



SEO Content

	<p>Title</p>	<p>Search Engine Land - News, Search Engine Optimization (SEO), Pay-Per-Click (PPC)</p> <p>Lengte : 80</p> <p>Let op, uw title tag zou tussen de 10 en 70 karakters (spaties inbegrepen) moeten bevatten. Gebruik deze gratis tool om tekst lengte te berekenen.</p>														
	<p>Description</p>	<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>Lengte : 154</p> <p>Perfect, uw meta description bevat tussen de 70 en 160 karakters.</p>														
	<p>Keywords</p>	<p>Erg slecht. We hebben geen meta keywords gevonden in uw website. Gebruik deze gratis online meta tags generator om keywords te genereren.</p>														
	<p>Og Meta Properties</p>	<p>Goed, uw page maakt gebruik van Og Properties.</p> <table border="1" data-bbox="544 1447 1481 2040"> <thead> <tr> <th>Property</th> <th>Content</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>	Property	Content	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
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SEO Content





image	https://searchengineland.com/wp-content/seloads/2022/11/SEL-OG-1920x1080-1.png
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?

SEO Content

		<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)?
	Afbeeldingen	We vonden 96 afbeeldingen in de pagina. 4 alt attributen ontbreken. Voeg alternatieve text toe zodat zoekmachines beter kunnen beoordelen wat het onderwerp van de afbeeldingen is.
	Text/HTML Ratio	Ratio : 9% De ratio van text tot HTML code is below 15 procent, dit betekent dat uw pagina waarschijnlijk meer tekst nodig heeft.
	Flash	Perfect, geen Flash content gevonden in uw website.
	Iframe	Jammer, u heeft Iframes in uw website, dit betekent dat deze content niet kan worden geïndexeerd.

SEO Links

	Herschreven URL	Perfect. Uw links zien er vriendelijk uit!
	Underscores in de URLs	Perfect! Geen underscores gevonden in uw URLs.
	In-page links	We vonden een totaal van 102 links inclusie 0 link(s) naar bestanden
	Statistics	Externe Links : noFollow 0% Externe Links : doFollow 10.78% Interne Links 89.22%

SEO Links

In-page links

Ankertekst	Type	samenstelling
SEO	Intern	doFollow
Christina Adame	Intern	doFollow
PPC	Intern	doFollow
Anu Adegbola	Intern	doFollow
Danny Goodwin	Intern	doFollow
Claudia Tomina	Intern	doFollow
Adthena	Intern	doFollow
See terms.	Intern	doFollow
Perplexity launches ad revenue sharing program for publishers	Intern	doFollow
Google adds new PMax reporting, generative AI tools	Intern	doFollow
Website migration checklist: 11 steps for success	Intern	doFollow
Ludwig Makhyan	Intern	doFollow
Better RSA creation and optimization in 3 steps	Intern	doFollow
Amy Hebdon	Intern	doFollow
Analytics & conversion	Intern	doFollow
The quickstart guide to marketing automation	Intern	doFollow
Edna Chavira	Intern	doFollow
Pinterest explores publisher partnerships to boost ad sales	Intern	doFollow
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Barry Schwartz	Intern	doFollow
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Lauren Donovan	Intern	doFollow
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The latest jobs in search marketing	Intern	doFollow
Reddit launches Lead Generation Ads	Intern	doFollow
How blogging builds trust and brand loyalty in the age of AI	Intern	doFollow
Ron Lieback	Intern	doFollow
DIY reactive digital PR: How to earn media coverage on a budget	Intern	doFollow
Jo O'Reilly	Intern	doFollow
OpenAI starts testing SearchGPT prototype, here's what it looks like	Intern	doFollow
How to manage SEO campaigns during economic downturns	Intern	doFollow
Dan Taylor	Intern	doFollow
How to START building a modern digital marketing plan	Intern	doFollow
Corey Morris	Intern	doFollow
Brand Protection: The complete guide	Intern	doFollow
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How to recover from Google Ads performance drops	Intern	doFollow
Benjamin Wenner	Intern	doFollow
Can't keep up? 3 timeless ways to future-proof SEO	Intern	doFollow
Brad Smith	Intern	doFollow

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

In-page links

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

In-page links

AI policy	Extern	doFollow
Marketing opportunities	Extern	doFollow
Staff	Intern	doFollow
Login	Intern	doFollow
Ok	Intern	doFollow

SEO Keywords





Keywords Consistentie

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












Bruikbaarheid

	Url	Domein : searchengineland.com Lengte : 20
	Favicon	Goed, uw website heeft een favicon.
	Printbaarheid	Jammer. We vonden geen Print-Vriendelijke CSS.





Bruikbaarheid

	Taal	Goed. Uw ingestelde taal is en.
	Dublin Core	Deze pagina maakt geen gebruik van Dublin Core.

Document

	Doctype	HTML 5
	Encoding	Perfect. Uw ingestelde Charset is UTF-8.
	W3C Validiteit	Fouten : 172 Waarschuwingen : 34
	E-mail Privacy	Geweldig er is geen e-mail adres gevonden als platte tekst!
	Niet ondersteunde HTML	Geweldig! We hebben geen niet meer ondersteunde HTML tags gevonden in uw HTML.
	Speed Tips	<ul style="list-style-type: none"> Geweldig, uw website heeft geen tabellen in een tabel. Jammer, uw website maakt gebruik van inline styles. Jammer, uw website heeft teveel CSS bestanden (meer dan 4). Jammer, uw website heeft teveel JS bestanden (meer dan 6). Perfect, uw website haalt voordeel uit gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimalisatie

	XML Sitemap	<p>Ontbrekend</p> <p>Uw website heeft geen XML sitemap- dit kan problematisch zijn.</p> <p>Een sitemap vermeld url's die beschikbaar zijn voor crawlen en kan extra informatie bevatten zoals uw laatste site-updates, frequentie van wijzigingen en het belang van de url's. Dit laat zoekmachines toe om de site intelligenter te doorzoeken.</p>
	Robots.txt	<p>http://searchengineland.com/robots.txt</p> <p>Geweldig uw website heeft een robots.txt bestand.</p>
	Analytics	<p>Ontbrekend</p> <p>We hadden niet op te sporen van een analytics tool op deze website geplaatst.</p> <p>Web Analytics laat u toe de bezoekersactiviteit op uw website te meten. U zou minstens 1 Analytics tool geïnstalleerd moeten hebben en een extra tool voor de bevestiging van de resultaten.</p>