  | Favicon      | Great, your website has a favicon.      |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language     | Good. Your declared language is en.     |





## Usability

|   |             |   |
|---|-------------|---|
|  | 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 : 0<br>Warnings : 0   |
|    | Email Privacy   | Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.   |
|    | 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> |
|---|---------------------|--|

## Optimization

|   |             |   |
|---|-------------|---|
|  | XML Sitemap | Great, your website has an XML sitemap. |
|---|-------------|---|

## Optimization

|  |            |  |
|--|------------|--|
|  |            | <a href="http://okendo.io/sitemap.xml">http://okendo.io/sitemap.xml</a>  |
|  | Robots.txt | <a href="http://okendo.io/robots.txt">http://okendo.io/robots.txt</a><br>Great, your website has a robots.txt file.  |
|  | Analytics  | Missing<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. |