





# Website review okta.com

Generated on April 03 2025 15:39 PM


The score is 40/100





## SEO Content

	Title	Employee and Customer Identity Solutions   Okta  <b>Length : 47</b>  Perfect, your title contains between 10 and 70 characters.																	
	Description	Okta's Workforce and Customer Identity Clouds enable secure access, authentication, and automation—putting identity at the heart of business security and growth.  <b>Length : 165</b>  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	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Employee and Customer Identity Solutions   Okta</td></tr><tr><td>description</td><td>Okta's Workforce and Customer Identity Clouds enable secure access, authentication, and automation—putting identity at the heart of business security and growth.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://www.okta.com/content/dam/okta---digital/en_us/images/graphics/okta-homepage-thumbnail.jpg</td></tr><tr><td>url</td><td>https://www.okta.com/</td></tr></tbody></table>						Property	Content	title	Employee and Customer Identity Solutions   Okta	description	Okta's Workforce and Customer Identity Clouds enable secure access, authentication, and automation—putting identity at the heart of business security and growth.	type	website	image	https://www.okta.com/content/dam/okta---digital/en_us/images/graphics/okta-homepage-thumbnail.jpg	url	https://www.okta.com/
Property	Content																		
title	Employee and Customer Identity Solutions   Okta																		
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type	website																		
image	https://www.okta.com/content/dam/okta---digital/en_us/images/graphics/okta-homepage-thumbnail.jpg																		
url	https://www.okta.com/																		
	Headings	<b>H1</b> 1	<b>H2</b> 16	<b>H3</b> 27	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0												





## SEO Content

		<ul style="list-style-type: none"><li>• [H1] Everything starts with Identity</li><li>• [H2] Products</li><li>• [H2] Why Okta</li><li>• [H2] For Developers</li><li>• [H2] Resources and support</li><li>• [H2] Products</li><li>• [H2] Why Okta</li><li>• [H2] Developers</li><li>• [H2] Resources</li><li>• [H2] We've got your back, no matter your stack</li><li>• [H2] Here's what our awesome customers say</li><li>• [H2] The Identity solution for every industry</li><li>• [H2] We're here for you, from always-on customer support to thousands of integrations designed for every use case</li><li>• [H2] Ready to put Identity first?</li><li>• [H2] Company</li><li>• [H2] Starting with Okta</li><li>• [H2] Help &amp; Support</li><li>• [H3] Okta Platform</li><li>• [H3] Auth0 Platform</li><li>• [H3] Your Goals</li><li>• [H3] Your Industry</li><li>• [H3] Leading Success</li><li>• [H3] Okta Platform</li><li>• [H3] Auth0 Platform</li><li>• [H3] Resources</li><li>• [H3] Customer Success</li><li>• [H3] Support</li><li>• [H3] Okta Platform</li><li>• [H3] Auth0 Platform</li><li>• [H3] Your Goals</li><li>• [H3] Your Industry</li><li>• [H3] Leading Success</li><li>• [H3] Okta Platform</li><li>• [H3] Auth0 Platform</li><li>• [H3] Resources</li><li>• [H3] Customer Success</li><li>• [H3] Support</li><li>• [H3] Okta Platform</li><li>• [H3] Auth0 Platform</li><li>• [H3] Okta becomes an Official Partner of the McLaren Formula 1 Team</li><li>• [H3] A proven leader in the eyes of top industry analysts</li><li>• [H3] Okta Secure Identity Commitment (OSIC)</li><li>• [H3] Webinar Hub</li><li>• [H3] Okta Integration Network (OIN)</li></ul>
	Images	<p>We found 35 images on this web page.</p> <p>22 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	Ratio : <b>0%</b>

## SEO Content

		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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 99 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.07% Internal Links 92.93%

## In-page links

Anchor	Type	Juice
<a href="#">Hear Okta's latest product updates and announcements.</a>	Internal	Passing Juice
<a href="#">United Kingdom</a>	Internal	Passing Juice
<a href="#">France</a>	Internal	Passing Juice
<a href="#">Germany</a>	Internal	Passing Juice
<a href="#">Japan</a>	Internal	Passing Juice
<a href="#">Netherlands</a>	Internal	Passing Juice
<a href="#">Australia</a>	Internal	Passing Juice

## In-page links

<a href="#">Singapore</a>	Internal	Passing Juice
<a href="#">Korea</a>	Internal	Passing Juice
<a href="#">Sweden</a>	Internal	Passing Juice
<a href="#">Free trial</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Release overview</a>	Internal	Passing Juice
<a href="#">Pricing</a>	Internal	Passing Juice
<a href="#">Single Sign On</a>	Internal	Passing Juice
<a href="#">Adaptive Multifactor Authentication</a>	Internal	Passing Juice
<a href="#">Identity Governance</a>	Internal	Passing Juice
<a href="#">Privileged Access</a>	Internal	Passing Juice
<a href="#">Identity Threat Protection</a>	Internal	Passing Juice
<a href="#">Explore Okta Platform</a>	Internal	Passing Juice
<a href="#">Single Sign On</a>	Internal	Passing Juice
<a href="#">Multifactor Authentication</a>	Internal	Passing Juice
<a href="#">Passwordless</a>	Internal	Passing Juice
<a href="#">Highly Regulated Identity</a>	Internal	Passing Juice
<a href="#">Explore Auth0 Platform</a>	External	Passing Juice
<a href="#">Optimized Digital Experiences</a>	Internal	Passing Juice
<a href="#">Identify-Powered Security</a>	Internal	Passing Juice
<a href="#">Public Sector</a>	Internal	Passing Juice
<a href="#">Financial Services</a>	Internal	Passing Juice
<a href="#">Healthcare</a>	Internal	Passing Juice
<a href="#">Manufacturing</a>	Internal	Passing Juice
<a href="#">Retail</a>	Internal	Passing Juice
<a href="#">Travel &amp; Hospitality</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Nonprofit</a>	Internal	Passing Juice

## In-page links

<a href="#">Energy</a>	Internal	Passing Juice
<a href="#">Okta AI</a>	Internal	Passing Juice
<a href="#">Okta Integration Network</a>	Internal	Passing Juice
<a href="#">Okta for SaaS Builders</a>	Internal	Passing Juice
<a href="#">For Small Businesses (SMBs)</a>	Internal	Passing Juice
<a href="#">Customer Success Stories</a>	Internal	Passing Juice
<a href="#">Secure Identity Commitment</a>	Internal	Passing Juice
<a href="#">Trust</a>	Internal	Passing Juice
<a href="#">Developer Center</a>	Internal	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">Knowledge Base</a>	Internal	Passing Juice
<a href="#">Okta Platform Status</a>	Internal	Passing Juice
<a href="#">Auth0 Marketplace</a>	External	Passing Juice
<a href="#">Developer Center</a>	External	Passing Juice
<a href="#">Community</a>	External	Passing Juice
<a href="#">Knowledge Base</a>	External	Passing Juice
<a href="#">Auth0 Status</a>	External	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Identity 101</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Press Room</a>	Internal	Passing Juice
<a href="#">Analyst Research</a>	Internal	Passing Juice
<a href="#">Datasheets</a>	Internal	Passing Juice
<a href="#">Demo Library</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Webinars</a>	Internal	Passing Juice
<a href="#">Whitepapers</a>	Internal	Passing Juice
<a href="#">Customer First Overview</a>	Internal	Passing Juice


## In-page links

<a href="#">Okta Community</a>	Internal	Passing Juice
<a href="#">Support Services</a>	Internal	Passing Juice
<a href="#">Professional Services</a>	Internal	Passing Juice
<a href="#">Expert Assist</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">Certification</a>	Internal	Passing Juice
<a href="#">Find a Partner</a>	Internal	Passing Juice
<a href="#">Product Documentation</a>	Internal	Passing Juice
<a href="#">Knowledge Base</a>	Internal	Passing Juice
<a href="#">Frequently Asked Questions</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Read their story</a>	Internal	Passing Juice
<a href="#">Read their story</a>	Internal	Passing Juice
<a href="#">Read their story</a>	Internal	Passing Juice
<a href="#">chat now</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Leadership</a>	Internal	Passing Juice
<a href="#">Investors</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Partners</a>	Internal	Passing Juice
<a href="#">Responsibility</a>	Internal	Passing Juice
<a href="#">Okta for Good</a>	Internal	Passing Juice
<a href="#">Diversity, Inclusion &amp; Belonging</a>	Internal	Passing Juice
<a href="#">The Okta Advantage</a>	Internal	Passing Juice
<a href="#">Trust</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Help &amp; Support</a>	Internal	Passing Juice
<a href="#">Customer Identity Cloud Status</a>	External	Passing Juice

## In-page links

<a href="#">Workforce Identity Cloud Status</a>	Internal	Passing Juice
<a href="#">Legal</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Site Terms</a>	Internal	Passing Juice
<a href="#">Security</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Cookie Preferences</a>	Internal	Passing Juice
<a href="#">Your Privacy Choices</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Usability

	Url	Domain : okta.com Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	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 : 3 Warnings : 7
	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><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Great, your website has few CSS files.</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>

## Mobile



	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div>
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## Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><div>https://www.okta.com/sitemap.xml</div><div>https://www.okta.com/jp/sitemap.xml</div><div>https://www.okta.com/nl/sitemap.xml</div><div>https://www.okta.com/uk/sitemap.xml</div><div>https://www.okta.com/fr/sitemap.xml</div></div>
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## Optimization

		<a href="https://www.okta.com/de/sitemap.xml">https://www.okta.com/de/sitemap.xml</a> <a href="https://www.okta.com/au/sitemap.xml">https://www.okta.com/au/sitemap.xml</a> <a href="https://www.okta.com/sg/sitemap.xml">https://www.okta.com/sg/sitemap.xml</a> <a href="https://www.okta.com/kr/sitemap.xml">https://www.okta.com/kr/sitemap.xml</a> <a href="https://www.okta.com/sitemap-root.xml">https://www.okta.com/sitemap-root.xml</a> <a href="https://www.okta.com/sitemap-aem.xml">https://www.okta.com/sitemap-aem.xml</a> <a href="https://www.okta.com/ja-jp/sitemap-aem.xml">https://www.okta.com/ja-jp/sitemap-aem.xml</a> <a href="https://www.okta.com/en-nl/sitemap-aem.xml">https://www.okta.com/en-nl/sitemap-aem.xml</a> <a href="https://www.okta.com/en-gb/sitemap-aem.xml">https://www.okta.com/en-gb/sitemap-aem.xml</a> <a href="https://www.okta.com/fr-fr/sitemap-aem.xml">https://www.okta.com/fr-fr/sitemap-aem.xml</a> <a href="https://www.okta.com/de-de/sitemap-aem.xml">https://www.okta.com/de-de/sitemap-aem.xml</a> <a href="https://www.okta.com/en-au/sitemap-aem.xml">https://www.okta.com/en-au/sitemap-aem.xml</a> <a href="https://www.okta.com/en-sg/sitemap-aem.xml">https://www.okta.com/en-sg/sitemap-aem.xml</a> <a href="https://www.okta.com/ko-kr/sitemap-aem.xml">https://www.okta.com/ko-kr/sitemap-aem.xml</a> <a href="https://www.okta.com/en-se/sitemap-aem.xml">https://www.okta.com/en-se/sitemap-aem.xml</a>
	Robots.txt	<a href="http://okta.com/robots.txt">http://okta.com/robots.txt</a> 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.