







## SEO Content

	Title	<p>Search Engine Land - News, Search Engine Optimization (SEO), Pay-Per-Click (PPC)</p> <p>Lunghezza : 80</p> <p>Idealmente, il tuo title dovrebbe contenere tra 10 e 70 caratteri (spazi inclusi). Usa <a href="#">questo strumento free</a> per calcolare la lunghezza del testo.</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>Lunghezza : 154</p> <p>Grande, la tua meta description contiene tra 70 e 160 caratteri.</p>																
	Keywords	<p>Molto male. Non abbiamo trovato meta keywords nella tua pagina. Usa <a href="#">questo generatore gratuito online di meta tags</a> per creare keywords.</p>																
	Og Meta Properties	<p>Buono, questa pagina sfrutta i vantaggi Og Properties.</p> <table><thead><tr><th>Proprieta</th><th>Contenuto</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><tr><td>image</td><td>https://searchengineland.com/wp-content/seloads/2022/11/SEL-OG-1920x1080-1.png</td></tr></tbody></table>	Proprieta	Contenuto	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	image	https://searchengineland.com/wp-content/seloads/2022/11/SEL-OG-1920x1080-1.png
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# SEO Content





image:width	1929
image:height	1080
image:type	image/png

## Headings





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?
- [H2] Digital marketing primer: Understanding strategies and measuring success
- [H2] Survey: User satisfaction with Google grows in 2024

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Yelp expands ad offerings for national brands and advertisers</li><li>• [H2] Google scraps plans to kill third-party cookies in Chrome</li><li>• [H2] Take the 2024 MarTech Replacement Survey</li><li>• [H2] CRO for PPC: Key areas to optimize beyond landing pages</li><li>• [H2] 2024 holiday marketing: Top SEO and PPC tips for a short shopping season</li><li>• [H2] Netflix shifts focus to ad-supported tier as subscriber growth surges</li><li>• [H2] 7 strategies to maximize your AI-powered search market share</li><li>• [H2] Why single keyword ad groups still matter in 2024</li><li>• [H3] What is generative engine optimization (GEO)?</li></ul>
	Images	Abbiamo trovato 96 immagini in questa pagina web.  4 attributi alt sono vuoti o mancanti. Aggiungi testo alternativo in modo tale che i motori di ricerca possano comprendere meglio il contenuto delle tue immagini.
	Text/HTML Ratio	Ratio : 9%  Il rapporto testo/codice HTML di questa pagina e inferiore a 15 per cento, questo significa che il tuo sito web necessita probabilmente di molto piu contenuto.
	Flash	Perfetto, non e stato rilevato contenuto Flash in questa pagina.
	Iframe	Molto male, hai usato Iframes nelle tue pagine web, questo significa che in contenuto inserito negli Iframe non puo essere indicizzato.

## SEO Links

	URL Rewrite	Buono. I tuoi links appaiono friendly!
	Underscores in the URLs	Perfetto! Non sono stati rilevati underscores nei tuoi URLs.
	In-page links	Abbiamo trovato un totale di 102 links inclusi 0 link(s) a files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 10.78%  Internal Links 89.22%

## In-page links

Anchor	Type	Juice
<a href="#">SEO</a>	Interno	Passing Juice
<a href="#">Christina Adame</a>	Interno	Passing Juice
<a href="#">PPC</a>	Interno	Passing Juice
<a href="#">Anu Adegbola</a>	Interno	Passing Juice
<a href="#">Danny Goodwin</a>	Interno	Passing Juice
<a href="#">Claudia Tomina</a>	Interno	Passing Juice
<a href="#">Adthema</a>	Interno	Passing Juice
<a href="#">See terms.</a>	Interno	Passing Juice
<a href="#">Perplexity launches ad revenue sharing program for publishers</a>	Interno	Passing Juice
<a href="#">Google adds new PMax reporting, generative AI tools</a>	Interno	Passing Juice
<a href="#">Website migration checklist: 11 steps for success</a>	Interno	Passing Juice
<a href="#">Ludwig Makhyan</a>	Interno	Passing Juice
<a href="#">Better RSA creation and optimization in 3 steps</a>	Interno	Passing Juice
<a href="#">Amy Hebdon</a>	Interno	Passing Juice
<a href="#">Analytics &amp; conversion</a>	Interno	Passing Juice
<a href="#">The quickstart guide to marketing automation</a>	Interno	Passing Juice
<a href="#">Edna Chavira</a>	Interno	Passing Juice
<a href="#">Pinterest explores publisher partnerships to boost ad sales</a>	Interno	Passing Juice
<a href="#">Google Discover promoting AI Overviews for Olympic Games in Paris</a>	Interno	Passing Juice
<a href="#">Barry Schwartz</a>	Interno	Passing Juice
<a href="#">Google streamlines ad creation with Merchant Center-Ads integration</a>	Interno	Passing Juice
<a href="#">Teams that train together, win together. Send your team to SMX!</a>	Interno	Passing Juice
<a href="#">Lauren Donovan</a>	Interno	Passing Juice
<a href="#">What is generative engine optimization (GEO)?</a>	Interno	Passing Juice
<a href="#">New Google Business Profile AI tool creates a menu from an</a>	Interno	Passing Juice

## In-page links

[image](#)

<a href="#">The latest jobs in search marketing</a>	Interno	Passing Juice
<a href="#">Reddit launches Lead Generation Ads</a>	Interno	Passing Juice
<a href="#">How blogging builds trust and brand loyalty in the age of AI</a>	Interno	Passing Juice
<a href="#">Ron Lieback</a>	Interno	Passing Juice
<a href="#">DIY reactive digital PR: How to earn media coverage on a budget</a>	Interno	Passing Juice
<a href="#">Jo O'Reilly</a>	Interno	Passing Juice
<a href="#">OpenAI starts testing SearchGPT prototype, here's what it looks like</a>	Interno	Passing Juice
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<a href="#">Corey Morris</a>	Interno	Passing Juice
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<a href="#">How to recover from Google Ads performance drops</a>	Interno	Passing Juice
<a href="#">Benjamin Wenner</a>	Interno	Passing Juice
<a href="#">Can't keep up? 3 timeless ways to future-proof SEO</a>	Interno	Passing Juice
<a href="#">Brad Smith</a>	Interno	Passing Juice
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<a href="#">Could AI eventually make SEO obsolete?</a>	Interno	Passing Juice

## In-page links

<a href="#">James Allen</a>	Interno	Passing Juice
<a href="#">Digital marketing primer: Understanding strategies and measuring success</a>	Interno	Passing Juice
<a href="#">Bharati Ahuja</a>	Interno	Passing Juice
<a href="#">Survey: User satisfaction with Google grows in 2024</a>	Interno	Passing Juice
<a href="#">Yelp expands ad offerings for national brands and advertisers</a>	Interno	Passing Juice
<a href="#">Google scraps plans to kill third-party cookies in Chrome</a>	Interno	Passing Juice
<a href="#">Take the 2024 MarTech Replacement Survey</a>	Interno	Passing Juice
<a href="#">Mike Pastore</a>	Interno	Passing Juice
<a href="#">CRO for PPC: Key areas to optimize beyond landing pages</a>	Interno	Passing Juice
<a href="#">Rémi Kerhoas</a>	Interno	Passing Juice
<a href="#">2024 holiday marketing: Top SEO and PPC tips for a short shopping season</a>	Interno	Passing Juice
<a href="#">Adam Riemer</a>	Interno	Passing Juice
<a href="#">Netflix shifts focus to ad-supported tier as subscriber growth surges</a>	Interno	Passing Juice
<a href="#">7 strategies to maximize your AI-powered search market share</a>	Interno	Passing Juice
<a href="#">Benu Aggarwal</a>	Interno	Passing Juice
<a href="#">Why single keyword ad groups still matter in 2024</a>	Interno	Passing Juice
<a href="#">Matt Bowen</a>	Interno	Passing Juice
<a href="#">2</a>	Interno	Passing Juice
<a href="#">3</a>	Interno	Passing Juice
<a href="#">4</a>	Interno	Passing Juice
<a href="#">5</a>	Interno	Passing Juice
<a href="#">SMX Master Classes</a>	Interno	Passing Juice
<a href="#">SMX Next</a>	Interno	Passing Juice
<a href="#">SMX Advanced</a>	Interno	Passing Juice
<a href="#">San Jose</a>	Externo	Passing Juice
<a href="#">What is PPC – Pay-Per-Click marketing?</a>	Interno	Passing Juice

## In-page links

<a href="#">5 ways to get PPC and SEO working together</a>	Interno	Passing Juice
<a href="#">Google Analytics 4 guide for PPC</a>	Interno	Passing Juice
<a href="#">Unlocking Customer Lifetime Value: Data Strategies and Technologies</a>	Externo	Passing Juice
<a href="#">Embrace the Future of Content Management with a CMS Makeover</a>	Externo	Passing Juice
<a href="#">2024 Organic Website Traffic Benchmarks Report Data/Insights</a>	Externo	Passing Juice
<a href="#">See more webinars</a>	Interno	Passing Juice
<a href="#">Enterprise SEO Platforms: A Marketer's Guide</a>	Externo	Passing Juice
<a href="#">Email Marketing Platforms: A Marketer's Guide</a>	Externo	Passing Juice
<a href="#">Customer Data Platforms: A Marketer's Guide</a>	Externo	Passing Juice
<a href="#">See more intelligence reports</a>	Interno	Passing Juice
<a href="#">The Marketing Automation Quickstart Guide</a>	Externo	Passing Juice
<a href="#">See more white papers</a>	Interno	Passing Juice
<a href="#">Start chatting now!</a>	Interno	Passing Juice
<a href="#">Platforms</a>	Interno	Passing Juice
<a href="#">All topics</a>	Interno	Passing Juice
<a href="#">SearchBot</a>	Interno	Passing Juice
<a href="#">Search Marketing Expo - SMX</a>	Interno	Passing Juice
<a href="#">MarTech</a>	Externo	Passing Juice
<a href="#">About us</a>	Interno	Passing Juice
<a href="#">Contact</a>	Interno	Passing Juice
<a href="#">Privacy</a>	Interno	Passing Juice
<a href="#">AI policy</a>	Externo	Passing Juice
<a href="#">Marketing opportunities</a>	Externo	Passing Juice
<a href="#">Staff</a>	Interno	Passing Juice
<a href="#">Login</a>	Interno	Passing Juice
<a href="#">Ok</a>	Interno	Passing Juice

## SEO Keywords



Keywords Cloud

how google search and jul adegbola seo  
marketing ads ppc

### Consistenza Keywords

Keyword	Contenuto	Title	Keywords	Description	Headings
jul	40	✘	✘	✘	✘
seo	34	✔	✘	✔	✔
search	29	✔	✘	✔	✔
ppc	26	✔	✘	✔	✔
marketing	22	✘	✘	✘	✔

### Usabilita










	Url	Dominio : searchengineland.com Lunghezza : 20
	Favicon	Grande, il tuo sito usa una favicon.
	Stampabilita	Non abbiamo riscontrato codice CSS Print-Friendly.
	Lingua	Buono. La tua lingua dichiarata en.
	Dublin Core	Questa pagina non sfrutta i vantaggi di Dublin Core.

### Documento





	Doctype	HTML 5
	Encoding	Perfetto. Hai dichiarato che il tuo charset e UTF-8.






## Documento

	Validita W3C	Errori : 172 Avvisi : 34
	Email Privacy	Grande. Nessun indirizzo mail e stato trovato in plain text!
	Deprecated HTML	Grande! Non abbiamo trovato tags HTML deprecati nel tuo codice.
	Suggerimenti per velocizzare	<ul style="list-style-type: none"><li> Eccellente, il tuo sito web non utilizza nested tables.</li><li> Molto male, il tuo sito web utilizza stili CSS inline.</li><li> Molto male, il tuo sito web ha troppi file CSS files (piu di 4).</li><li> Molto male, il tuo sito web ha troppi file JS (piu di 6).</li><li> Perfetto, il vostro sito si avvale di 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>
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## Ottimizzazione

	XML Sitemap	Non trovato  Il tuo sito web non ha una sitemap XML - questo può essere problematico.  A elenca sitemap URL che sono disponibili per la scansione e possono includere informazioni aggiuntive come gli ultimi aggiornamenti del tuo sito, frequenza delle variazioni e l'importanza degli URL. In questo modo i motori di ricerca di eseguire la scansione del sito in modo più intelligente.
	Robots.txt	<a href="http://searchengineland.com/robots.txt">http://searchengineland.com/robots.txt</a>  Grande, il vostro sito ha un file robots.txt.
	Analytics	Non trovato  Non abbiamo rilevato uno strumento di analisi installato su questo sito

## Ottimizzazione

web.

Web analytics consentono di misurare l'attività dei visitatori sul tuo sito web. Si dovrebbe avere installato almeno un strumento di analisi, ma può anche essere buona per installare una seconda, al fine di un controllo incrociato dei dati.