







Optimisation du contenu

	Titre	<p>Search Engine Land - News, Search Engine Optimization (SEO), Pay-Per-Click (PPC)</p> <p>Longueur : 80</p> <p>Idéalement, votre titre devrait contenir entre 10 et 70 caractères (espaces compris). Utilisez cet outil gratuit pour calculer la longueur du texte.</p>														
	Description	<p>Breaking news, updates, insights, analysis and guides covering SEO, PPC and all things search from the Search Engine Land team and subject matter experts.</p> <p>Longueur : 154</p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>														
	Mots-clefs	<p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez ce générateur gratuit de balises META en ligne pour créer des mots-clés.</p>														
	Propriétés Open Graph	<p>Bien, cette page profite des balises META Open Graph.</p> <table><thead><tr><th>Propriété</th><th>Contenu</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>Search Engine Land</td></tr><tr><td>description</td><td>Breaking news, updates, insights, analysis and guides covering SEO, PPC and all things search from the Search Engine Land team and subject matter experts.</td></tr><tr><td>url</td><td>https://searchengineland.com/</td></tr><tr><td>site_name</td><td>Search Engine Land</td></tr></tbody></table>	Propriété	Contenu	locale	en_US	type	website	title	Search Engine Land	description	Breaking news, updates, insights, analysis and guides covering SEO, PPC and all things search from the Search Engine Land team and subject matter experts.	url	https://searchengineland.com/	site_name	Search Engine Land
Propriété	Contenu															
locale	en_US															
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url	https://searchengineland.com/															
site_name	Search Engine Land															

Optimisation du contenu





image	https://searchengineland.com/wp-content/seloads/2022/11/SEL-OG-1920x1080-1.png
image:width	1929
image:height	1080
image:type	image/png

Niveaux de titre





H1	H2	H3	H4	H5	H6
1	40	1	0	0	0

- [H1] Search Engine Land is the most helpful authority on SEO and PPC today.
- [H2] Perplexity launches ad revenue sharing program for publishers
- [H2] Google adds new PMax reporting, generative AI tools
- [H2] Website migration checklist: 11 steps for success
- [H2] Better RSA creation and optimization in 3 steps
- [H2] The quickstart guide to marketing automation
- [H2] Pinterest explores publisher partnerships to boost ad sales
- [H2] Google Discover promoting AI Overviews for Olympic Games in Paris
- [H2] Google streamlines ad creation with Merchant Center-Ads integration
- [H2] Teams that train together, win together. Send your team to SMX!
- [H2] What is generative engine optimization (GEO)?
- [H2] New Google Business Profile AI tool creates a menu from an image
- [H2] The latest jobs in search marketing
- [H2] Reddit launches Lead Generation Ads
- [H2] How blogging builds trust and brand loyalty in the age of AI
- [H2] DIY reactive digital PR: How to earn media coverage on a budget
- [H2] OpenAI starts testing SearchGPT prototype, here's what it looks like
- [H2] How to manage SEO campaigns during economic downturns
- [H2] How to START building a modern digital marketing plan
- [H2] Brand Protection: The complete guide
- [H2] Microsoft confirms Reddit blocked Bing Search
- [H2] Data strategies for unlocking customer lifetime value
- [H2] Bing testing new generative search experience
- [H2] Google's AI push reshapes ad landscape as privacy concerns linger
- [H2] Google will 'soon' test search, shopping ads in AI Overviews
- [H2] How to recover from Google Ads performance drops
- [H2] Can't keep up? 3 timeless ways to future-proof SEO
- [H2] 2024 organic website traffic benchmarks
- [H2] Advertisers react to Google keeping cookies on Chrome
- [H2] Google offers enhanced conversions consultations
- [H2] Could AI eventually make SEO obsolete?

Optimisation du contenu

		<ul style="list-style-type: none">• [H2] Digital marketing primer: Understanding strategies and measuring success• [H2] Survey: User satisfaction with Google grows in 2024• [H2] Yelp expands ad offerings for national brands and advertisers• [H2] Google scraps plans to kill third-party cookies in Chrome• [H2] Take the 2024 MarTech Replacement Survey• [H2] CRO for PPC: Key areas to optimize beyond landing pages• [H2] 2024 holiday marketing: Top SEO and PPC tips for a short shopping season• [H2] Netflix shifts focus to ad-supported tier as subscriber growth surges• [H2] 7 strategies to maximize your AI-powered search market share• [H2] Why single keyword ad groups still matter in 2024• [H3] What is generative engine optimization (GEO)?
	Images	Nous avons trouvé 96 image(s) sur cette page Web. 4 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.
	Ratio texte/HTML	Ratio : 9% le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche.

Liens

	Réécriture d'URLs	Bien. Vos liens sont optimisés!
	Tiret bas dans les URLs	Parfait! Aucuns soulignements détectés dans vos URLs.
	Liens dans la page	Nous avons trouvé un total de 102 lien(s) dont 0 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 10.78% Liens internes 89.22%

Liens

Liens dans la page

Texte d'ancre	Type	Juice
SEO	Interne	Passing Juice
Christina Adame	Interne	Passing Juice
PPC	Interne	Passing Juice
Anu Adegbola	Interne	Passing Juice
Danny Goodwin	Interne	Passing Juice
Claudia Tomina	Interne	Passing Juice
Adthena	Interne	Passing Juice
See terms.	Interne	Passing Juice
Perplexity launches ad revenue sharing program for publishers	Interne	Passing Juice
Google adds new PMax reporting, generative AI tools	Interne	Passing Juice
Website migration checklist: 11 steps for success	Interne	Passing Juice
Ludwig Makhyan	Interne	Passing Juice
Better RSA creation and optimization in 3 steps	Interne	Passing Juice
Amy Hebdon	Interne	Passing Juice
Analytics & conversion	Interne	Passing Juice
The quickstart guide to marketing automation	Interne	Passing Juice
Edna Chavira	Interne	Passing Juice
Pinterest explores publisher partnerships to boost ad sales	Interne	Passing Juice
Google Discover promoting AI Overviews for Olympic Games in Paris	Interne	Passing Juice
Barry Schwartz	Interne	Passing Juice
Google streamlines ad creation with Merchant Center-Ads integration	Interne	Passing Juice
Teams that train together, win together. Send your team to SMX!	Interne	Passing Juice

Liens dans la page

Lauren Donovan	Interne	Passing Juice
What is generative engine optimization (GEO)?	Interne	Passing Juice
New Google Business Profile AI tool creates a menu from an image	Interne	Passing Juice
The latest jobs in search marketing	Interne	Passing Juice
Reddit launches Lead Generation Ads	Interne	Passing Juice
How blogging builds trust and brand loyalty in the age of AI	Interne	Passing Juice
Ron Lieback	Interne	Passing Juice
DIY reactive digital PR: How to earn media coverage on a budget	Interne	Passing Juice
Jo O'Reilly	Interne	Passing Juice
OpenAI starts testing SearchGPT prototype, here's what it looks like	Interne	Passing Juice
How to manage SEO campaigns during economic downturns	Interne	Passing Juice
Dan Taylor	Interne	Passing Juice
How to START building a modern digital marketing plan	Interne	Passing Juice
Corey Morris	Interne	Passing Juice
Brand Protection: The complete guide	Interne	Passing Juice
Microsoft confirms Reddit blocked Bing Search	Interne	Passing Juice
Data strategies for unlocking customer lifetime value	Interne	Passing Juice
Bing testing new generative search experience	Interne	Passing Juice
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How to recover from Google Ads performance drops	Interne	Passing Juice
Benjamin Wenner	Interne	Passing Juice
Can't keep up? 3 timeless ways to future-proof SEO	Interne	Passing Juice
Brad Smith	Interne	Passing Juice

Liens dans la page

2024 organic website traffic benchmarks	Interne	Passing Juice
Advertisers react to Google keeping cookies on Chrome	Interne	Passing Juice
Google offers enhanced conversions consultations	Interne	Passing Juice
Could AI eventually make SEO obsolete?	Interne	Passing Juice
James Allen	Interne	Passing Juice
Digital marketing primer: Understanding strategies and measuring success	Interne	Passing Juice
Bharati Ahuja	Interne	Passing Juice
Survey: User satisfaction with Google grows in 2024	Interne	Passing Juice
Yelp expands ad offerings for national brands and advertisers	Interne	Passing Juice
Google scraps plans to kill third-party cookies in Chrome	Interne	Passing Juice
Take the 2024 MarTech Replacement Survey	Interne	Passing Juice
Mike Pastore	Interne	Passing Juice
CRO for PPC: Key areas to optimize beyond landing pages	Interne	Passing Juice
Rémi Kerhoas	Interne	Passing Juice
2024 holiday marketing: Top SEO and PPC tips for a short shopping season	Interne	Passing Juice
Adam Riemer	Interne	Passing Juice
Netflix shifts focus to ad-supported tier as subscriber growth surges	Interne	Passing Juice
7 strategies to maximize your AI-powered search market share	Interne	Passing Juice
Benu Aggarwal	Interne	Passing Juice
Why single keyword ad groups still matter in 2024	Interne	Passing Juice
Matt Bowen	Interne	Passing Juice
2	Interne	Passing Juice
3	Interne	Passing Juice
4	Interne	Passing Juice
5	Interne	Passing Juice

Liens dans la page

SMX Master Classes	Interne	Passing Juice
SMX Next	Interne	Passing Juice
SMX Advanced	Interne	Passing Juice
San Jose	Externe	Passing Juice
What is PPC – Pay-Per-Click marketing?	Interne	Passing Juice
5 ways to get PPC and SEO working together	Interne	Passing Juice
Google Analytics 4 guide for PPC	Interne	Passing Juice
Unlocking Customer Lifetime Value: Data Strategies and Technologies	Externe	Passing Juice
Embrace the Future of Content Management with a CMS Makeover	Externe	Passing Juice
2024 Organic Website Traffic Benchmarks Report Data/Insights	Externe	Passing Juice
See more webinars	Interne	Passing Juice
Enterprise SEO Platforms: A Marketer’s Guide	Externe	Passing Juice
Email Marketing Platforms: A Marketer’s Guide	Externe	Passing Juice
Customer Data Platforms: A Marketer’s Guide	Externe	Passing Juice
See more intelligence reports	Interne	Passing Juice
The Marketing Automation Quickstart Guide	Externe	Passing Juice
See more white papers	Interne	Passing Juice
Start chatting now!	Interne	Passing Juice
Platforms	Interne	Passing Juice
All topics	Interne	Passing Juice
SearchBot	Interne	Passing Juice
Search Marketing Expo - SMX	Interne	Passing Juice
MarTech	Externe	Passing Juice
About us	Interne	Passing Juice
Contact	Interne	Passing Juice
Privacy	Interne	Passing Juice

Liens dans la page

AI policy	Externe	Passing Juice
Marketing opportunities	Externe	Passing Juice
Staff	Interne	Passing Juice
Login	Interne	Passing Juice
Ok	Interne	Passing Juice

Mots-clefs





Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
jul	40	✘	✘	✘	✘
seo	34	✔	✘	✔	✔
search	29	✔	✘	✔	✔
ppc	26	✔	✘	✔	✔
marketing	22	✘	✘	✘	✔












Ergonomie

	Url	Domaine : searchengineland.com Longueur : 20
	Favicon	Génial, votre site web dispose d'un favicon.
	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.





Ergonomie

	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.

Document




	Doctype	HTML 5
	Encodage	Parfait. Votre charset est UTF-8.
	Validité W3C	Erreurs : 172 Avertissements : 34
	E-mail confidentialité	Génial, aucune adresse e-mail n'a été trouvé sous forme de texte!
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	<ul style="list-style-type: none"> Excellent, votre site n'utilise pas de tableaux imbriqués. Mauvais, votre site web utilise des styles css inline. Mauvais, votre site web contient trop de fichiers CSS (plus de 4). Mauvais, votre site web contient trop de fichiers javascript (plus de 6). Parfait : votre site tire parti de gzip.

Mobile

	Optimisation mobile	<ul style="list-style-type: none"> Icône Apple Méta tags viewport Contenu FLASH
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Mobile

Optimisation

	Sitemap XML	<p>Manquant</p> <p>Votre site web ne dispose pas d'une sitemap XML, ce qui peut poser problème.</p> <p>La sitemap recense les URLs que les moteurs de recherche peuvent indexer, tout en proposant d'éventuelles informations supplémentaires (comme la date de dernière mise à jour, la fréquence des changements, ainsi que leur niveau d'importance). Ceci permet aux moteurs de recherche de parcourir le site de façon plus efficace.</p>
	Robots.txt	<p>http://searchengineland.com/robots.txt</p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>
	Mesures d'audience	<p>Manquant</p> <p>Nous n'avons trouvé aucun outil d'analytics sur ce site.</p> <p>Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier.</p>