



|              | Title              | Google  |
|--------------|--------------------|---|
| <u></u>      |                    | Length : 6  |
|              |                    | Ideally, your title should contain between 10 and 70 characters (spaces included). Use <u>this free tool</u> to calculate text length.  |
| $\bigotimes$ | Description        | Length : 0  |
|              |                    | Very bad. We haven't found meta description on your page. Use <u>this</u> <u>free online meta tags generator</u> to create description.   |
| $\bigotimes$ | Keywords           | Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.   |
| 8            | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows<br>social crawler's better structurize your page. Use <u>this free og</u><br><u>properties generator</u> to create them. |
| 0            | Headings           | H1 H2 H3 H4 H5 H6<br>0 0 0 0 0 0 0  |
| 0            | Images             | We found 1 images on this web page.<br>Good, most or all of your images have alt attributes   |
| 8            | Text/HTML Ratio    | Ratio : 6%<br>This page's ratio of text to HTML code is below 15 percent, this means  |
|              |                    | that your website probably needs more text content.   |
| 0            | Flash              | Perfect, no Flash content has been detected on this page.   |

## SEO Content

| 0            | lframe                     | Great, there are no lframes detected on this page.   |
|--------------|----------------------------|--|
|              |                            | SEO Links  |
| 8            | URL Rewrite                | Bad. Your links have query string.   |
| $\bigotimes$ | Underscores in the<br>URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
| 0            | In-page links              | We found a total of 18 links including 0 link(s) to files                                      |
| 0            | Statistics                 | External Links : noFollow 0%<br>External Links : Passing Juice 44.44%<br>Internal Links 55.56% |

## In-page links

| Anchor          | Туре     | Juice         |
|-----------------|----------|---------------|
| <u>Images</u>   | Internal | Passing Juice |
| Maps            | External | Passing Juice |
| <u>Play</u>     | External | Passing Juice |
| YouTube         | External | Passing Juice |
| News            | External | Passing Juice |
| Gmail           | External | Passing Juice |
| Drive           | External | Passing Juice |
| Web History     | External | Passing Juice |
| Settings        | Internal | Passing Juice |
| Sign in         | External | Passing Juice |
| Advanced search | Internal | Passing Juice |

# In-page links

| Français           | Internal | Passing Juice |
|--------------------|----------|---------------|
| Advertising        | Internal | Passing Juice |
| Business Solutions | Internal | Passing Juice |
| About Google       | Internal | Passing Juice |
| <u>Google.com</u>  | Internal | Passing Juice |
| <u>Privacy</u>     | Internal | Passing Juice |
| Terms              | Internal | Passing Juice |

## SEO Keywords

| Keywords Cloud |   |
|----------------|---|
|                | search offered business advanced goog e     |
|                | solutions français privacy advertising sign |

## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| google    | 4       | ¥     | ×        | ×           | ×        |
| search    | 2       | ×     | ×        | ×           | ×        |
| privacy   | 1       | ×     | ×        | ×           | ×        |
| solutions | 1       | ×     | ×        | ×           | ×        |
| business  | 1       | ×     | ×        | ×           | ×        |

# Usability

| 0 | Url          | Domain : google.nu<br>Length : 9        |
|---|--------------|---|
| 0 | Favicon      | Great, your website has a favicon.      |
| 8 | Printability | We could not find a Print-Friendly CSS. |
|   | Language     | Good. Your declared language is en.     |

# Usability

| 0 |             |   |
|---|-------------|---|
| 8 | Dublin Core | This page does not take advantage of Dublin Core. |

#### Document

| $\bigcirc$   | Doctype         | HTML 5   |
|--------------|-----------------|--|
| $\bigotimes$ | Encoding        | You have not specified the document's charset. Use <u>this free meta tags</u> <u>generator</u> to declare document's charset.  |
| $\bigotimes$ | W3C Validity    | Errors : 0<br>Warnings : 0   |
| 0            | Email Privacy   | Great no email address has been found in plain text!   |
| 8            | Deprecated HTML | Deprecated tagsOccurrences <u>1<center>1Deprecated HTML tags are HTML tags that are no longer used. It is<br/>recommended that you remove or replace these HTML tags because<br/>they are now obsolete.</center></u>   |
| 0            | Speed Tips      | <ul> <li>Excellent, your website doesn't use nested tables.</li> <li>Too bad, your website is using inline styles.</li> <li>Great, your website has few CSS files.</li> <li>Perfect, your website has few JavaScript files.</li> <li>Perfect, your website takes advantage of gzip.</li> </ul> |

#### Mobile

| • | Mobile Optimization | × | Apple Icon        |
|---|---------------------|---|-------------------|
|   |                     | × | Meta Viewport Tag |

### Mobile

Flash content

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# Optimization

| $\bigcirc$   | > XML Sitemap | Great, your website has an XML sitemap.  |
|--------------|---------------|--|
| <u> </u>     |               | http://google.nu/sitemap.xml   |
|              |               | https://www.google.com/sitemap.xml   |
|              | Robots.txt    | http://google.nu/robots.txt  |
|              |               | Great, your website has a robots.txt file.   |
|              | Analytics     | Missing  |
| $\mathbf{w}$ |               | We didn't detect an analytics tool installed on this website.  |
|              |               | Web analytics let you measure visitor activity on your website. You<br>should have at least one analytics tool installed, but It can also be<br>good to install a second in order to cross-check the data. |