

Seo Analyzer aia.com

Generated on February 22 2022 12:08 PM

The score is 62/100







SEO Content

	Title	AIA Group Limited - Pan-Asian Life Insurance Company Length : 52 Perfect, your title contains between 10 and 70 characters.												
	Description	AIA provides insurance products to both individuals and businesses. Find out more about our services and latest updates. Length : 120 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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.												
	Headings	<table><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>8</td><td>5</td><td>4</td><td>25</td><td>1</td><td>59</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] AIA is committed to Net Zero by 2050• [H1] AIA Live 2021• [H1] 2021 AIA Group MDRT Leader Awards• [H1] 2021 INTERIM RESULTS• [H1] HEALTHIER, LONGER, BETTER LIVES• [H1] Solutions TO MEET Your NEEDS• [H1] Careers• [H1] For the Press• [H2]• [H2]• [H2] Visit our Market Sites• [H2] About AIA• [H2] Global Principal Partner• [H3] A JOURNEY OF MORE THAN 100 YEARS• [H3] 100% Focused on Asia• [H3] ACHIEVE YOUR FINANCIAL GOALS• [H3] AIA Group's size and strength	H1	H2	H3	H4	H5	H6	8	5	4	25	1	59
H1	H2	H3	H4	H5	H6									
8	5	4	25	1	59									





SEO Content

- [H4] About AIA
- [H4] Healthy Living
- [H4] Media Centre
- [H4] Investor Relations
- [H4] Careers
- [H4] Providing Peace of Mind
- [H4] Take charge of your own health
- [H4] Financially secure in good times and bad times
- [H4] Life Insurance
- [H4] Medical insurance
- [H4] Accident protection
- [H4] Critical illness protection
- [H4] Disability protection
- [H4] Savings
- [H4] employee benefits
- [H4] AIA REGIONAL SOLUTIONS
- [H4] retirement
- [H4] credit insurance
- [H4] AIA LAUNCHES AIA ONE BILLION TO ENGAGE A BILLION PEOPLE TO LIVE HEALTHIER, LONGER, BETTER LIVES BY 2030
- [H4] AIA ANNOUNCES 'AMPLIFY HEALTH' - A NEW HEALTH INSURTECH BUSINESS IN PARTNERSHIP WITH DISCOVERY GROUP
- [H4] AIA AND GAMA GLOBAL EXPAND PARTNERSHIP TO DEVELOP THE NEXT GENERATION OF AIA AGENCY LEADERS
- [H4] Contact AIA Group
- [H4] VISIT OUR MARKET SITES
- [H4] About AIA
- [H4] Global Principal Partner
- [H5] Contact AIA Group
- [H6] Our Leadership Team
- [H6] Solutions to Meet Your Needs
- [H6] AIA Vitality
- [H6] AIA investments
- [H6] OUR BRAND
- [H6] AIA One Billion
- [H6] Innovation at AIA
- [H6] Environmental Social Governance
- [H6] AIA Leadership Centre
- [H6] Contact Us
- [H6] AIA Scholarships
- [H6] AIA MDRT 2021
- [H6] Corporate Social Responsibility
- [H6] AIA HEALTHIER TOGETHER
- [H6] Engaging with the Community
- [H6] The Healthiest Workplace
- [H6] #ONEMOREHOUR
- [H6] eatwell
- [H6] Medix
- [H6] AIA SAVINGS PRODUCTS IN THE REGION
- [H6] Press Releases
- [H6] Facts at a glance
- [H6] Annual reports
- [H6] Photo Gallery
- [H6] Thought Leadership
- [H6] RESULTS

SEO Content

		<ul style="list-style-type: none">• [H6] INVESTOR PRESENTATIONS• [H6] Hong Kong Stock Exchange Announcements• [H6] Shareholder Centre• [H6] Share Price• [H6] Corporate Governance• [H6] Credit Investors• [H6] Financial Calendar• [H6] Contact Investor Relations• [H6] Discover AIA Careers• [H6] Meet Our People• [H6] Become an AIA Agent• [H6] Explore Opportunities• [H6] ENG• [H6] 香港• [H6] Contact Us• [H6] AIA is committed to Net Zero by 2050• [H6] AIA Live 2021• [H6] 2021 AIA Group MDRT Leader Awards• [H6] 2021 INTERIM RESULTS• [H6] HEALTHIER, LONGER, BETTER LIVES• [H6]• [H6] We can help you plan and take the steps needed to• [H6]• [H6] AIA Group's Size and Strength• [H6] Life Insurance• [H6] Medical Insurance• [H6] Accident Protection• [H6] Critical Illness Protection• [H6] Disability Protection• [H6] Savings• [H6] Employee Benefits• [H6] Retirement• [H6] Credit Insurance
	Images	<p>We found 8 images on this web page.</p> <p>5 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 25%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

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 51 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 1.96% Internal Links 98.04%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
ENG	Internal	Passing Juice
☐☐	Internal	Passing Juice
Our Leadership Team	Internal	Passing Juice
Solutions to Meet Your Needs	Internal	Passing Juice
AIA Vitality	Internal	Passing Juice
AIA investments	Internal	Passing Juice
OUR BRAND	Internal	Passing Juice
AIA One Billion	Internal	Passing Juice
Innovation at AIA	Internal	Passing Juice
Environmental Social Governance	Internal	Passing Juice
AIA Leadership Centre	Internal	Passing Juice
Contact Us	Internal	Passing Juice
AIA Scholarships	Internal	Passing Juice
AIA MDRT 2021	Internal	Passing Juice
Corporate Social Responsibility	Internal	Passing Juice


In-page links

AIA HEALTHIER TOGETHER	Internal	Passing Juice
Engaging with the Community	Internal	Passing Juice
The Healthiest Workplace	Internal	Passing Juice
#ONEMOREHOUR	Internal	Passing Juice
eatwell	Internal	Passing Juice
Medix	Internal	Passing Juice
AIA SAVINGS PRODUCTS IN THE REGION	Internal	Passing Juice
Press Releases	Internal	Passing Juice
Facts at a glance	Internal	Passing Juice
Annual reports	Internal	Passing Juice
Photo Gallery	Internal	Passing Juice
Thought Leadership	Internal	Passing Juice
RESULTS	Internal	Passing Juice
INVESTOR PRESENTATIONS	Internal	Passing Juice
Hong Kong Stock Exchange Announcements	Internal	Passing Juice
Shareholder Centre	Internal	Passing Juice
Share Price	Internal	Passing Juice
Corporate Governance	Internal	Passing Juice
Credit Investors	Internal	Passing Juice
Financial Calendar	Internal	Passing Juice
Contact Investor Relations	Internal	Passing Juice
Discover AIA Careers	Internal	Passing Juice
Meet Our People	External	Passing Juice
Explore Opportunities	Internal	Passing Juice
Become an AIA Agent	Internal	Passing Juice
About AIA	Internal	Passing Juice
Healthy Living	Internal	Passing Juice
Media Centre	Internal	Passing Juice

In-page links

Investor Relations	Internal	Passing Juice
Careers	Internal	Passing Juice
Back to Top	Internal	Passing Juice
Solutions to Your Needs	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
Privacy Statement	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice



SEO Keywords

	Keywords Cloud	insurance careers protection more people dismiss life aia healthier investor
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
aia	52	✓	✗	✓	✓
dismiss	14	✗	✗	✗	✗
more	12	✗	✗	✓	✓
careers	10	✗	✗	✗	✓
protection	10	✗	✗	✗	✓












Usability

	Url	Domain : aia.com Length : 7
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

	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 : 430 Warnings : 30				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td></td><td>4</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences		4
Deprecated tags	Occurrences					
	4					
	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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Mobile

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>http://www.aia.com/en/sitemap.xml</pre> <pre>http://www.aia.com/zh-hk/sitemap.xml</pre>
	Robots.txt	<pre>http://aia.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>