





Website review criteo.com

Generated on May 13 2025 12:49 PM






The score is 58/100







SEO Content

	Title	<p>The Commerce Media Platform for the Open Internet Criteo</p> <p>Length : 58</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																				
	Description	<p>Activate the world’s largest set of commerce data to bring richer experiences to consumers with our Commerce Media Platform</p> <p>Length : 123</p> <p>Great, your meta description contains between 70 and 160 characters.</p>																				
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																				
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>The Commerce Media Platform for the Open Internet Criteo</td></tr><tr><td>description</td><td>Activate the world’s largest set of commerce data to bring richer experiences to consumers with our Commerce Media Platform</td></tr><tr><td>url</td><td>https://www.criteo.com/</td></tr><tr><td>site_name</td><td>Criteo</td></tr><tr><td>image</td><td>https://www.criteo.com/wp-content/uploads/2021/10/criteo-logo-2021.jpeg</td></tr><tr><td>image:width</td><td>1100</td></tr><tr><td>image:height</td><td>578</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	The Commerce Media Platform for the Open Internet Criteo	description	Activate the world’s largest set of commerce data to bring richer experiences to consumers with our Commerce Media Platform	url	https://www.criteo.com/	site_name	Criteo	image	https://www.criteo.com/wp-content/uploads/2021/10/criteo-logo-2021.jpeg	image:width	1100	image:height	578
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SEO Content

		image:type	image/jpeg				
	Headings	H1 1	H2 5	H3 0	H4 0	H5 0	H6 0
		<ul style="list-style-type: none">• [H1] Some call it ad space. We call it commerce opportunity.• [H2] Engage shoppers across their entire journey• [H2] See the results we helped others achieve• [H2] Our Award-winning Technology• [H2] Stay in the know on all things commerce media• [H2] Turn ads into commerce moments with the Commerce Media Platform					
	Images	We found 51 images on this web page. 47 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 : 38% Ideal! This page's ratio of text to HTML code is between 25 and 70 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.
	In-page links	We found a total of 70 links including 3 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.86%</p> <p>Internal Links 97.14%</p>

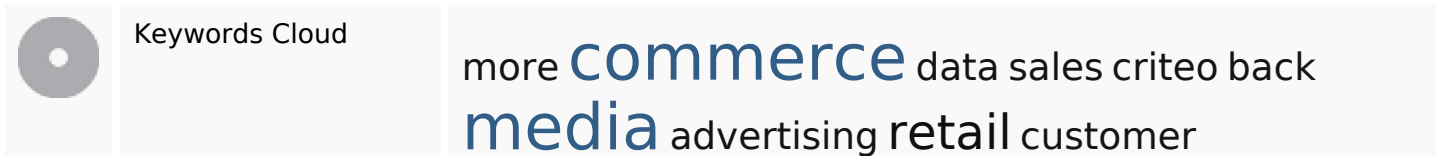
In-page links

=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Success Stories	Internal	Passing Juice
Agencies	Internal	Passing Juice
Marketplace Performance Outcome	Internal	Passing Juice
Partners	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
CCPA Privacy Policy	Internal	Passing Juice
Website Privacy Policy	Internal	Passing Juice
Cookie Management	External	Passing Juice
Privacy Guidelines for Clients and Publisher Partners	Internal	Passing Juice
Reports & Research	Internal	Passing Juice
Blog	Internal	Passing Juice
Webinars	Internal	Passing Juice
Events	Internal	Passing Juice
Developers	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Legal Mentions	Internal	Passing Juice
Supply Partner Guidelines	Internal	Passing Juice
Advertising Guidelines	Internal	Passing Juice
Supported Platforms	Internal	Passing Juice
Security	Internal	Passing Juice
UK Modern Slavery Act	Internal	Passing Juice

In-page links

Tax Strategy	Internal	Passing Juice
Careers	Internal	Passing Juice
Company	Internal	Passing Juice
Investors	External	Passing Juice
In the News	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Diversity, Equity & Inclusion	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Office Locations	Internal	Passing Juice
Retail Media	Internal	Passing Juice
Retargeting	Internal	Passing Juice
Customer Acquisition	Internal	Passing Juice
Display Advertising	Internal	Passing Juice
Customer Targeting	Internal	Passing Juice
Opt-Out of Criteo Ads	Internal	Passing Juice

SEO Keywords








Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
media	73	✓	✗	✓	✓
commerce	62	✓	✗	✓	✓
retail	31	✗	✗	✗	✗
more	21	✗	✗	✗	✗
advertising	21	✗	✗	✗	✗

Keywords Consistency

Usability





	Url	Domain : criteo.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 : 61 Warnings : 34
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

Document

Mobile

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

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><div>https://www.criteo.com/sitemap_index.xml</div><div>https://www.criteo.com/de/sitemap_index.xml</div><div>https://www.criteo.com/fr/sitemap_index.xml</div><div>https://www.criteo.com/br/sitemap_index.xml</div><div>https://www.criteo.com/jp/sitemap_index.xml</div><div>https://www.criteo.com/kr/sitemap_index.xml</div><div>https://www.criteo.com/es/sitemap_index.xml</div><div>https://www.criteo.com/it/sitemap_index.xml</div><div>https://www.criteo.com/ru/sitemap_index.xml</div></div>
	Robots.txt	<p>http://criteo.com/robots.txt</p> <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>