# Seo Analyzer
# bayleyneedham.com

Generated on April 04 2022 15:22 PM

## The score is 43/100

# SEO Content

| | | |
|---|---|---|
| ⚠️ | Title | Home \| Bayley Needham Ltd \| Search and Selection \| Investment Banking \| Hedge Funds \| Asset Management \| Global Custody/Third Party Administration \| Corporate &amp;amp; Retail Banking-Bayley Needham Ltd \| Search and Selection \| Investment Banking \| Hedge Funds \| Asset Management \| Global Custody/Third Party Administration \| Corporate &amp; Retail Banking<br><br>**Length : 356**<br><br>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length. |
| ❌ | Description | **Length : 0**<br><br>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description. |
| ❌ | 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 | **H1** | **H2** | **H3** | **H4** | **H5** | **H6** |
| | | 0 | 1 | 2 | 0 | 0 | 0 |

- [H2] CSR Partners
- [H3] Latest Jobs
- [H3] Vacancy Search

| | | |
|---|---|---|
| ❌ | Images | We found 8 images on this web page.<br><br>6 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images. |
| ✅ | Text/HTML Ratio | Ratio : **18%**<br><br>Good, this page's ratio of text to HTML code is higher than 15, but |

# SEO Content

| | | |
|---|---|---|
| | | lower than 25 percent. |
| ❌ | Flash | Terrible, you have Flash content, this mean that for search engines hard to understand your content. |
| ✅ | 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 13 links including 0 link(s) to files |
| ⬤ | Statistics | External Links : noFollow 0% <br><br> External Links : Passing Juice 7.69% <br><br> Internal Links 92.31% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Relationship Manager | Internal | Passing Juice |
| Senior Derivatives Business Analyst | Internal | Passing Juice |
| VP/Director - Operations | Internal | Passing Juice |
| Asset/Wealth Management | Internal | Passing Juice |
| Banking Operations | Internal | Passing Juice |
| Risk | Internal | Passing Juice |
| Temporary & Contract | Internal | Passing Juice |
| Finance | Internal | Passing Juice |

# In-page links

| | | | |
|---|---|---|---|
| International Recruitment | | Internal | Passing Juice |
| Privacy Policy | | Internal | Passing Juice |
| Terms & Conditions | | Internal | Passing Juice |
| Disclaimer | | Internal | Passing Juice |
| GoldSand Digital | | External | Passing Juice |

# SEO Keywords

| | |
|---|---|
| Keywords Cloud | assetwealth temporary management needham finance global operations contract banking candidates |

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| banking | 5 | ✔ | ✖ | ✖ | ✖ |
| global | 4 | ✔ | ✖ | ✖ | ✖ |
| needham | 4 | ✔ | ✖ | ✖ | ✖ |
| management | 4 | ✔ | ✖ | ✖ | ✖ |
| contract | 3 | ✖ | ✖ | ✖ | ✖ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : bayleyneedham.com<br>Length : 17 |
| ❌ | 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. |

# Usability

| | | |
|---|---|---|
| ❌ | 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. |

# Document

| | | |
|---|---|---|
| ✔ | Doctype | XHTML 1.0 Transitional |
| ✔ | Encoding | Perfect. Your declared charset is UTF-8. |
| ❌ | W3C Validity | Errors : 27 Warnings : 19 |
| ✔ | Email Privacy | Great no email address has been found in plain text! |
| ✔ | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
| ⦿ | Speed Tips | ✔ 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. |
| | | ✖ Too bad, your website does not take advantage of gzip. |

# Mobile

| | | |
|---|---|---|
| ⦿ | Mobile Optimization | ✖ Apple Icon |
| | | ✖ Meta Viewport Tag |
| | | ✖ Flash content |

# Optimization

| | | |
|---|---|---|
| ❌ | XML Sitemap | Missing<br><br>Your website does not have an XML sitemap - this can be problematic.<br><br>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently. |
| ❌ | Robots.txt | Missing<br><br>Your website doesn't have a robots.txt file - this can be problematic.<br><br>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located. |
| ✅ | Analytics | Great, your website has an analytics tool.<br><br>Google Analytics |