

# Seo Analyzer fidelity.com

Generated on February 02 2022 10:25 AM

The score is 50/100







## SEO Content

|    | Title              | Fidelity International Usage Agreement<br><b>Length : 38</b><br>Perfect, your title contains between 10 and 70 characters.                                                                                                                                                                                                             |    |    |    |    |    |    |   |   |   |   |   |   |
|----|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|----|----|----|----|---|---|---|---|---|---|
|    | Description        | <b>Length : 1</b><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.                                                                                                                                                       |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Keywords           | Good, your page contains meta keywords.                                                                                                                                                                                                                                                                                                |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> 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>1</td><td>2</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] Fidelity International Usage Agreement</li><li>[H2] I Decline</li><li>[H2] I Accept</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 2 | 0 | 0 | 0 | 0 |
| H1 | H2                 | H3                                                                                                                                                                                                                                                                                                                                     | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 1  | 2                  | 0                                                                                                                                                                                                                                                                                                                                      | 0  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|    | Images             | We found 3 images on this web page.<br>Good, most or all of your images have alt attributes.                                                                                                                                                                                                                                           |    |    |    |    |    |    |   |   |   |   |   |   |
|    | Text/HTML Ratio    | Ratio : <b>8%</b><br>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.                                                                                                                                                                                                                                                                              |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|                                                                                   |        |                                                                                                    |
|-----------------------------------------------------------------------------------|--------|----------------------------------------------------------------------------------------------------|
|  | 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 | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
|  | In-page links           | We found a total of 7 links including 0 link(s) to files                                       |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 14.29%<br>Internal Links 85.71% |

## In-page links

| Anchor                       | Type     | Juice         |
|------------------------------|----------|---------------|
| <a href="#">I Decline</a>    | Internal | Passing Juice |
| <a href="#">I Decline</a>    | Internal | Passing Juice |
| <a href="#">I Accept</a>     | External | Passing Juice |
| <a href="#">Terms of Use</a> | Internal | Passing Juice |
| <a href="#">Privacy</a>      | Internal | Passing Juice |
| <a href="#">Security</a>     | Internal | Passing Juice |
| <a href="#">Site Map</a>     | Internal | Passing Juice |

## SEO Keywords

|                                                                                     |                |                                                                                         |
|-------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------------------------------------|
|  | Keywords Cloud | viewed visits pages <b>international</b><br><b>used security</b> access <b>fidelity</b> |
|-------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------------------------------------|






## SEO Keywords

devices **site**



### Keywords Consistency

| Keyword       | Content | Title | Keywords | Description | Headings |
|---------------|---------|-------|----------|-------------|----------|
| fidelity      | 2       | ✓     | ✗        | ✗           | ✓        |
| used          | 2       | ✗     | ✗        | ✗           | ✗        |
| international | 2       | ✓     | ✗        | ✗           | ✓        |
| site          | 2       | ✗     | ✗        | ✗           | ✗        |
| security      | 2       | ✗     | ✗        | ✗           | ✗        |










### Usability

|                                                                                    |              |                                                   |
|------------------------------------------------------------------------------------|--------------|---------------------------------------------------|
|  | Url          | Domain : fidelity.com<br>Length : 12              |
|  | 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. |





### Document

|                                                                                    |              |                                               |
|------------------------------------------------------------------------------------|--------------|-----------------------------------------------|
|  | Doctype      | XHTML 1.0 Transitional                        |
|  | Encoding     | Perfect. Your declared charset is ISO-8859-1. |
|                                                                                    | W3C Validity | Errors : 211<br>Warnings : 205                |




## Document

|                                                                                   |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|  | 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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of gzip.</li></ul> |

## Mobile

|                                                                                     |                     |                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul> |
|-------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimization

|                                                                                     |             |                                                                                                                                                                                                                                  |
|-------------------------------------------------------------------------------------|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><pre>http://fidelity.com/sitemap.xml<br/>https://www.fidelity.com/sitemap.xml<br/>https://www.fidelity.com/videositemap.xml</pre>                                                     |
|  | Robots.txt  | <pre>http://fidelity.com/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>                                                                                                                                      |
|  | Analytics   | Missing<br><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</p> |

## Optimization

good to install a second in order to cross-check the data.