







Seo Analyzer birlacarbon.com

Generated on February 01 2022 13:15 PM



The score is **62/100**






SEO Content

|  | Title | <p>Home Carbon Black Birla Carbon</p> <p>Length : 34</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | | | | | | | |
|--|---|---|----------|---------|--------|-------|------|---------|-------|------|-------------|---|-----|------------------------------|-----------|--------------|
|  | Description | <p>Birla Carbon is the world's leading sustainable manufacturer and supplier of carbon black additives. Our carbon black is of the highest quality worldwide.</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 2078"> <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>article</td> </tr> <tr> <td>title</td> <td>Home</td> </tr> <tr> <td>description</td> <td>BIRLA CARBON High Quality. Superior Performance. Birla Carbon is the world's leading sustainable manufacturer and supplier of carbon black additives. Our global presence ensures that our carbon black is of the highest quality worldwide, delivering a consistent product wherever our customers are. Whether an established formulation or a custom</td> </tr> <tr> <td>url</td> <td>https://www.birlacarbon.com/</td> </tr> <tr> <td>site_name</td> <td>Birla Carbon</td> </tr> </tbody> </table> | Property | Content | locale | en_US | type | article | title | Home | description | BIRLA CARBON High Quality. Superior Performance. Birla Carbon is the world's leading sustainable manufacturer and supplier of carbon black additives. Our global presence ensures that our carbon black is of the highest quality worldwide, delivering a consistent product wherever our customers are. Whether an established formulation or a custom | url | https://www.birlacarbon.com/ | site_name | Birla Carbon |
| Property | Content | | | | | | | | | | | | | | | |
| locale | en_US | | | | | | | | | | | | | | | |
| type | article | | | | | | | | | | | | | | | |
| title | Home | | | | | | | | | | | | | | | |
| description | BIRLA CARBON High Quality. Superior Performance. Birla Carbon is the world's leading sustainable manufacturer and supplier of carbon black additives. Our global presence ensures that our carbon black is of the highest quality worldwide, delivering a consistent product wherever our customers are. Whether an established formulation or a custom | | | | | | | | | | | | | | | |
| url | https://www.birlacarbon.com/ | | | | | | | | | | | | | | | |
| site_name | Birla Carbon | | | | | | | | | | | | | | | |





SEO Content

| | | | | | | | |
|--|-----------------|---|---|----------------|-----------------|----------------|----------------|
| | | image | https://15n4u520e106qb7zy1jezch1-wpengine.netdna-ssl.com/wp-content/uploads/2017/01/aditya-birla-logo.png | | | | |
|  | Headings | H1 6 | H2 5 | H3 8 | H4 10 | H5 2 | H6 0 |
| | | <ul style="list-style-type: none">• [H1] BIRLA CARBON• [H1]• [H1] Driving Circularity• [H1] Driving Circularity• [H1] DOWNLOAD THE BIRLA CARBON APP• [H1] DOWNLOAD THE BIRLA CARBON APP• [H2] MARKETS FOR CARBON BLACK• [H2] SUSTAINABILITY• [H2] SUSTAINABILITY• [H2] JOIN OUR EMAIL LIST• [H2] JOIN OUR EMAIL LIST• [H3] TIRES• [H3] SPECIALTY BLACKS• [H3] MECHANICAL RUBBER GOODS• [H3] Sustainable Operational Excellence inspires our employees and communities• [H3] Sustainable Operational Excellence improves plant design and operations• [H3] HAVE QUESTIONS? WANT NEWS, EVENTS, AND INSIGHTS IN YOUR INBOX?• [H3] To view Birla Carbon's Sustainability report, click here• [H3] To view Birla Carbon's Sustainability report, click here• [H4] NEWS• [H4] Birla Carbon closes first Sustainability-Linked Loan of US\$ 750 Million• [H4] GranBio Technologies in Partnership with Birla Carbon Awarded \$730,000 in Grants for Scale-Up of Nanocellulose Dispersion Composite (NDCTM) Masterbatch• [H4] Birla Carbon to participate at The Battery Show Europe 2021• [H4] Birla Carbon's Specialty Blacks Business to Increase Prices Globally• [H4] ARTICLES• [H4] Outlook Bright For Carbon Black?• [H4] Charles R. Herd wins the Fernley H. Banbury Award• [H4] Birla Carbon wins third Eco Vadis gold• [H4] Our app provides a complete portfolio of solutions across tires, rubber, plastics, inks, coatings and other niche industries.• [H5] GLOBAL CAPABILITIES, GLOBAL SOLUTIONS• [H5] DID YOU KNOW? | | | | | |
|  | Images | We found 35 images on this web page. 9 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 : 5% | | | | | |

SEO Content

| | | |
|---|--------|--|
|  | | 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 | 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 | Perfect! No underscores detected in your URLs. |
|  | In-page links | We found a total of 16 links including 0 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 6.25% Internal Links 93.75% |


In-page links

| Anchor | Type | Juice |
|--|----------|---------------|
| Skip to content | Internal | Passing Juice |
| = | Internal | Passing Juice |
| devteam | Internal | Passing Juice |
| Birla Carbon | Internal | Passing Juice |
| Birla Carbon closes first Sustainability-Linked Loan of US\$ 750 Million | Internal | Passing Juice |
| Birla Carbon | Internal | Passing Juice |
| GranBio Technologies in Partnership with Birla Carbon Awarded \$730,000 in Grants for Scale-Up of Nanocellulose Dispersion Composite (NDCTM) Masterbatch | Internal | Passing Juice |

In-page links

| | | |
|--|----------|---------------|
| Birla Carbon to participate at The Battery Show Europe 2021 | Internal | Passing Juice |
| Birla Carbon's Specialty Blacks Business to Increase Prices Globally | Internal | Passing Juice |
| Outlook Bright For Carbon Black? | Internal | Passing Juice |
| Charles R. Herd wins the Fernley H. Banbury Award | Internal | Passing Juice |
| Birla Carbon wins third Eco Vadis gold | Internal | Passing Juice |
| Contact Us | Internal | Passing Juice |
| Terms and Conditions | Internal | Passing Juice |
| Aditya Birla Group | External | Passing Juice |
| Driving | Internal | Passing Juice |


SEO Keywords

| | |
|--|--|
|  Keywords Cloud | global rubber carbon republic islands black specialty sustainability birla blacks |
|--|--|





Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|----------------|---------|-------|----------|-----------------|----------|
| carbon | 38 | ✓ | ✗ | ✓ | ✓ |
| birla | 28 | ✓ | ✗ | ✓ | ✓ |
| islands | 19 | ✗ | ✗ | ✗ | ✗ |
| black | 14 | ✓ | ✗ | ✓ | ✓ |
| sustainability | 9 | ✗ | ✗ | ✗ | ✓ |

Usability

| | |
|--|---|
|  Url | Domain : birlacarbon.com Length : 15 |
| Favicon | Great, your website has a favicon. |

Usability

| | | |
|--|--------------|---|
|  | | |
|  | Printability | Great. We have found 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 : 64 Warnings : 131 |
|  | 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 | <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 |
|--|---------------------|--|

Mobile

 Flash content

Optimization

| | | |
|--|-------------|---|
|  | XML Sitemap | Great, your website has an XML sitemap. http://birlacarbon.com/sitemap.xml |
|  | Robots.txt | Missing Your website doesn't have a robots.txt file - this can be problematic. 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.  Google Analytics |