

Page URL

<https://marketingwithdave.com>

Issues Found

1 Issue, 10 Warnings

Overall Score



Technical



Content Quality

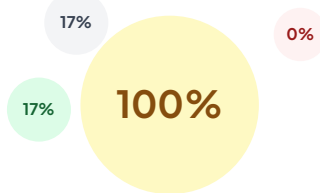


GEO

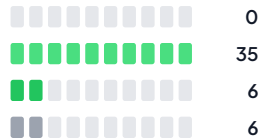

Link Distribution

Links

Total Links on this Page

35


- No Follow Links
- Do Follow Links
- No Referrer Links
- No Opener Links


Metadata

Images

Total Images on this Page

9

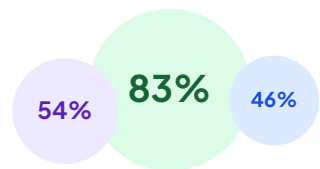

- PNG 56%
- JPEG 44%
- SVG
- GIF
- WEBP
- Others

- Broken Images 0
- Big Images 0
- Slow Images 0
- Missing Alt Tags **3**

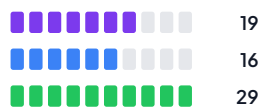
Link Distribution

Link Types

Total Links on this Page

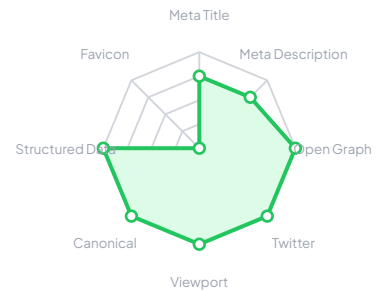
35


- Internal Links
- External Links
- With Anchor Text


Metadata

Tags

Metadata found on this page

7


Parameters on this Metadata Chart are NOT important for every page. e.g. having JSON-LD structured data is not required in 'Privacy Policy' or 'Terms' page.

Issues Summary

Click any issue to view its details.

TECHNICAL

- Missing Twitter Card Tags
- Structured Data
- Directory Browsing
- Broken Links
- URL Canonicalization
- Large Page Size
- HSTS Test
- Missing Language Attribute
- Unsafe Cross Origin Links
- SSL Checker
- Plaintext Emails
- Missing Schema Markup
- Disallow Directive
- Missing Open Graph Tags
- Meta Refresh
- Nofollow Tag
- Mixed Content
- Noindex Tag
- Custom 404 Page
- Missing Hreflang Tags

CONTENT QUALITY

- Charset Declaration
- Image Alt
- Social Media
- SEO-Friendly URL
- Social Media Tags
- Favicon
- Sitemap
- Missing H1 Tag
- Og Url Not Matching Canonical
- Keyword Cloud
- Robots.txt
- Keyword Usage
- Most Common Keywords
- Analytics
- Search Preview
- Multiple H1 Tags
- Meta Title
- Deprecated HTML
- Heading Tags
- Meta Description
- Responsive Image
- Thin Content

GEO

- Meta Viewport
- Media Query Responsive

Technical 13/20 passed

7 warnings

13 passed

1. Missing Twitter Card Tags PASSED

 MEDIUM

Missing Twitter Card tags mean your page may not display rich previews when shared on X (Twitter).

2. Structured Data PASSED

 LOW

Structured data helps search engines understand your content and can enable rich snippets in search results.

DETAILS

Rdfa Found: false

Json Ld Found: 1

Microdata Found: true

3. Directory Browsing PASSED

 LOW

Directory browsing can expose sensitive files and folder structures to attackers.

DETAILS

Detailed Results:

path: /uploads, hasContent: false, isDirectoryListing: false, path: /admin/, hasContent: false, isDirectoryListing: false, path: /files, hasContent: false, isDirectoryListing: false

Vulnerable Count: 0

4. Broken Links WARNING

 HIGH

Links that return 4xx/5xx status codes, are unreachable, or redirect to broken pages.

BROKEN LINKS

Checked: 35

Broken: 0

Bot-blocked: 4

INACCESSIBLE TO BOTS (4)

<https://marketingwithdave.com/%7Bit.url%7D>
On: <https://marketingwithdave.com>

301 <https://go.marketingwithdave.com/textfocus-home>
On: <https://marketingwithdave.com>

301 <https://go.marketingwithdave.com/truconversion-home>
On: <https://marketingwithdave.com>

301 <https://go.marketingwithdave.com/searchiq-home>
On: <https://marketingwithdave.com>

5. URL Canonicalization PASSED

 HIGH

Canonical tags help prevent duplicate content issues by specifying the preferred version of a page.

DETAILS

Canonical Url: <https://marketingwithdave.com/>

6. Large Page Size PASSED

 MEDIUM

Pages exceeding 3MB in HTML size can cause slow load times, poor mobile experience, and crawl budget waste.

DETAILS

Page Size K B: 203

Page Size Bytes: 207688

7. HSTS Test WARNING

 MEDIUM

HSTS forces browsers to use HTTPS connections, preventing protocol downgrade attacks.

8. Missing Language Attribute WARNING

 MEDIUM

The HTML lang attribute is missing, making it harder for search engines and assistive technologies to identify the page's language.

DETAILS

Lang Attribute: not set

9. Unsafe Cross Origin Links WARNING

 LOW

Links with target="_blank" without proper rel attributes can pose security risks.

DETAILS

Unsafe Links Found: 5

10. SSL Checker PASSED

 HIGH

HTTPS encrypts data between the browser and server, providing security and improving SEO rankings.

11. Plaintext Emails WARNING

 LOW

Plaintext emails in HTML can be harvested by spam bots.

DETAILS

Emails:

davenelsonutah@gmail.com, davenelsonutah@gmail.com, davenelsonutah@gmail.com

Emails Found: 3

12. Missing Schema Markup PASSED

 MEDIUM

Pages without structured data (schema markup) miss the opportunity to earn rich results and enhanced search listings.

DETAILS

Has Rdfa: false

Has Json Ld: true

Has Microdata: true

13. Disallow Directive PASSED

 LOW

Disallow directives in robots.txt prevent search engines from crawling specific pages or sections.

14. Missing Open Graph Tags PASSED

 MEDIUM

Missing Open Graph tags mean your page may not display properly when shared on social platforms like Facebook, LinkedIn, and others.

15. Meta Refresh PASSED

 LOW

Meta refresh tags can negatively impact SEO and user experience.

DETAILS

Has Meta Refresh: false

16. Nofollow Tag PASSED

 LOW

Nofollow links tell search engines not to follow or pass link equity to the target page.

DETAILS

Nofollow Links Found: 0

17. Mixed Content PASSED

 HIGH

Mixed content occurs when HTTPS pages load HTTP resources, causing security warnings and breaking the padlock icon.

18. Noindex Tag PASSED

 LOW

Noindex tag prevents search engines from indexing the page.

DETAILS

Has Noindex: false

Robots Content:

index, follow, max-image-preview:large, max-snippet:-1, max-video-preview:-1

19. Custom 404 Page WARNING

 MEDIUM

Custom 404 pages improve user experience when visitors encounter broken links.

20. Missing Hreflang Tags WARNING

 MEDIUM

Missing hreflang tags on multilingual sites can cause search engines to serve the wrong language version to users.

DETAILS

Hreflang Found: false

Content Quality 18/22 passed

1 error

3 warnings

18 passed

Charset Declaration PASSED

DETAILS

2. **Image Alt** WARNING MEDIUM

Alt text describes images for screen readers and appears when images fail to load. SVG images (typically icons) are excluded from this check.

DETAILS

Affected Urls:

https://marketingwithdave.com,
https://marketingwithdave.com/10-must-have-project-management-tool-features,
https://marketingwithdave.com/10-online-event-planning-mistakes-to-avoid-in-the-final-stretch,
https://marketingwithdave.com/10-tips-for-choosing-the-right-social-media-listening-solution-without-wasting-time-or-money,
https://marketingwithdave.com/10-wordpress-lessons-i-wish-i-knew-before-launching-my-website,
https://marketingwithdave.com/15-essential-net-promoter-score-nps-best-practices-for-valid-and-actionable-results,
https://marketingwithdave.com/200-essential-marketing-acronyms-you-need-to-know,
https://marketingwithdave.com/404-page-not-found-tracking-in-ga4-capture-broken-urls-and-referrers-with-gtm,
https://marketingwithdave.com/5-never-do-tips-for-your-customer-satisfaction-survey,
https://marketingwithdave.com/5-powerful-insights-from-analyzing-net-promoter-score-nps-survey-data,
https://marketingwithdave.com/5-reasons-why-you-want-to-customize-your-ad-schedule,
https://marketingwithdave.com/7-deadly-sins-of-marketing,
https://marketingwithdave.com/7-lessons-from-the-intern-2015-movie-what-this-business-come-dy-still-gets-right-10-years-later,
https://marketingwithdave.com/a-curran-christmas-a-heartwarming-new-book-release,
https://marketingwithdave.com/a-historical-evolution-of-artificial-intelligence-ai,
https://marketingwithdave.com/a-historical-evolution-of-content-marketing,
https://marketingwithdave.com/a-historical-evolution-of-email-marketing,
https://marketingwithdave.com/a-historical-evolution-of-integrated-marketing,
https://marketingwithdave.com/a-historical-evolution-of-marketing-surveys-nps-csat-and-voice-of-customer,
https://marketingwithdave.com/a-historical-evolution-of-marketing-technology-martech,
https://marketingwithdave.com/a-historical-evolution-of-paid-advertising-search-social-and-mobile-innovations,
https://marketingwithdave.com/a-historical-evolution-of-seo-search-engine-algorithms-and-ranking-factors,
https://marketingwithdave.com/a-historical-evolution-of-social-media-marketing-platforms-content-and-influencers,
https://marketingwithdave.com/a-historical-evolution-of-websites,
https://marketingwithdave.com/a-marketers-mount-rushmore-the-greatest-minds-in-marketing-history,
https://marketingwithdave.com/a-practical-martech-stack-for-small-businesses,
https://marketingwithdave.com/about,
https://marketingwithdave.com/ai-agents-explained-key-distinctions-and-marketing-use-cases-for-business-leaders,
https://marketingwithdave.com/ai-first-is-not-a-strategy,
https://marketingwithdave.com/ai-powered-h1-title-tag-optimization-boost-your-seo-rankings,
https://marketingwithdave.com/ai-powered-image-alt-text-optimization-improve-seo-and-accessibility-without-manual-work,
https://marketingwithdave.com/aisq-growth-review,
https://marketingwithdave.com/amazons-16-leadership-principles,
https://marketingwithdave.com/analytics-the-right-way-by-tim-wilson-and-tom-sutherland-book-summary,
https://marketingwithdave.com/appsumo-deals,
https://marketingwithdave.com/appsumo-plus-review,
https://marketingwithdave.com/april-2026-digital-marketing-roundup-what-changed-and-why-it-matters,
https://marketingwithdave.com/atomic-habits-by-james-clear-book-summary,
https://marketingwithdave.com/best-free-marketing-conferences-to-attend,
https://marketingwithdave.com/best-marketing-and-business-books-in-2021,
https://marketingwithdave.com/best-marketing-and-business-books-in-2022,
https://marketingwithdave.com/best-marketing-and-business-books-in-2023,
https://marketingwithdave.com/best-marketing-and-business-books-in-2024,
https://marketingwithdave.com/best-marketing-and-business-books-in-2025,
https://marketingwithdave.com/best-martech-for-your-search-engine-optimization-seo-audit,
https://marketingwithdave.com/best-questions-to-include-in-your-customer-satisfaction-survey,
https://marketingwithdave.com/beyond-averages-how-the-five-number-summary-reveals-what-your-marketing-data-is-hiding,
https://marketingwithdave.com/bing-first-google-later-a-real-seo-growth-pattern-for-new-websites,
https://marketingwithdave.com/blazly-review,
https://marketingwithdave.com/boost-your-seo-with-organization-schema-markup-an-easy-tutorial,
https://marketingwithdave.com/boost-your-seo-with-person-schema-markup-an-easy-tutorial,
https://marketingwithdave.com/brag-worthy-audible-listening-stats-a-case-for-customer-centric-metrics,
https://marketingwithdave.com/branded-house-vs-house-of-brands-a-marketing-perspective,
https://marketingwithdave.com/breakthrough-advertising-by-eugene-schwartz-book-summary,
https://marketingwithdave.com/business-and-marketing-quotes,
https://marketingwithdave.com/business-book-proofreading-and-beta-reading-that-catches-what-others-miss,
https://marketingwithdave.com/calculate-your-linkedin-profile-views-to-job-offers-success,
https://marketingwithdave.com/case-study-3ms-post-it-note-the-accidental-innovation-that-stuck,
https://marketingwithdave.com/case-study-7-ups-uncola-campaign-disrupting-the-cola-establishment,
https://marketingwithdave.com/case-study-amazons-recommendation-engine-the-personalization-power-house-driving-35-percent-of-sales,
https://marketingwithdave.com/case-study-apples-get-a-mac-vs-pc-ads-the-campaign-that-re-shaped-tech-marketing,
https://marketingwithdave.com/case-study-apples-iphone-launch-that-turned-a-gadget-into-a-cultural-phenomenon,
https://marketingwithdave.com/case-study-blockbusters-demise-and-the-missed-opportunity-to-buy-netflix,
https://marketingwithdave.com/case-study-bmw-seo-shortcut-that-led-to-a-google-ban,
https://marketingwithdave.com/case-study-caesars-bets-on-data-and-wins-big-with-personalization,
https://marketingwithdave.com/case-study-coca-cola-and-the-launch-of-new-coke-a-branding-mis-step-that-sparked-a-consumer-revolt,
https://marketingwithdave.com/case-study-ebay-turns-off-google-ads-and-nothing-changes,
https://marketingwithdave.com/case-study-elon-musks-twitter-acquisition-and-the-brand-safety-crisis-for-advertisers,
https://marketingwithdave.com/case-study-got-milk-when-awareness-does-not-equal-consumption,
https://marketingwithdave.com/case-study-how-excites-750k-google-rejection-became-a-historic-blunder,
https://marketingwithdave.com/case-study-how-nordstroms-tire-return-became-a-branding-leg-

Lighthouse Audit Id: image-alt

https://marketingwithdave.com/case-study-how-sephora-leads-the-beauty-industry-with-virtual-reali-

Affected Pages Count: 318

https://marketingwithdave.com/case-study-how-spotify-wrapped-became-a-viral-phenomenon-and-when-it-backfired.

3. Social Media PASSED

 LOW

Social media integration enables sharing functionality and increases engagement.

4. SEO-Friendly URL PASSED

 LOW

SEO-friendly URLs are clean, descriptive, and easy to understand.

DETAILS

Total Links: 35

Compliance Rate: 94

Seo Friendly Links: 33

Non Seo Friendly Urls:

<https://www.instagram.com/marketingwithdave/#>, [https://marketingwithdave.com/\\$%7Bit.url%7D](https://marketingwithdave.com/$%7Bit.url%7D)

5. Social Media Tags PASSED

 LOW

Social media meta tags control how your content appears when shared on platforms.

DETAILS

Count: 12

Twitter:

twitter:card: summary_large_image, twitter:site: @davebrycenelson

Open Graph:

og:url: <https://marketingwithdave.com/>, og:type: website, og:image: <https://marketingwithdave.com/wp-content/uploads/2025/08/marketing-with-dave2-3.jpg>, og:title: Marketing with Dave | your digital marketing nexus | Marketing with Dave, og:locale: en_US, og:site_name: Marketing with Dave, og:image:type: image/jpeg, og:description: Find the best digital marketing tools, honest reviews, and real-world insights so you can choose what works and avoid what doesn't., og:image:width: 150, og:image:height: 108

6. Favicon WARNING

 LOW

Favicon is the small icon that appears in browser tabs and bookmarks.

7. Sitemap PASSED

 MEDIUM

XML sitemap helps search engines discover and index your website pages efficiently.

DETAILS

Sitemap Content:

```
<?xml version="1.0" encoding="UTF-8"?><?xml-stylesheet type="text/xsl" href="//marketingwithdave.com/wp-content/plugins/wordpress-seo/css/main-sitemap.xsl"?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <sitemap>
    <loc>https://marketingwithdave.com/post-sitemap.xml</loc>
    <lastmod>2026-06-18T18:15:59+00:00</lastmod>
  </sitemap>
  <sitemap>
    <loc>https://marketingwithdave.com/page-sitemap.xml</loc>
    <lastmod>2026-06-17T23:28:20+00:00</lastmod>
  </sitemap>
</sitemapindex>
<!-- XML Sitemap generated by Yoast SEO -->
```

8. Missing H1 Tag PASSED

 HIGH

Pages without an H1 heading tag miss a critical SEO signal and make it harder for users and search engines to understand the page topic.

DETAILS

H1 Count: 1

9. Og Url Not Matching Canonical PASSED
 LOW

DETAILS

Og Url: <https://marketingwithdave.com/>

Canonical Url: <https://marketingwithdave.com/>

Canonical Mismatch: false

10. Keyword Cloud PASSED
 LOW

The keyword cloud shows both frequently used terms (2+ occurrences) and unique terms (1 occurrence) with their counts.

DETAILS

Total Unique Words: 130

Multiple Occurrence:

word: search, count: 15, word: marketing, count: 14, word: google, count: 10, word: content, count: 9, word: june, count: 8, word: review, count: 7, word: advertising, count: 7, word: click, count: 7, word: apple, count: 7, word: digital, count: 6, word: dave, count: 6, word: tools, count: 6, word: max, count: 6, word: show, count: 5, word: sirji, count: 5, word: resources, count: 4, word: summaries, count: 4, word: from, count: 4, word: seo, count: 4, word: expanded, count: 4, word: its, count: 4, word: party, count: 4, word: traffic, count: 4, word: still, count: 4, word: match, count: 4, word: book, count: 3, word: case, count: 3, word: calendar, count: 3, word: analytics, count: 3, word: software, count: 3, word: full, count: 3, word: back, count: 3, word: articles, count: 3, word: study, count: 3, word: available, count: 3, word: message, count: 3, word: start, count: 3, word: zero, count: 3, word: ads, count: 3, word: measurement, count: 3, word: source, count: 3, word: mode, count: 3, word: data, count: 3, word: app, count: 3, word: without, count: 3, word: users, count: 3, word: searches, count: 3, word: marvin, count: 3, word: nexus, count: 2, word: hire, count: 2

Single Occurrence Count: 0

Multiple Occurrence Count: 130

11. Robots.txt PASSED
 MEDIUM

Robots configuration guides search engine crawlers on which pages to crawl or index.

12. Keyword Usage PASSED
 LOW

Keyword usage analysis checks if your important keywords appear in critical SEO elements.

DETAILS
Keywords:

june: inTitle: false, inHeadings: true, inMetaDescription: false, google: inTitle: false, inHeadings: true, inMetaDescription: false, search: inTitle: false, inHeadings: true, inMetaDescription: false, content: inTitle: false, inHeadings: false, inMetaDescription: false, marketing: inTitle: true, inHeadings: true, inMetaDescription: true

13. Most Common Keywords PASSED
 **LOW**

Keyword analysis identifies the most frequently used meaningful words on your page.

DETAILS
Keywords:

search, marketing, google, content, june, review, advertising, click, apple, digital, dave, tools, max, show, siri, re-sources, summaries, from, seo, expanded, its, party, traffic, still, match, book, case, calendar, analytics, software, full, back, articles, study, available, message, start, zero, ads, measurement, source, mode, data, app, without, users, searches, marvin, nexus, hire, contact, blog, calculators, studies, events, instagram, posts, summary, central, reviews, years, focuses, current, top, testing, visit, page, textfocus, actually, session, searchiq, find, site, analysis, insights, geo, tool, linkedin, profile, upgrade, results, step, guidance, intent, awareness, growth, view, conversion, some-thing, reaching, people, moment, becomes, topic, month, week, theme, marketers, rate, hit, rebuilt, ground, gem-ini, foundation, models, paid, chatgpt, infrastructure, brand, user, signals, practical, discovery, advertisers, building, intelligence, wwdc, keynote, across, beta, september, rather, based, queries, practitioners, ginny, eligibility, broad, keywords, exact

Frequency:

ads: 3, app: 3, geo: 2, hit: 2, its: 4, max: 6, seo: 4, top: 2, back: 3, beta: 2, blog: 2, book: 3, case: 3, data: 3, dave: 6, find: 2, from: 4, full: 3, hire: 2, june: 8, mode: 3, page: 2, paid: 2, rate: 2, show: 5, siri: 5, site: 2, step: 2, tool: 2, user: 2, view: 2, week: 2, wwdc: 2, zero: 3, apple: 7, based: 2, brand: 2, broad: 2, click: 7, exact: 2, ginny: 2, match: 4, month: 2, nexus: 2, party: 4, posts: 2, start: 3, still: 4, study: 3, theme: 2, tools: 6, topic: 2, users: 3, visit: 2, years: 2, across: 2, events: 2, gemini: 2, google: 10, ground: 2, growth: 2, intent: 2, marvin: 3, models: 2, moment: 2, people: 2, rather: 2, review: 7, search: 15, source: 3, becomes: 2, central: 2, chatgpt: 2, contact: 2, content: 9, current: 2, digital: 6, focuses: 2, keynote: 2, message: 3, profile: 2, queries: 2, rebuilt: 2, results: 2, reviews: 2, session: 2, signals: 2, studies: 2, summary: 2, testing: 2, traffic: 4, upgrade: 2, without: 3, actually: 2, analysis: 2, articles: 3, building: 2, calendar: 3, expanded: 4, guidance: 2, insights: 2, keywords: 2, linkedin: 2, reaching: 2, searches: 3, searchiq: 2, software: 3, analytics: 3, available: 3, awareness: 2, discovery: 2, instagram: 2, marketers: 2, marketing: 14, practical: 2, resources: 4, september: 2, something: 2, summaries: 4, textfocus: 2, conversion: 2, foundation: 2, advertisers: 2, advertising: 7, calculators: 2, eligibility: 2, measurement: 3, intelligence: 2, practitioners: 2, infrastructure: 2

Top10 Keywords:

search, marketing, google, content, june, review, advertising, click, apple, digital

14. Analytics PASSED
 **LOW**

Analytics tools provide valuable insights into website traffic and user behavior.

DETAILS

Detected Tools: Google Analytics, Google Tag Manager

15. Search Preview PASSED
 **MEDIUM**

Search results preview shows how your page will appear in Google search results.

DETAILS
Mobile:

url: <https://marketingwithdave.com>, title: Marketing with Dave | your digital marketing nexus | Marketing with Dave, description: Find the best digital marketing tools, honest reviews, and real-world insights so you can choose what works and avoid what doesn't.

Desktop:

url: <https://marketingwithdave.com>, title: Marketing with Dave | your digital marketing nexus | Marketing with Dave, description: Find the best digital marketing tools, honest reviews, and real-world insights so you can choose what works and avoid what doesn't.

16. Multiple H1 Tags PASSED
 **MEDIUM**

Pages with more than one H1 tag can confuse search engines about the page's primary topic and create heading hierarchy issues.

DETAILS

H1 Count: 1

17. Meta Title **ERROR**
 **HIGH**

The meta title appears in search results as the clickable headline and in browser tabs.

DETAILS
Text:

Marketing with Dave | your digital marketing nexus | Marketing with Dave

Count: 1

Length: 72

Brand Name: Marketing with Dave

18. Deprecated HTML **PASSED**
 **MEDIUM**

Deprecated HTML tags are outdated elements that may not be supported in modern browsers.

DETAILS
19. Heading Tags **PASSED**
 **HIGH**

Heading tags create a hierarchical structure for your content.

DETAILS
Headings:

: Digital Marketing, SEO, Analytics, and Software Reviews, h2: Marketing Tools Spotlight, June Focus: Advertising, Week in Review, h3: This Month, Start here, #0 sources, #0 tools, #0 articles, #0 book Summaries, Apple Unveils Rebuilt Siri and Expanded Apple Intelligence at WWDC 2026, Google Zero-Click Searches Hit 68% in Early 2026: Study, Ginny Marvin Clarifies AI Max Eligibility, AI Search Ads, and First-Party Data Priorities, h4: , h5: Latest Analysis and Articles, Your LinkedIn Profile Mastered, h6:

20. Meta Description **WARNING**
 **MEDIUM**

The meta description appears below the title in search results and influences click-through rates.

DETAILS
Affected Urls:
<https://marketingwithdave.com/hometown>,
<https://marketingwithdave.com/prizm-premier-a-marketers-guide-to-the-68-u-s-consumer-segments>,
<https://marketingwithdave.com/search>,
<https://marketingwithdave.com/webability-vs-accessify-which-accessibility-tool-should-you-buy>

Lighthouse Audit Id: meta-description

Affected Pages Count: 4

21. Responsive Image **PASSED**
 **LOW**

Responsive images adapt to different screen sizes and device capabilities. SVG images are inherently scalable and excluded from responsive checks.

DETAILS

Svg Images: 0

Total Images: 9

Content Images: 9

Responsive Images: 9

Responsive Total Images: 9

Non Responsive Content Images: 0

22. Thin Content **PASSED**
 **HIGH**

Pages with very little visible text (under 200 words) may be considered thin content by search engines and rank poorly.

DETAILS

Word Count: 1157

● GEO 2/2 passed

2 passed

1.

Meta Viewport PASSED HIGH

The viewport meta tag controls how the page is displayed on mobile devices.

DETAILS

Count: 1

Content: width=device-width, initial-scale=1

2.

Media Query Responsive PASSED LOW

Responsive design ensures your website looks good on all devices (mobile, tablet, desktop).