

The score is 38/100



SEO Content

	Title	Desjardons.com Length : 14 Perfect, your title contains between 10 and 70 characters.												
	Description	Length : 0 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	<table><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>0</td><td>0</td><td>0</td><td>0</td></tr></tbody></table>	H1	H2	H3	H4	H5	H6	0	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	0	0	0									
	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.												
	Text/HTML Ratio	Ratio : 4% 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	Great, there are no Iframes detected on this page.												

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 13 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Desjardons.com	Internal	Passing Juice
Desjardins Bank	Internal	Passing Juice
Personal Banking	Internal	Passing Juice
Business Banking	Internal	Passing Juice
Individual Health Insurance	Internal	Passing Juice
Financial Advisor Marketing	Internal	Passing Juice
Marketing Specialist Jobs	Internal	Passing Juice
Bank Loans	Internal	Passing Juice
Insurance Plans	Internal	Passing Juice
Investment Policies	Internal	Passing Juice
Financial Advice	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords



Keywords Cloud

loans financial insurance bank
desjardons personal marketing
banking searches related

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
desjardons	2	✓	✗	✗	✗
banking	2	✗	✗	✗	✗
marketing	2	✗	✗	✗	✗
related	2	✗	✗	✗	✗
insurance	2	✗	✗	✗	✗

Usability

	Url	Domain : desjardons.com Length : 14
	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.
	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	HTML 4.01 Strict
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Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 5 Warnings : 11
	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. Perfect, your website has few JavaScript files. 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://desjardons.com/sitemap.xml
	Robots.txt	http://desjardons.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You

Optimization

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.