



Website review kayako.com

Generated on February 20 2017 07:07 AM






The score is 74/100





SEO Content

	<p>Title</p>	<p>Help Desk Software Kayako Unified Customer Service Software</p> <p>Length : 61</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Help Desk Software and Customer Service Software that helps you get better. Make the switch and join over 131,000 support heroes. Start your free trial today.</p> <p>Length : 158</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>helpdesk, help desk, help desk software, customer support software, ticket support software, customer service software, web based help desk</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1512 1481 2016"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Kayako</td> </tr> <tr> <td>title</td> <td>Help Desk Software Is Broken Kayako Unified Customer Service Platform</td> </tr> <tr> <td>type</td> <td>product</td> </tr> <tr> <td>url</td> <td>https://www.kayako.com</td> </tr> <tr> <td>image</td> <td>https://www.kayako.com/_themes/novo/img/open-graph/default.png</td> </tr> </tbody> </table>	Property	Content	site_name	Kayako	title	Help Desk Software Is Broken Kayako Unified Customer Service Platform	type	product	url	https://www.kayako.com	image	https://www.kayako.com/_themes/novo/img/open-graph/default.png
Property	Content													
site_name	Kayako													
title	Help Desk Software Is Broken Kayako Unified Customer Service Platform													
type	product													
url	https://www.kayako.com													
image	https://www.kayako.com/_themes/novo/img/open-graph/default.png													



SEO Content

		description	Help Desk Software and Customer Service Software that helps you get better. Make the switch and join over 131,000 support heroes. Start your free trial today.												
	Headings	<table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>2</td> <td>2</td> <td>2</td> <td>6</td> <td>4</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] Help desk software isn't helpful anymore. • [H1] Whatever you need, we're here to help • [H2] Better customer service starts here • [H2] The latest from Kayako • [H3] Make customer service your competitive advantage Sign up for the free trial • [H3] Welcome to Kayako • [H4] Know your customer better • [H4] Support them everywhere • [H4] Collaborate across your business • [H4] How to sell better customer service to your board • [H4] The ultimate guide to customer support metrics • [H4] The ultimate guide to communicating product feedback • [H5] Build closer relationships • [H5] Work better together • [H5] Go beyond delight • [H5] Want to learn more about Kayako? 	H1	H2	H3	H4	H5	H6	2	2	2	6	4	0	
H1	H2	H3	H4	H5	H6										
2	2	2	6	4	0										
	Images	We found 24 images on this web page. 24 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 : 15% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.													
	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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.

SEO Links

	In-page links	We found a total of 34 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 8.82% Internal Links 91.18%

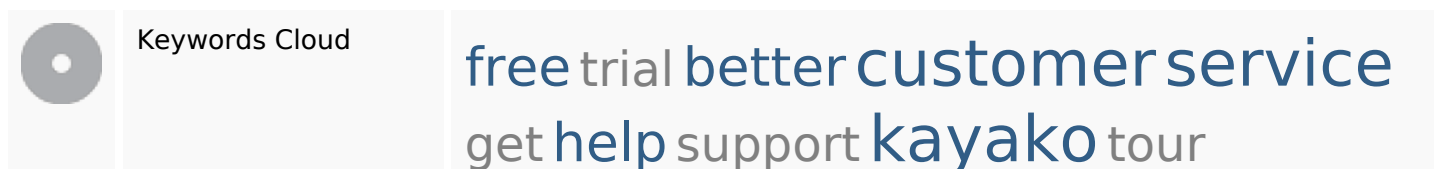
In-page links

Anchor	Type	Juice
Start your free trial	Internal	Passing Juice
Tour	Internal	Passing Juice
Live Chat	Internal	Passing Juice
Self-service	Internal	Passing Juice
Scale	Internal	Passing Juice
Social	Internal	Passing Juice
Integrations	Internal	Passing Juice
Demo	Internal	Passing Juice
Pricing	Internal	Passing Juice
Customers	Internal	Passing Juice
Blog	Internal	Passing Juice
About Kayako	Internal	Passing Juice
Team	Internal	Passing Juice
Careers	Internal	Passing Juice
Support	Internal	Passing Juice
Contact	Internal	Passing Juice
Mobile	Internal	Passing Juice
Security	Internal	Passing Juice
Internal IT Helpdesk	Internal	Passing Juice
Status	Internal	Passing Juice

In-page links

API	Internal	Passing Juice
Helpdesk Comparison	Internal	Passing Juice
Zendesk Alternative	Internal	Passing Juice
Freshdesk Alternative	Internal	Passing Juice
Email Alternative	Internal	Passing Juice
Ultimate Guide To Support Metrics	Internal	Passing Juice
Customer Service Quotes	Internal	Passing Juice
Customer Experience Glossary	Internal	Passing Juice
Facebook	External	Passing Juice
Twitter	External	Passing Juice
Linkedin	External	Passing Juice
Privacy policy	Internal	Passing Juice
EULA	Internal	Passing Juice
Terms and conditions	Internal	Passing Juice






SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
kayako	6	✓	✗	✗	✓
customer	6	✓	✓	✓	✓
service	5	✓	✓	✓	✓
free	4	✗	✗	✓	✓
better	4	✗	✗	✓	✓

Usability

	Url	Domain : kayako.com Length : 10
	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 : 27 Warnings : 1
	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	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Perfect, your website has few JavaScript files. Perfect, your website takes advantage of gzip.

Mobile

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

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>http://kayako.com/sitemap.xml</pre> <pre>https://www.kayako.com/sitemap.xml</pre>
	Robots.txt	<pre>http://kayako.com/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>