









Seo Analyzer bausch.co.nz

Generated on February 18 2022 03:35 AM




The score is 59/100







SEO Content

	Title	<p>Consumer : Bausch + Lomb</p> <p>Length : 24</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>The history, vision and mission of Bausch & Lomb. Search jobs, view news releases, and financial information that illustrate our operating philosophy.</p> <p>Length : 154</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 border="1" data-bbox="544 1317 1481 1626"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Consumer</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>url</td> <td>https://www.bausch.co.nz:443/en-nz/</td> </tr> </tbody> </table>	Property	Content	title	Consumer	type	article	url	https://www.bausch.co.nz:443/en-nz/				
Property	Content													
title	Consumer													
type	article													
url	https://www.bausch.co.nz:443/en-nz/													
	Headings	<table border="1" data-bbox="544 1659 1481 1727"> <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>1</td> <td>0</td> <td>0</td> <td>4</td> </tr> </tbody> </table> <ul data-bbox="616 1760 1070 1921" style="list-style-type: none"> • [H3] Countries/Regions/Markets • [H6] Vision and Eye Health • [H6] Products • [H6] Customer Support • [H6] Legal 	H1	H2	H3	H4	H5	H6	0	0	1	0	0	4
H1	H2	H3	H4	H5	H6									
0	0	1	0	0	4									
	Images	<p>We found 56 images on this web page.</p> <p>10 alt attributes are empty or missing. Add alternative text so that</p>												

SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 53% 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	Great, there are no Iframes detected on this page.

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 168 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 23.81% Internal Links 76.19%

In-page links

Anchor	Type	Juice
Argentina	External	Passing Juice
Australia	External	Passing Juice
Österreich	External	Passing Juice
Belgique	External	Passing Juice
Brasil	External	Passing Juice
Canada (English)	External	Passing Juice

In-page links

Canada (Français)	External	Passing Juice
🇨🇦	External	Passing Juice
Česká republika	External	Passing Juice
Danmark	External	Passing Juice
Eesti	External	Passing Juice
Deutschland	External	Passing Juice
Greece	External	Passing Juice
Hong Kong SAR	External	Passing Juice
India	External	Passing Juice
Indonesia	External	Passing Juice
Ireland	External	Passing Juice
Italia	External	Passing Juice
🇮🇹	External	Passing Juice
🇯🇵	External	Passing Juice
Latvija	External	Passing Juice
Lietuva	External	Passing Juice
Malaysia	External	Passing Juice
México	External	Passing Juice
Netherlands	External	Passing Juice
New Zealand	Internal	Passing Juice
Pakistan	External	Passing Juice
Philippines	External	Passing Juice
Polska	External	Passing Juice
România	External	Passing Juice
Россия	External	Passing Juice
Singapore	External	Passing Juice
South Africa	External	Passing Juice
España	External	Passing Juice

In-page links

Sverige	External	Passing Juice
Suisse	External	Passing Juice
Schweiz	External	Passing Juice
Taiwan	External	Passing Juice
Türkiye	External	Passing Juice
United Kingdom	External	Passing Juice
United States	External	Passing Juice
Careers	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Lenses for Short-sighted/Long-sighted	Internal	Passing Juice
Biotrue ONEday Contact Lenses	Internal	Passing Juice
PureVision2 HD	Internal	Passing Juice
ULTRA Contact Lenses	Internal	Passing Juice
ULTRA monthly contact lenses	Internal	Passing Juice
PureVision	Internal	Passing Juice
SofLens Daily Disposable	Internal	Passing Juice
Biotrue ONEday Daily Disposables	Internal	Passing Juice
Lenses for Astigmatism	Internal	Passing Juice
PureVision2 For Astigmatism	Internal	Passing Juice
PureVision Toric	Internal	Passing Juice
SofLens Toric	Internal	Passing Juice
SofLens Daily Disposable Toric for Astigmatism	Internal	Passing Juice
Contact Lenses for Presbyopia	Internal	Passing Juice
PureVision Multi-Focal	Internal	Passing Juice
PureVision2 For Presbyopia	Internal	Passing Juice
Soflens Multi-Focal	Internal	Passing Juice
Biotrue ONEday for Presbyopia	Internal	Passing Juice
Soft Lens Multi-Purpose Solutions	Internal	Passing Juice

In-page links

Biotrue Multi-Purpose Solution	Internal	Passing Juice
Renu Fresh Multi-Purpose Solution	Internal	Passing Juice
Renu Sensitive Multi-Purpose Solution	Internal	Passing Juice
Soft Contact Lens Drops	Internal	Passing Juice
Renu Lubricating & Rewetting Drops	Internal	Passing Juice
Gas Permeable Multi-Purpose Solutions	Internal	Passing Juice
Boston Advance Cleaner	Internal	Passing Juice
Boston Advance Comfort Formula Conditioning Solution	Internal	Passing Juice
Boston Simplus Multi-Action Solution	Internal	Passing Juice
Sight Savers Pre-Moistened Cleaning Tissues	Internal	Passing Juice
Hydrogen Peroxide Solutions	Internal	Passing Juice
EasySept	Internal	Passing Juice
Intraocular Lenses	Internal	Passing Juice
enVista Intraocular Lens	Internal	Passing Juice
enVista Toric Intraocular Lens	Internal	Passing Juice
Akreos MICS Intraocular Lens	Internal	Passing Juice
Akreos AO Intraocular Lens	Internal	Passing Juice
SofPort AO Intraocular Lens	Internal	Passing Juice
Eye Development	Internal	Passing Juice
Eye Exams	Internal	Passing Juice
Eye Concerns	Internal	Passing Juice
Eye Safety	Internal	Passing Juice
Eye Development	Internal	Passing Juice
Eye Exams	Internal	Passing Juice
Eye Concerns	Internal	Passing Juice
Eye Safety	Internal	Passing Juice
Eye Exams	Internal	Passing Juice
Maintaining Healthy Eyes	Internal	Passing Juice

In-page links

Eye Safety	Internal	Passing Juice
Vision Correction	Internal	Passing Juice
Teens and Contact Lenses	Internal	Passing Juice
Wearing and Caring for Contact Lenses	Internal	Passing Juice
Parents Guide to Contact Lenses	Internal	Passing Juice
Sports and Vision	Internal	Passing Juice
Eye Exams	Internal	Passing Juice
Healthy Eyes	Internal	Passing Juice
Eye Safety	Internal	Passing Juice
Vision Correction	Internal	Passing Juice
Sports Vision	Internal	Passing Juice
Eye Development	Internal	Passing Juice
Eye Exams	Internal	Passing Juice
Eye Concerns	Internal	Passing Juice
Maintaining Healthy Eyes	Internal	Passing Juice
Vision Correction	Internal	Passing Juice
Eye Exams	Internal	Passing Juice
Eye Concerns	Internal	Passing Juice
Maintaining Healthy Eyes	Internal	Passing Juice
Vision Correction	Internal	Passing Juice
Shortsightedness (Myopia)	Internal	Passing Juice
Longsightedness (Hyperopia)	Internal	Passing Juice
Astigmatism	Internal	Passing Juice
Presbyopia	Internal	Passing Juice
Allergies	Internal	Passing Juice
Computer Vision Syndrome (CVS)	Internal	Passing Juice
Conjunctivitis	Internal	Passing Juice
Contact Lens Discomfort	Internal	Passing Juice


In-page links

Dry Eye	Internal	Passing Juice
Eyelid Irritation	Internal	Passing Juice
Foreign Objects / Eye Irritants	Internal	Passing Juice
Infected Tear Duct	Internal	Passing Juice
Styes	Internal	Passing Juice
Tired Eyes	Internal	Passing Juice
Watery Eyes	Internal	Passing Juice
Age-Related Macular Degeneration	Internal	Passing Juice
AMD Risk Factors	Internal	Passing Juice
Bulging Eyes	Internal	Passing Juice
Cataracts	Internal	Passing Juice
Cataracts in Babies	Internal	Passing Juice
CMV Retinitis	Internal	Passing Juice
Colour Blindness	Internal	Passing Juice
Crossed Eyes (Strabismus)	Internal	Passing Juice
Diabetic Macular Oedema	Internal	Passing Juice
Eye Floaters and Eye Flashes	Internal	Passing Juice
Eyelid Twitching	Internal	Passing Juice
Glaucoma	Internal	Passing Juice
Keratoconus	Internal	Passing Juice
Lazy Eye	Internal	Passing Juice
Low Vision	Internal	Passing Juice
Ocular Hypertension	Internal	Passing Juice
Retinal Detachment	Internal	Passing Juice
Uveitis	Internal	Passing Juice
Chemical Eye Burns	Internal	Passing Juice
Eye Trauma	Internal	Passing Juice
Foreign Objects / Eye Irritants	Internal	Passing Juice

In-page links

Bell's Palsy	Internal	Passing Juice
Diabetes	Internal	Passing Juice
Graves' Disease	Internal	Passing Juice
Rheumatoid Arthritis	Internal	Passing Juice
Sjogrens Syndrome	Internal	Passing Juice
Wearing and Caring for Contact Lenses	Internal	Passing Juice
Inserting and Removing Soft Contact Lenses	Internal	Passing Juice
Tips for Successful Wear of Soft Contact Lenses	Internal	Passing Juice
Teenagers and Contact Lenses	Internal	Passing Juice
The Bausch + Lomb Story	Internal	Passing Juice
Media Contacts	Internal	Passing Juice
Benefits	Internal	Passing Juice
Culture	Internal	Passing Juice
Information & Requirements	Internal	Passing Juice
Vision and Age	Internal	Passing Juice
Eye Infections and Irritations	Internal	Passing Juice
Contact Lenses	Internal	Passing Juice
Cataract Surgery Products	Internal	Passing Juice
Global Offices	Internal	Passing Juice
Report a Medical Device Complaint and or Adverse Event Incident	Internal	Passing Juice
Legal Notice	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	solution lenses eyes exams lens vision biotru eye intraocular multi-purpose
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
eye	31	✘	✘	✘	✔
lenses	21	✘	✘	✘	✘
eyes	16	✘	✘	✘	✘
vision	12	✘	✘	✔	✔
biotrue	11	✘	✘	✘	✘








Usability

	Url	Domain : bausch.co.nz Length : 12
	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 : 17 Warnings : 16
	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"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). 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. http://bausch.co.nz/sitemap.xml
	Robots.txt	http://bausch.co.nz/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics