Website Analysis: optinmonster.com

The score is 55/100

SEO Content

| ✅ | Title | OptinMonster - Most Powerful Lead Generation Software for Marketers

Length : 67

Perfect, your title contains between 10 and 70 characters. |
|---|---|---|
| ✅ | Description | Powerful lead generation software that converts abandoning visitors into subscribers with our dynamic marketing tools and Exit Intent® technology.

Length : 146

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. |

Property	Content
locale	en_US
site_name	OptinMonster
type	website
title	OptinMonster - Most Powerful Lead Generation Software for Marketers
description	Powerful lead generation software that converts abandoning visitors into subscribers with our dynamic marketing tools and Exit Intent® technology.
url	https://optinmonster.com/
image	https://cdn.optinmonster.com/wp-content/uploads/2014/10/fbdefaultimage.png

SEO Content

	image:secure_url		https://cdn.optinmonster.com/wp-content/uploads/2014/10/fbdefaultimage.png
	image:width		520
	image:height		300

Headings	H1	H2	H3	H4	H5	H6
	2	27	22	9	0	0

- [H1] Easily Turn Visitors into Subscribers, Leads and Sales
- [H1] Top 6 Reasons Why 1+ Million Users ♥ OptinMonster
- [H2] Product Promotion: How to Market a Product to Get More Sales
- [H2] The Ultimate OptinMonster Guide for Publishers
- [H2] Case Study: Paint Your Life
- [H2] Trusted by those that YOU trust
- [H2] Finally, a Lead Generation and Customer Acquisition Software that's both Easy AND Powerful
- [H2] Start Getting More Leads & Sales Today with OptinMonster!
- [H2] Easily Launch a High Converting Campaign (without a developer)
- [H2] Powerful Personalization with Advanced Visitor Targeting and Smart Behavior Automation
- [H2] One-Click Integration with Your Favorite Email Marketing & CRM Software
- [H2] Actionable Insights to Measure Results and Improve (without the guesswork)
- [H2] Save Time with Hassle-Free Campaign Management Shortcuts
- [H2] Always Reliable + World-Class Customer Support
- [H2] Start Getting More Leads & Sales Today with OptinMonster!
- [H2] How Can OptinMonster Benefit You?
- [H2] Start Getting More Leads & Sales Today with OptinMonster!
- [H2] Start Getting MoreLeads & Sales Todaywith OptinMonster!
- [H2] Experience the OptinMonster Effect for Yourself
- [H2] Old Way
- [H2] vs.
- [H2] New Way
- [H2] Start Getting More Leads & Sales Today with OptinMonster!
- [H2] Frequently Asked Questions and Resources
- [H2] Need Help Converting and Monetizing Your Website Traffic?
- [H2] SMS Marketing: Ultimate Guide to Sending Promotional Texts
- [H2] 5 Best Affiliate Link Cloaking Plugins (+ 3 Tips to Boost Sales)
- [H2] 63 Lead Magnet Examples to Boost Your Email List Growth
- [H2] Start Getting MoreLeads & Sales Todaywith OptinMonster!
- [H3] Easy Setup
- [H3] Drag 'n' Drop Builder

SEO Content

- [H3] Page Level Targeting
- [H3] Exit Intent Technology
- [H3] MonsterLinks
- [H3] Smart Tags
- [H3] OnSite Retargeting
- [H3] Smart Targeting Rules
- [H3] Advanced Scheduling
- [H3] Powerful Insights
- [H3] Team Collaboration
- [H3] Easy A/B Testing
- [H3]
- [H3]
- [H3]
- [H3] Marketers
- [H3] Store Owners (eCommerce)
- [H3] Agencies & Consultants
- [H3] Enterprises
- [H3]
- [H3]
- [H3]
- [H4] Who should use OptinMonster?
- [H4] What's required to use OptinMonster?
- [H4] Will OptinMonster slow down my website?
- [H4] Do I need to have coding skills to use OptinMonster?
- [H4] Can I use OptinMonster on client sites?
- [H4] Company
- [H4] Top Features
- [H4] .
- [H4] Helpful Links

❌	Images	We found 97 images on this web page. 25 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 : 4% 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	Great, there are no Iframes detected on this page.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!

SEO Links

✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 97 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Features	Internal	Passing Juice
What We Do	Internal	Passing Juice
Grow Email List	Internal	Passing Juice
Reduce Cart Abandonment	Internal	Passing Juice
Revenue Attribution	Internal	Passing Juice
Increase Sales Conversion	Internal	Passing Juice
Fill Lead Pipeline	Internal	Passing Juice
Real-Time Behavior Automation	Internal	Passing Juice
Smart A/B Testing	Internal	Passing Juice
Conversion Analytics	Internal	Passing Juice
Easy Campaign Management	Internal	Passing Juice
Lightbox Popups	Internal	Passing Juice
Floating Bars	Internal	Passing Juice
Coupon Wheels	Internal	Passing Juice
Yes / No Forms	Internal	Passing Juice
Inline Optins	Internal	Passing Juice
Welcome Mats	Internal	Passing Juice
Scroll Boxes	Internal	Passing Juice

In-page links

Content Locking	Internal	Passing Juice
Integrations	Internal	Passing Juice
Countdown Timers	Internal	Passing Juice
Campaign Scheduling	Internal	Passing Juice
OnSite Retargeting	Internal	Passing Juice
Page Level Targeting	Internal	Passing Juice
Exit Intent®	Internal	Passing Juice
MonsterLinks™	Internal	Passing Juice
Product Promotion: How to Market a Product to Get More Sales	Internal	Passing Juice
Solutions	Internal	Passing Juice
Ecommerce Stores	Internal	Passing Juice
Publishers	Internal	Passing Juice
Membership Sites	Internal	Passing Juice
Agencies	Internal	Passing Juice
Enterprise	Internal	Passing Juice
Online Courses	Internal	Passing Juice
Non-profits	Internal	Passing Juice
WordPress	Internal	Passing Juice
Shopify	Internal	Passing Juice
WooCommerce	Internal	Passing Juice
Magento	Internal	Passing Juice
SquareSpace	Internal	Passing Juice
Wix	Internal	Passing Juice
Don’t See Yours?	Internal	Passing Juice
The Ultimate OptinMonster Guide for Publishers	Internal	Passing Juice
Case Study: Paint Your Life	Internal	Passing Juice
Pricing	Internal	Passing Juice
Help Center	Internal	Passing Juice

In-page links

Documentation	Internal	Passing Juice
Support	Internal	Passing Juice
Book a Demo	Internal	Passing Juice
Resources	Internal	Passing Juice
Blog	Internal	Passing Juice
Webinars	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Case Studies	Internal	Passing Juice
University	Internal	Passing Juice
Newsletter	Internal	Passing Juice
About Us	Internal	Passing Juice
Leadership	Internal	Passing Juice
Brand Assets	Internal	Passing Juice
Press	Internal	Passing Juice
Careers	Internal	Passing Juice
Login	Internal	Passing Juice
See all Features	Internal	Passing Juice
View Case Study	Internal	Passing Juice
View Case Study	Internal	Passing Juice
View Case Study	Internal	Passing Juice
Explore Solutions for Marketers	Internal	Passing Juice
Explore Solutions for Stores	Internal	Passing Juice
Explore Solutions for Agencies	Internal	Passing Juice
Explore Enterprise	Internal	Passing Juice
contact us	Internal	Passing Juice
SMS Marketing: Ultimate Guide to Sending Promotional Texts	Internal	Passing Juice
5 Best Affiliate Link Cloaking Plugins (+ 3 Tips to Boost Sales)	Internal	Passing Juice
63 Lead Magnet Examples to Boost Your Email List Growth	Internal	Passing Juice

In-page links

View Case Study	Internal	Passing Juice
Affiliates	Internal	Passing Juice
Careers	Internal	Passing Juice
Lightbox Popup	Internal	Passing Juice
Exit-Intent® Technology	Internal	Passing Juice
Fullscreen Welcome Mat	Internal	Passing Juice
Slide-in Scroll Box	Internal	Passing Juice
Inline Forms	Internal	Passing Juice
A/B Testing	Internal	Passing Juice
MonsterEffects™	Internal	Passing Juice
Geo-Location Targeting	Internal	Passing Juice
OnSite Follow Up Campaigns®	Internal	Passing Juice
InactivitySensor™	Internal	Passing Juice
Login	Internal	Passing Juice
Plans and Pricing	Internal	Passing Juice
OptinMonster Alternatives	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
DPA	Internal	Passing Juice
GDPR	Internal	Passing Juice
FTC Disclosure	Internal	Passing Juice
Sitemap	Internal	Passing Juice
OptinMonster Coupon	Internal	Passing Juice

SEO Keywords

Keywords Cloud	campaign sales from smart lead optinmonster grow email more get

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
optinmonster	61	✔	✖	✖	✔
get	19	✖	✖	✖	✔
sales	19	✖	✖	✖	✔
campaign	16	✖	✖	✖	✔
smart	15	✖	✖	✖	✔

Usability

	Url	Domain : optinmonster.com Length : 16
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.
✖	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 Warnings : 0
✔	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.
	✖	Too bad, your website is using inline styles.
	✖	Too bad, your website has too many CSS files (more than 4).
	✖	Too bad, your website has too many JS files (more than 6).
	✖	Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	
	✔	Apple Icon
	✔	Meta Viewport Tag
	✔	Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		http://optinmonster.com/sitemap.xml
		https://optinmonster.com/video-sitemap.xml
		https://optinmonster.com/sitemap.xml
		https://optinmonster.com/sitemap.rss
	Robots.txt	http://optinmonster.com/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.