



# Website Analysis: unicornads.pl

Generated on May 14 2025 12:32 PM

The score is 57/100



## SEO Content

|    | Title                                                                                                                       | Uzyskaj dostęp do wyjątkowych wskazówek, strategii i studiów przypadków... - UnicornAds - Agencja Google, SEO, SEM<br><br>Length : 114<br><br>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------|--------|-------|------|---------|-------|--------------------------------------------------------------------------------------------------------------------|-------------|------------------------------|-----|------------------------|-----------|---------------------------------------|--------------|---------------------------|-------|-----------------------------------------------------------------------------------------------------------------------------|
|    | Description                                                                                                                 | (zero spamu, tylko konkrety)<br><br>Length : 28<br><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
|  | Keywords                                                                                                                    | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
|  | Og Meta Properties                                                                                                          | Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><tr><td>locale</td><td>pl_PL</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Uzyskaj dostęp do wyjątkowych wskazówek, strategii i studiów przypadków... - UnicornAds - Agencja Google, SEO, SEM</td></tr><tr><td>description</td><td>(zero spamu, tylko konkrety)</td></tr><tr><td>url</td><td>https://unicornads.pl/</td></tr><tr><td>site_name</td><td>UnicornAds - Agencja Google, SEO, SEM</td></tr><tr><td>updated_time</td><td>2022-07-23T15:08:43+00:00</td></tr><tr><td>image</td><td>https://unicornads.pl/wp-content/uploads/2022/07/agencja-google-ads-seo-sem-ppc-reklama-marketing-social-media-facebook.png</td></tr></table> | Property | Content | locale | pl_PL | type | website | title | Uzyskaj dostęp do wyjątkowych wskazówek, strategii i studiów przypadków... - UnicornAds - Agencja Google, SEO, SEM | description | (zero spamu, tylko konkrety) | url | https://unicornads.pl/ | site_name | UnicornAds - Agencja Google, SEO, SEM | updated_time | 2022-07-23T15:08:43+00:00 | image | https://unicornads.pl/wp-content/uploads/2022/07/agencja-google-ads-seo-sem-ppc-reklama-marketing-social-media-facebook.png |
| Property                                                                           | Content                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| locale                                                                             | pl_PL                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| type                                                                               | website                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| title                                                                              | Uzyskaj dostęp do wyjątkowych wskazówek, strategii i studiów przypadków... - UnicornAds - Agencja Google, SEO, SEM          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| description                                                                        | (zero spamu, tylko konkrety)                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| url                                                                                | https://unicornads.pl/                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| site_name                                                                          | UnicornAds - Agencja Google, SEO, SEM                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| updated_time                                                                       | 2022-07-23T15:08:43+00:00                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |
| image                                                                              | https://unicornads.pl/wp-content/uploads/2022/07/agencja-google-ads-seo-sem-ppc-reklama-marketing-social-media-facebook.png |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |          |         |        |       |      |         |       |                                                                                                                    |             |                              |     |                        |           |                                       |              |                           |       |                                                                                                                             |

## SEO Content

|                                                                                    |                 |                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                    |                 | <div>image:secure_url</div> <div>https://unicornads.pl/wp-content/uploads/2022/07/agencja-google-ads-seo-sem-ppc-reklama-marketing-social-media-facebook.png</div> <div>image:width</div> <div>500</div> <div>image:height</div> <div>500</div> <div>image:alt</div> <div>agencja google ads seo sem ppc reklama marketing social media facebook</div> <div>image:type</div> <div>image/png</div> |
|    | Headings        | <div> <div>H11</div> <div>H21</div> <div>H30</div> <div>H40</div> <div>H50</div> <div>H60</div> </div> <ul style="list-style-type: none"> <li>[H1] Uzyskaj dostęp do wyjątkowych wskazówek, strategii i studiów przypadków...</li> <li>[H2] ...których nie udostępniam nigdzie indziej.</li> </ul>                                                                                                |
|    | Images          | <p>We found 6 images on this web page.</p> <p>Good, most or all of your images have alt attributes</p>                                                                                                                                                                                                                                                                                            |
|  | Text/HTML Ratio | <p>Ratio : 2%</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 9 links including 0 link(s) to files</p>                  |
|  | Statistics              | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 33.33%</p> |

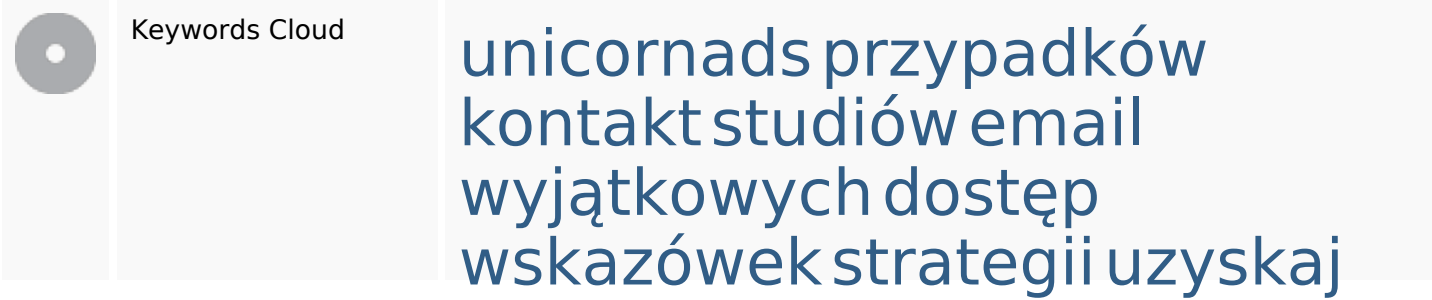
## SEO Links

Internal Links 66.67%

### In-page links

| Anchor                             | Type     | Juice         |
|------------------------------------|----------|---------------|
| <a href="#">Kontakt</a>            | Internal | Passing Juice |
| <a href="#">Strona główna</a>      | Internal | Passing Juice |
| <a href="#">Blog</a>               | Internal | Passing Juice |
| <a href="#">Newsletter</a>         | Internal | Passing Juice |
| <a href="#">Regulamin</a>          | Internal | Passing Juice |
| <a href="#">Instagram</a>          | External | Passing Juice |
| <a href="#">Facebook</a>           | External | Passing Juice |
| <a href="#">Youtube</a>            | External | Passing Juice |
| <a href="#">Polecane narzędzia</a> | Internal | Passing Juice |

## SEO Keywords



### Keywords Consistency

| Keyword     | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| uzyskaj     | 2       | ✓     | ✗        | ✗           | ✓        |
| dostęp      | 2       | ✓     | ✗        | ✗           | ✓        |
| wyjątkowych | 2       | ✓     | ✗        | ✗           | ✓        |
| wskazówek   | 2       | ✓     | ✗        | ✗           | ✓        |
| strategii   | 2       | ✓     | ✗        | ✗           | ✓        |

## Keywords Consistency

### Usability

|                                                                                  |              |                                                   |
|----------------------------------------------------------------------------------|--------------|---------------------------------------------------|
|  | Url          | Domain : unicornads.pl<br>Length : 13             |
|  | Favicon      | Great, your website has a favicon.                |
|  | Printability | We could not find a Print-Friendly CSS.           |
|  | Language     | Good. Your declared language is pl.               |
|  | 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   | 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      | <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> Too bad, your website does not take advantage of gzip.</div> |

## Mobile



### Mobile Optimization

- ✓ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

[https://unicornads.pl/sitemap\\_index.xml](https://unicornads.pl/sitemap_index.xml)



### Robots.txt

<http://unicornads.pl/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.