Website review
loyalsense.com

Generated on September 23 2024 02:27 AM

The score is 45/100

SEO Content

✅	Title	loyalsense **Length : 10** Perfect, your title contains between 10 and 70 characters.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
⦿	Headings	<table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>0</td><td>4</td><td>24</td><td>0</td><td>0</td><td>0</td></tr></table> • [H2] NCR® Aloha®'s Direct Marketing Suite • [H2] The most profitable way to meet your customers • [H2] ¡Your offer conversions will skyrocket! • [H2] Talk and serve your customers on a first hand basis • [H3] Identifies • [H3] Segments • [H3] Delivers • [H3] Measures • [H3] Fully Integrated • [H3] CRM • [H3] Mobile App • [H3] Customer's Front-End • [H3] Email and SMS Marketing Suite • [H3] Customers Purchase History • [H3] POS Integration • [H3] Basic Segmentation • [H3] Advanced Segmentation • [H3] Dynamic Tables

SEO Content

		[H3] Online Dashboard [H3] Whitelabel [H3] Virtual Loyalty Card [H3] Customized Offers [H3] Reward Manager [H3] Satisfaction Surveys [H3] Push Notifications [H3] Online Ordering [H3] Online Payment [H3] Modular
❌	Images	We found 35 images on this web page. 17 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **10%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 2 links including 1 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 50% Internal Links 50%

In-page links

Anchor	Type	Juice
CONTACT US	Internal	Passing Juice
estrateca.com/privacidad.pdf	External	Passing Juice

SEO Keywords

Keywords Cloud	customers order customer all them pos loyalty app loyalsense mobile

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
customers	22	✖	✖	✖	✔
loyalsense	21	✔	✖	✖	✖
customer	12	✖	✖	✖	✔
app	11	✖	✖	✖	✔
loyalty	10	✖	✖	✖	✔

Usability

	Url	Domain : loyalsense.com Length : 14
✖	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 es.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Usability

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 0 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	✓ 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	Great, your website has an XML sitemap. https://loyalsense.com/wp-sitemap.xml
	Robots.txt	http://loyalsense.com/robots.txt

Optimization

✅		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.