Website Analysis: stlouisdigitalsymposium.com

The score is 59/100

SEO Content

✅	Title	**Ad Club STL | Digital Symposium | December 2020** Length : 47 Perfect, your title contains between 10 and 70 characters.
✅	Description	St. Louis' annual confluence of thinking on what the future holds for businesses, brands and individuals in an ever-evolving digital ecosystem. Length : 143 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
type	website
title	Ad Club STL | Digital Symposium | December 2020
description	St. Louis' annual confluence of thinking on what the future holds for businesses, brands and individuals in an ever-evolving digital ecosystem.
url	https://stlouisdigitalsymposium.com/
site_name	Ad Club Digital Symposium

SEO Content

	Headings	H1	H2	H3	H4	H5	H6
		1	21	42	10	0	0

- [H1] Ad Club STL Digital Symposium
- [H2] Register
- [H2] Ad Club STL Digital Symposium and Exness: A Partnership for Digital Transformation in Pakistan
- [H2] Register
- [H2] Chaos to Simplicity: The 2021 Advantage
- [H2] Discover the advantage that simplicity can offer in 2021.
- [H2] Actions & Ads: Brand Strategy in An Age of Uncertainty
- [H2] The Media Advantage of Category Insights
- [H2] Digital Creative at the Speed of Media
- [H2] Recalibrating the Sales & Marketing Connection
- [H2] Building Brand Love with Complete Strangers
- [H2] derek walker
- [H2] Stop This, Start That: What to Begin (and End) in the New Year
- [H2] From Traits to States: Targeting's New Normal
- [H2] Demystifying the Podcast Ecosystem
- [H2] The Advantage of Cross-Channel Retargeting
- [H2] Live Action Strategy: 45 Minutes to a Strategy
- [H2] Simplifying the Path to Audience Insights
- [H2] Annual Planning in an Unplannable Year
- [H2] Expanding Your Reach: New Opportunities in SEO
- [H2] The energy and level of learning is amazing. Highly recommended.
- [H2] What are you doing all the way down here?
- [H3] Exness: Bringing Financial Expertise to Pakistan
- [H3] Strategic Insights for Digital Growth
- [H3] Building a Collaborative Future
- [H3] Conclusion
- [H3] December 8th, 9th, & 10th
- [H3] Presented in partnership with:
- [H3] Ko Im
- [H3] Tuesday, 12/8, 12:00PM CST
- [H3] Sponsored by:
- [H3] Rosie Yakob
- [H3] Faris Yakob
- [H3] Tuesday, 12/8, 1:00PM CST
- [H3] Tuesday, 12/8, 1:00PM CST
- [H3] Tuesday, 12/8, 1:00PM CST
- [H3] Davianne Harris
- [H3] Rachel Mercer
- [H3] Shann Biglione
- [H3] Wednesday, 12/9, 12:00PM CST
- [H3] Sponsored by:
- [H3] Wednesday, 12/9, 1:00PM CST
- [H3] Wednesday, 12/9, 1:00PM CST
- [H3] Wednesday, 12/9, 1:00PM CST
- [H3] Thursday, 12/10, 12:00PM CST
- [H3] Sponsored by:
- [H3] Mark Pollard
- [H3] Thursday, 12/10, 1:00PM CST

SEO Content

- [H3] Thursday, 12/10, 1:00PM CST
- [H3] Thursday, 12/10, 1:00PM CST
- [H3] Watch the 2018 recap
- [H3] Actions & Ads: Brand Strategy in An Age of Uncertainty | Rosie & Faris Yakob
- [H3] Day 1 Breakout Discussion Rooms
- [H3] Stop This, Start That: What to Begin (and End) in the New Year | Panel Discussion
- [H3] Day 1 Breakout Discussion Rooms
- [H3] Live Action Strategy: 45 Minutes to a Strategy
- [H3] Day 3 Breakout Discussion Rooms
- [H3] Presented By:
- [H3] Day Sponsors:
- [H3] Breakout Sponsors:
- [H3] Friends of the Club:
- [H3] Event Partners:
- [H3] Website Design By:
- [H4] Sponsored by:
- [H4] Sponsored by:
- [H4] Sponsored by:
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- [H4] Sponsored by:
- [H4] Sponsored by:
- [H4] Sponsored by:
- [H4] Sponsored by:
- [H4] Sponsored by:
- [H4] Sponsored by:

✓	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes
✓	Text/HTML Ratio	Ratio : 34% Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
✓	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	Good. Your links looks friendly!
✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.

SEO Links

✅	In-page links	We found a total of 5 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 20% Internal Links 80%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
About	Internal	Passing Juice
Sessions	Internal	Passing Juice
Sponsors	Internal	Passing Juice
exness forex broker	External	Passing Juice

SEO Keywords

⚪	Keywords Cloud	cst simplicity uncertainty strategy exness digital advantage 100pm club sponsored

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
digital	22	✔	✖	✔	✔
cst	20	✖	✖	✖	✔
strategy	16	✖	✖	✖	✔
100pm	13	✖	✖	✖	✖
sponsored	13	✖	✖	✖	✔

Usability

○	Url	Domain : stlouisdigitalsymposium.com Length : 27
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✖	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 : 4 Warnings : 52
✔	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	✔ 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). ✔ Perfect, your website takes advantage of gzip.

Mobile

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

Optimization

	XML Sitemap	Missing
		Your website does not have an XML sitemap - this can be problematic.
		A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
	Robots.txt	http://stlouisdigitalsymposium.com/robots.txt
		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.
		Google Analytics