

# Seo Analyzer axa-online.com

Generated on March 09 2022 01:31 AM

The score is 38/100



## SEO Content

	Title	Axa-online.com <b>Length : 14</b> Perfect, your title contains between 10 and 70 characters.												
	Description	<b>Length : 0</b> Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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 <a href="#">this free og properties generator</a> 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>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></tbody></table>	H1	H2	H3	H4	H5	H6	0	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	0	0	0									
	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.												
	Text/HTML Ratio	Ratio : <b>5%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.												
	Flash	Perfect, no Flash content has been detected on this page.												
	Iframe	Great, there are no Iframes detected on this page.												


## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 10 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">Axa-online.com</a>	Internal	Passing Juice
<a href="#">Insurance Services</a>	Internal	Passing Juice
<a href="#">Asset Management</a>	Internal	Passing Juice
<a href="#">Casualty Insurance</a>	Internal	Passing Juice
<a href="#">Financial Services</a>	Internal	Passing Juice
<a href="#">Life Insurance</a>	Internal	Passing Juice
<a href="#">Health Insurance</a>	Internal	Passing Juice
<a href="#">Property Insurance</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	<p>axa-online financial <b>insurance</b> casualty  management life <b>services</b> related asset searches</p>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	7	✘	✘	✘	✘
services	3	✘	✘	✘	✘
axa-online	2	✔	✘	✘	✘
related	2	✘	✘	✘	✘
searches	2	✘	✘	✘	✘

## Usability

	Url	Domain : axa-online.com Length : 14
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.

## Document

	Doctype	HTML 4.01 Strict
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 7 Warnings : 29
	Email Privacy	Great no email address has been found in plain text!




## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><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	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://axa-online.com/sitemap.xml">http://axa-online.com/sitemap.xml</a>
	Robots.txt	<a href="http://axa-online.com/robots.txt">http://axa-online.com/robots.txt</a> 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.