

The score is 55/100



SEO Content

	Title	We make standards easy to understand & simple to implement Length : 62 Perfect, your title contains between 10 and 70 characters.																		
	Description	The smart way businesses implement ISO, ITIL, IATF, AS and OHSAS standards. Simple, no expert knowledge needed, and the price tag is a fraction of a consultant Length : 159 Great, your meta description contains between 70 and 160 characters.																		
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																		
	Og Meta Properties	Good, your page take advantage of Og Properties. <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>We make standards easy to understand & simple to implement</td></tr><tr><td>description</td><td>The smart way businesses implement ISO, ITIL, IATF, AS and OHSAS standards. Simple, no expert knowledge needed, and the price tag is a fraction of a consultant</td></tr><tr><td>url</td><td>https://advisera.com/</td></tr><tr><td>site_name</td><td>Advisera</td></tr><tr><td>updated_time</td><td>2022-03-18T12:11:31+00:00</td></tr><tr><td>image</td><td>https://advisera.com/wp-content/uploads//2019/10/advisera-social.png</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	We make standards easy to understand & simple to implement	description	The smart way businesses implement ISO, ITIL, IATF, AS and OHSAS standards. Simple, no expert knowledge needed, and the price tag is a fraction of a consultant	url	https://advisera.com/	site_name	Advisera	updated_time	2022-03-18T12:11:31+00:00	image	https://advisera.com/wp-content/uploads//2019/10/advisera-social.png
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SEO Content

image:secure_url	https://advisera.com/wp-content/uploads//2019/10/advisera-social.png
image:width	1200
image:height	630
image:alt	Home
image:type	image/png

Headings

H1	H2	H3	H4	H5	H6
1	9	26	0	0	0




- [H1] We make standards & regulations easy to understand, and simple to implement.
- [H2] Implement a Standard
- [H2] Online training on standards
- [H2] Learn more about standards
- [H2] PRODUCTS
- [H2] CUSTOMERS AROUND THE WORLD TRUST OUR PRODUCTS
- [H2] Lead experts
- [H2] GET IN CONTACT
- [H2] SUCCESS STORIES
- [H2] OUR PARTNERS
- [H3] ISO 27001
- [H3] ISO 13485
- [H3] EU MDR
- [H3] EU GDPR
- [H3] ISO 14001
- [H3] ISO 9001
- [H3] ISO 45001
- [H3] ISO 17025
- [H3] IATF 16949
- [H3] AS 9100
- [H3] ISO 22301
- [H3] ITIL
- [H3] ISO 20000
- [H3] Documentation Toolkits
- [H3] Online Trainings
- [H3] ISO 27001 compliance software
- [H3] Compliance knowledgebase
- [H3] Training for partners
- [H3] Compliance books
- [H3] Documentation Toolkits
- [H3] Conformio
- [H3] eTraining
- [H3] Knowledgebase
- [H3] Training for partners
- [H3] Books
- [H3] EXPLORE ADVISERA

Images





We found 80 images on this web page.

16 alt attributes are empty or missing. Add alternative text so that

SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 24% 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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 36 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 13.89% Internal Links 86.11%

In-page links

Anchor	Type	Juice
Deutsch	Internal	Passing Juice
Español	Internal	Passing Juice
Italiano	Internal	Passing Juice
□□□□	Internal	Passing Juice
SHOP NOW	Internal	Passing Juice
Get Started	Internal	Passing Juice

In-page links

ISO 27001	Internal	Passing Juice
ISO 13485	Internal	Passing Juice
EU GDPR	Internal	Passing Juice
ISO 14001	Internal	Passing Juice
ISO 9001	Internal	Passing Juice
ISO 45001	Internal	Passing Juice
ISO 17025	Internal	Passing Juice
IATF 16949	Internal	Passing Juice
AS9100	Internal	Passing Juice
ITIL	Internal	Passing Juice
GET STARTED	Internal	Passing Juice
VIEW ONLINE COURSES	Internal	Passing Juice
GET STARTED	Internal	Passing Juice
GET STARTED	Internal	Passing Juice
LEARN MORE	Internal	Passing Juice
SCHEDULE A CALL	External	Passing Juice
Contact us	Internal	Passing Juice
Expert Advice Community	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
Home	Internal	Passing Juice
About	Internal	Passing Juice
Store	Internal	Passing Juice
Compliance Blog	Internal	Passing Juice
Careers	Internal	Passing Juice
FAQ	Internal	Passing Juice

In-page links

[privacy notice](#)

Internal

Passing Juice

[Privacy and Terms](#)

Internal

Passing Juice

SEO Keywords



Keywords Cloud

management get compliance itil expert online center
ISO standards lead

Keywords Consistency




Keyword	Content	Title	Keywords	Description	Headings
iso	85	✘	✘	✔	✔
expert	24	✘	✘	✔	✔
online	21	✘	✘	✘	✔
management	18	✘	✘	✘	✘
get	13	✘	✘	✘	✔

Usability





	Url	Domain : advisera.com Length : 12
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.

Usability


Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 59 Warnings : 28
	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	<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. Too bad, your website has too many JS files (more than 6). 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	Great, your website has an XML sitemap. <pre>http://advisera.com/sitemap.xml https://advisera.com/sitemap_index.xml https://advisera.com/17025academy/sitemap_index.xml</pre>
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Optimization

		https://advisera.com/13485academy/sitemap_index.xml https://advisera.com/14001academy/sitemap_index.xml https://advisera.com/20000academy/sitemap_index.xml https://advisera.com/27001academy/sitemap_index.xml https://advisera.com/9001academy/sitemap_index.xml https://advisera.com/9100academy/sitemap_index.xml https://advisera.com/books/sitemap_index.xml https://advisera.com/conformio/sitemap_index.xml https://advisera.com/45001academy/sitemap_index.xml https://advisera.com/eugdpracademy/sitemap_index.xml https://advisera.com/support/sitemap_index.xml https://advisera.com/16949academy/sitemap_index.xml
	Robots.txt	http://advisera.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. 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.