







Seo Analyzer daimler.com

Generated on February 17 2022 13:10 PM

The score is 59/100



SEO Content

	Title	<p>Home &#124; Mercedes-Benz Group</p> <p>Length : 31</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Our portfolio includes the passenger car brands Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach and Mercedes-EQ, Mercedes-Benz Vans as well as mobility services such as financing, rental and subscription models, fleet management and digital services.</p> <p>Length : 248</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>														
	Keywords	<p>Mercedes-Benz Group, Share, Jobs, Careers, Daimler</p> <p>Good, your page contains meta keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1379 1481 2069"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Home &#124; Mercedes-Benz Group</td> </tr> <tr> <td>description</td> <td>Our portfolio includes the passenger car brands Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach and Mercedes-EQ, Mercedes-Benz Vans as well as mobility services such as financing, rental and subscription models, fleet management and digital services.</td> </tr> <tr> <td>url</td> <td>https://group.mercedes-benz.com/en/</td> </tr> <tr> <td>site_name</td> <td>Mercedes-Benz Group</td> </tr> <tr> <td>image</td> <td>https://group.mercedes-benz.com/system/img/social-sharing.png</td> </tr> </tbody> </table>	Property	Content	type	website	title	Home | Mercedes-Benz Group	description	Our portfolio includes the passenger car brands Mercedes-Benz, Mercedes-AMG, Mercedes-Maybach and Mercedes-EQ, Mercedes-Benz Vans as well as mobility services such as financing, rental and subscription models, fleet management and digital services.	url	https://group.mercedes-benz.com/en/	site_name	Mercedes-Benz Group	image	https://group.mercedes-benz.com/system/img/social-sharing.png
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SEO Content

image:type image/png

image:width 196

image:height 196

Headings

H1	H2	H3	H4	H5	H6
0	3	28	6	0	0

- [H2] Strong preliminary financial results for 2021
- [H2] Announcement: Full Year Results 2021
- [H2] Daimler embarks on a new era as Mercedes-Benz Group
- [H3] Company
- [H3] Innovation
- [H3] Sustainability
- [H3] Careers
- [H3] Investors
- [H3] Press
- [H3] Business Units
- [H3] Corporate Governance
- [H3] Tradition
- [H3] Drive systems
- [H3] Partnerships
- [H3] Digitalisation
- [H3] Product innovation
- [H3] Human rights
- [H3] Basics
- [H3] About us
- [H3] Pupils
- [H3] Students
- [H3] Graduates
- [H3] Professionals
- [H3] Job search
- [H3] Share
- [H3] Reports & News
- [H3] Refinancing
- [H3] Key Figures
- [H3] Events
- [H3] Services
- [H3] The Mercedes-Benz Group.
- [H4] Company
- [H4] Innovation
- [H4] Sustainability
- [H4] Careers
- [H4] Investors
- [H4] Press



Images

We found 11 images on this web page.

Good, most or all of your images have alt attributes.





Text/HTML Ratio





Ratio : **6%**

This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.

SEO 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	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% External Links : Passing Juice 15.38% Internal Links 84.62%

In-page links

Anchor	Type	Juice
Provider/Privacy	Internal	Passing Juice
Press	Internal	Passing Juice
Legal Notice	Internal	Passing Juice
Settings	Internal	Passing Juice
Privacy Statement	Internal	Passing Juice
To my local product page	External	Passing Juice
Read more	Internal	Passing Juice
Read more	Internal	Passing Juice
Read more	Internal	Passing Juice
Learn more	Internal	Passing Juice

In-page links

Contact	Internal	Passing Juice
Podcasts	Internal	Passing Juice
www.dat.de	External	Passing Juice

SEO Keywords



Keywords Cloud

results **providerprivacy** rights product read
overview management mercedes-benz reports
more

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
providerprivacy	22	✘	✘	✘	✘
overview	21	✘	✘	✘	✘
mercedes-benz	8	✔	✔	✔	✔
reports	4	✘	✘	✘	✔
rights	3	✘	✘	✘	✔

Usability

	Url	Domain : daimler.com Length : 11
	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.

Usability



Document



Doctype

HTML 5



Encoding

Perfect. Your declared charset is UTF-8.



W3C Validity

Errors : 7
Warnings : 3



Email Privacy

Warning! At least one email address has been found in the plain text. Use [free antispam protector](#) to hide email from spammers.



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.
- Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

- Apple Icon
- Meta Viewport Tag
- Flash content



Optimization



XML Sitemap

Missing

Optimization

		<p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>http://daimler.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>