








Website review socialmediatoday.com

Generated on January 09 2024 16:31 PM

The score is 47/100



SEO Content

	Title	Social Media News Social Media Today Length : 38 Perfect, your title contains between 10 and 70 characters.												
	Description	The latest news, trends, and tips in social media. Length : 50 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>2</td><td>2</td><td>38</td><td>3</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Don't miss tomorrow's social media industry news• [H1] Threads Accidentally Launched an Option to Filter Search Results Chronologically• [H2] Top stories• [H2] The Latest• [H3] Social Media Trends 2024: 34 Predictions for Marketers• [H3] 5 Tips To Help Maximize Your TikTok Marketing Approach in 2024• [H3] 5 Tips for Your Digital Marketing Strategy in 2024• [H3] Meta Confirms That Facebook’s Link History Option Is Coming to All Users• [H3] X Shares New Data on Efforts to Combat CSAM in the App• [H3] TikTok Implements New Restrictions on Hashtag Search in Creative Center• [H3] X Expands Partnership With IAS on Vertical Video Ad Placement• [H3] Snapchat Shares Insight Into How Social Platforms	H1	H2	H3	H4	H5	H6	2	2	38	3	0	0
H1	H2	H3	H4	H5	H6									
2	2	38	3	0	0									

SEO Content

Facilitate Connections




- [H3] TikTok Splits Marketing Measurement Partners Into Specialty Elements
- [H3] Meta Files Motion To Stop the FTC From Implementing User Data Restrictions
- [H3] Scroll-Stopping Social Media Hooks [Infographic]
- [H3] Next Stage of AR Is Coming as Functional Glasses Near Consumer Launch
- [H3] 20 Content Prompts To Help Boost Your LinkedIn Presence in 2024 [Infographic]
- [H3] X Will Now Enable Advertisers to Target Only Premium Subscribers
- [H3] Threads Works To Address Borderline Content Recommendations In-Stream
- [H3] Download Figures Show Limited Impact After X Implemented \$1 'Not a Bot' Fee
- [H3] X's Latest Traffic Numbers Show a Decline in Average Time Spent per User
- [H3] TikTok's Planning To Boost Its In-Stream Commerce Spend 10X in 2024
- [H3] Google Implements First Stage in the Removal of Tracking Cookies
- [H3] Instagram Experiments With New Public 'Collections' Feature on Profiles
- [H3] 8 Visual Trends To Consider for Your Marketing in 2024 [Infographic]
- [H3] X Says There Are 750K Jobs Listed via Hiring in the App
- [H3] TikTok Launches 2024 Marketing Calendar to Assist in Your Planning
- [H3] Snapchat Announces New Entertainment Measurement Partnership With Samba TV
- [H3] A Simple Guide to B2B Social Media Marketing [Infographic]
- [H3] X Announces Lower-Cost Verification for Organizations Package To Lure SMBs
- [H3] Headlines Are Now Returning to Link Previews on X
- [H3] New Listing Shows the X Profiles With the Most Community Notes
- [H3] Essential Dos and Don'ts for Social Media Marketing in 2024 [Infographic]
- [H3] The Importance of Ads to Big Tech Brands [Infographic]
- [H3] Get the free newsletter
- [H3] Most Popular
- [H3] Library resources
- [H3] Company Announcements
- [H3] Events
- [H3] Industry Intel
- [H3] Social Media Today news delivered to your inbox
- [H3] Get Social Media Today in your inbox
- [H4] Explore
- [H4] Reach our audience
- [H4] Related Publications







Images

We found 103 images on this web page.

SEO Content

		1 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 : 13% 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 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 38.38% Internal Links 61.62%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Terms of Use	External	Passing Juice
Privacy Policy	External	Passing Juice
Community	Internal	Passing Juice
Library	Internal	Passing Juice

In-page links

Events	Internal	Passing Juice
Press Releases	Internal	Passing Juice
Subscribe	Internal	Passing Juice
Facebook	Internal	Passing Juice
TikTok	Internal	Passing Juice
Instagram	Internal	Passing Juice
Snapchat	Internal	Passing Juice
Pinterest	Internal	Passing Juice
X (Twitter)	Internal	Passing Juice
LinkedIn	Internal	Passing Juice
Infographics	Internal	Passing Juice
Live Twitter Chat	Internal	Passing Juice
SMT Experts	Internal	Passing Juice
Become a Contributor	Internal	Passing Juice
Radu Oncescu/Threads	External	Passing Juice
Threads Accidentally Launched an Option to Filter Search Results Chronologically	Internal	Passing Juice
Social Media Trends 2024: 34 Predictions for Marketers	Internal	Passing Juice
5 Tips To Help Maximize Your TikTok Marketing Approach in 2024	Internal	Passing Juice
5 Tips for Your Digital Marketing Strategy in 2024	Internal	Passing Juice
Meta Confirms That Facebook's Link History Option Is Coming to All Users	Internal	Passing Juice
X Shares New Data on Efforts to Combat CSAM in the App	Internal	Passing Juice
TikTok	External	Passing Juice
TikTok Implements New Restrictions on Hashtag Search in Creative Center	Internal	Passing Juice
X	External	Passing Juice
X Expands Partnership With IAS on Vertical Video Ad Placement	Internal	Passing Juice
Social Marketing	Internal	Passing Juice

In-page links

NORC	External	Passing Juice
Snapchat Shares Insight Into How Social Platforms Facilitate Connections	Internal	Passing Juice
TikTok	External	Passing Juice
TikTok Splits Marketing Measurement Partners Into Specialty Elements	Internal	Passing Juice
Meta Files Motion To Stop the FTC From Implementing User Data Restrictions	Internal	Passing Juice
Angie Gensler	External	Passing Juice
Scroll-Stopping Social Media Hooks [Infographic]	Internal	Passing Juice
Next Stage of AR Is Coming as Functional Glasses Near Consumer Launch	Internal	Passing Juice
Richard van der Blom/LinkedIn	External	Passing Juice
20 Content Prompts To Help Boost Your LinkedIn Presence in 2024 [Infographic]	Internal	Passing Juice
Nate Esparza/X	External	Passing Juice
X Will Now Enable Advertisers to Target Only Premium Subscribers	Internal	Passing Juice
Threads	External	Passing Juice
Threads Works To Address Borderline Content Recommendations In-Stream	Internal	Passing Juice
Social Media Updates	Internal	Passing Juice
Elon Musk/Twitter	External	Passing Juice
Download Figures Show Limited Impact After X Implemented \$1 ‘Not a Bot’ Fee	Internal	Passing Juice
x	External	Passing Juice
X’s Latest Traffic Numbers Show a Decline in Average Time Spent per User	Internal	Passing Juice
StatusBrew	External	Passing Juice
TikTok’s Planning To Boost Its In-Stream Commerce Spend 10X in 2024	Internal	Passing Juice
Google	External	Passing Juice
Google Implements First Stage in the Removal of Tracking Cookies	Internal	Passing Juice

In-page links

Instagram	External	Passing Juice
Instagram Experiments With New Public ‘Collections’ Feature on Profiles	Internal	Passing Juice
Piktochart	External	Passing Juice
8 Visual Trends To Consider for Your Marketing in 2024 [Infographic]	Internal	Passing Juice
Content Marketing	Internal	Passing Juice
X	External	Passing Juice
X Says There Are 750K Jobs Listed via Hiring in the App	Internal	Passing Juice
TikTok	External	Passing Juice
TikTok Launches 2024 Marketing Calendar to Assist in Your Planning	Internal	Passing Juice
Samba TV	External	Passing Juice
Snapchat Announces New Entertainment Measurement Partnership With Samba TV	Internal	Passing Juice
SEMRush	External	Passing Juice
A Simple Guide to B2B Social Media Marketing [Infographic]	Internal	Passing Juice
X Announces Lower-Cost Verification for Organizations Package To Lure SMBs	Internal	Passing Juice
9 to 5 Google	External	Passing Juice
Headlines Are Now Returning to Link Previews on X	Internal	Passing Juice
Community Notes Leaderboard	External	Passing Juice
New Listing Shows the X Profiles With the Most Community Notes	Internal	Passing Juice
Giraffe Social Media	External	Passing Juice
Essential Dos and Don'ts for Social Media Marketing in 2024 [Infographic]	Internal	Passing Juice
Visual Capitalist	External	Passing Juice
The Importance of Ads to Big Tech Brands [Infographic]	Internal	Passing Juice
Mapping Affiliate Marketing Experiences & Tactics Across the Consumer Journey	External	Passing Juice
Multi-Shoring is a Secret Ingredient for Business Success	External	Passing Juice

In-page links

The Marketing Leader's Guide to Getting Started With AI	External	Passing Juice
BikerKiss.com: A New Dating Platform Exclusively for Outdoor Cycling Enthusiasts	Internal	Passing Juice
Anti Instagram? Meet Hypelist, the App That Portrays Who the User Really Is	Internal	Passing Juice
Post a press release	Internal	Passing Juice
2024 Content Marketing Predictions (And How to Navigate Them)	External	Passing Juice
How to Design TikTok Creative that Performs	External	Passing Juice
About	Internal	Passing Juice
Editorial Team	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Newsletter	Internal	Passing Juice
Article Reprints	External	Passing Juice
Advertising	Internal	Passing Juice
Log in	Internal	Passing Juice
Marketing Dive	External	Passing Juice
Mobile Marketer	External	Passing Juice
Industry Dive	External	Passing Juice
other publications	External	Passing Juice
Privacy policy	External	Passing Juice
Terms of use	External	Passing Juice
Take down policy	External	Passing Juice
Cookie Preferences / Do Not Sell	Internal	Passing Juice

SEO Keywords








Keywords Cloud

new marketing january tiktok social
twitter retrieved media newsletter
from





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
from	16	✖	✖	✖	✔
retrieved	13	✖	✖	✖	✖
social	11	✔	✖	✔	✔
january	10	✖	✖	✖	✖
new	10	✔	✖	✔	✔








Usability

	Url	Domain : socialmediatoday.com Length : 20
	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 : 36 Warnings : 26
	Email Privacy	Great no email address has been found in plain text!






Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

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

Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div> https://www.socialmediatoday.com/sitemap.xml</div>
	Robots.txt	<div>http://socialmediatoday.com/robots.txt</div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Great, your website has an analytics tool.</div> <div> Google Analytics</div>