Seo Analyzer brother.com

Generated on April 04 2022 08:54 AM

The score is 65/100

SEO Content

✓	Title	For Product and Support Information | Brother **Length : 45** Perfect, your title contains between 10 and 70 characters.
⚠	Description	You can access the Brother official site of your country / region. **Length : 66** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✗	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	Good, your page take advantage of Og Properties.

Property	Content
title	For Product and Support Information
type	article
url	https://global.brother/en/gateway
image	https://global.brother/-/media/global/common/img/ogp/index.ashx
description	You can access the Brother official site of your country / region.

○	Headings	

H1	H2	H3	H4	H5	H6
1	4	0	0	0	0

- [H1] For Product and Support Information
- [H2] Sustainability
- [H2] Investor Relations
- [H2] Corporate Information
- [H2] News

SEO Content

	Images	We found 5 images on this web page.
		Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : **23%**
		Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 48 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 2.08%
		Internal Links 97.92%

In-page links

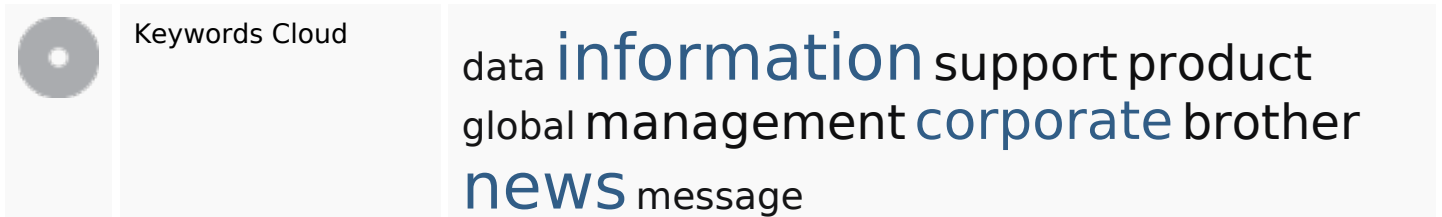| Anchor	Type	Juice
Global	Internal	Passing Juice
Brand Stories	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
Corporate Info	Internal	Passing Juice

In-page links

News	Internal	Passing Juice
Products / Support	Internal	Passing Juice
Message from the Management	Internal	Passing Juice
CSR Management	Internal	Passing Juice
Reports	Internal	Passing Juice
Environment(E)	Internal	Passing Juice
Social(S)	Internal	Passing Juice
Governance(G)	Internal	Passing Juice
ESG Data	Internal	Passing Juice
Guideline Comparison Tables	Internal	Passing Juice
ESG Information Index	Internal	Passing Juice
Efforts in Various Countries	Internal	Passing Juice
Management Policy	Internal	Passing Juice
Financial Information	Internal	Passing Juice
Financial Highlights	Internal	Passing Juice
IR Library	Internal	Passing Juice
Stock Information	Internal	Passing Juice
IR Schedule	Internal	Passing Juice
IR News	Internal	Passing Juice
Corporate Data of Brother Industries, Ltd.	Internal	Passing Juice
Message from the Management	Internal	Passing Juice
The Brother Group Global Charter	Internal	Passing Juice
Medium-to Long-Term Corporate Vision	Internal	Passing Juice
Medium-Term Business Strategy	Internal	Passing Juice
Business Segments	Internal	Passing Juice
Facilities All over the World	Internal	Passing Juice
Brother Group History	Internal	Passing Juice
Product and Technology Timeline	Internal	Passing Juice

In-page links

Corporate Profile Video		Internal	Passing Juice
Corporate Profile Brochure (PDF)		Internal	Passing Juice
Brother Museum		Internal	Passing Juice
News 2022		Internal	Passing Juice
News 2021		Internal	Passing Juice
News 2020		Internal	Passing Juice
News 2019		Internal	Passing Juice
News 2018		Internal	Passing Juice
News 2017		Internal	Passing Juice
News 2016		Internal	Passing Juice
Terms and Conditions		Internal	Passing Juice
General Privacy Policy		External	Passing Juice
Contact Us		Internal	Passing Juice
Site Map		Internal	Passing Juice
-		Internal	Passing Juice

SEO Keywords

	Keywords Cloud	data **information** support product global **management** corporate brother news message

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
news	10	✖	✖	✖	✔
information	8	✔	✖	✖	✔
corporate	6	✖	✖	✖	✔
support	5	✔	✖	✖	✔

Keywords Consistency

product	5	✔	✘	✘	✔

Usability

	Url	Domain : brother.com Length : 11
✔	Favicon	Great, your website has a favicon.
✔	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 : 68 Warnings : 25
✔	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.

Document

✔ Perfect, your website takes advantage of gzip.

Mobile

Mobile Optimization		
	✔	Apple Icon
	✔	Meta Viewport Tag
	✔	Flash content

Optimization

❌	XML Sitemap	Missing
		Your website does not have an XML sitemap - this can be problematic.
		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
		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	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.