

Evaluation du site socialmediatoday.com

Généré le 09 Janvier 2024 16:31

Le score est de 47/100



Optimisation du contenu

	Titre	Social Media News Social Media Today Longueur : 38 Parfait, votre titre contient entre 10 et 70 caractères.												
	Description	The latest news, trends, and tips in social media. Longueur : 50 Idéalement, votre balise META description devrait contenir entre 70 et 160 caractères (espaces compris). Utilisez cet outil gratuit pour calculer la longueur du texte.												
	Mots-clefs	Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez ce générateur gratuit de balises META en ligne pour créer des mots-clés.												
	Propriétés Open Graph	Cette page ne profite pas des balises META Open Graph. Cette balise permet de représenter de manière riche n'importe quelle page dans le graph social (environnement social). Utilisez ce générateur gratuit de balises META Open Graph pour les créer.												
	Niveaux de titre	<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> • [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	H1	H2	H3	H4	H5	H6	2	2	38	3	0	0
H1	H2	H3	H4	H5	H6									
2	2	38	3	0	0									

Optimisation du contenu

- [H3] X Expands Partnership With IAS on Vertical Video Ad Placement
- [H3] Snapchat Shares Insight Into How Social Platforms 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

Optimisation du contenu

	Images	Nous avons trouvé 103 image(s) sur cette page Web. 1 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.
	Ratio texte/HTML	Ratio : 13% le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche.

Liens

	Réécriture d'URLs	Mauvais. Vos liens contiennent des chaînes de requête.
	Tiret bas dans les URLs	Nous avons détectés des soulignements dans vos URLs. Vous devriez plutôt utiliser des tirets pour optimiser votre référencement.
	Liens dans la page	Nous avons trouvé un total de 99 lien(s) dont 1 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 38.38% Liens internes 61.62%

Liens dans la page

Texte d'ancre	Type	Juice
Skip to main content	Interne	Passing Juice
Terms of Use	Externe	Passing Juice
Privacy Policy	Externe	Passing Juice
Community	Interne	Passing Juice

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Mots-clefs

	Nuage de mots-clefs	marketing media newsletter social tiktok january new retrieved twitter
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Mots-clefs

from

Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
from	16	✖	✖	✖	✔
retrieved	13	✖	✖	✖	✖
social	11	✔	✖	✔	✔
january	10	✖	✖	✖	✖
new	10	✔	✖	✔	✔

Ergonomie

	Url	Domaine : socialmediatoday.com Longueur : 20
	Favicon	Génial, votre site web dispose d'un favicon.
	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.
	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.

Document

	Doctype	HTML 5
	Encodage	Parfait. Votre charset est UTF-8.

Document

	Validité W3C	Erreurs : 36 Avertissements : 26
	E-mail confidentialité	Génial, aucune adresse e-mail n'a été trouvé sous forme de texte!
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	 Excellent, votre site n'utilise pas de tableaux imbriqués.  Mauvais, votre site web utilise des styles css inline.  Génial, votre site web contient peu de fichiers CSS.  Mauvais, votre site web contient trop de fichiers javascript (plus de 6).  Parfait : votre site tire parti de gzip.

Mobile

	Optimisation mobile	 Icône Apple  Méta tags viewport  Contenu FLASH
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Optimisation

	Sitemap XML	Votre site web dispose d'une sitemap XML, ce qui est optimal. https://www.socialmediatoday.com/sitemap.xml
	Robots.txt	http://socialmediatoday.com/robots.txt Votre site dispose d'un fichier robots.txt, ce qui est optimal.
	Mesures d'audience	Votre site web dispose d'une outil d'analytics, ce qui est optimal.  Google Analytics