



# Seo Analyzer ga-institute.com

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The score is **61/100**






## SEO Content

	<p>Title</p>	<p>G&amp;A</p> <p><b>Length : 3</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>
	<p>Description</p>	<p>Governance &amp; Accountability Institute is organized as the “Sustainability Headquarters™” for clients in the corporate community and in the investment and financial services sector. Our team provides strategic advice and counsel on a wide range of issues and topics related to sustainability, corporate responsibility, disclosure and reporting, ESG performance, and stakeholder (third party) engagement. The Institute is a for-profit company organized almost a decade ago by professionals experienced in issue and crisis management, enterprise risk management, corporate communications, corporate governance, and corporate responsibility. G&amp;A Institute is the exclusive data partner for the Global Reporting Initiative (GRI) in USA, UK and Ireland. We conduct extensive research on corporate and institutional disclosure and reporting in these countries, and globally in countries around the world. No other consulting organization has the breadth and depth of experience on corporate sustainability and responsibility reporting, and associated resources and research capabilities of the G&amp;A team. G&amp;A provides global ESG issue monitoring and research; stakeholder identification, prioritizing, monitoring, backgrounding, and engagement; customized ESG, CR and Sustainability-focused research; comprehensive issues management services; advice on corporate responsibility strategies and programs; support investor relations and assistance in corporate responsibility / sustainability reporting, disclosure and communications. G&amp;A Institute team members are expert in the many dimensions of corporate ESG and Sustainability - and the third party frameworks that help companies provide a comprehensive view of the impact of environmental and energy, social/society issues and corporate governance factors of interest to analysts, investors and a broad range of stakeholders. (“ESG” performance.) We help companies and organizations navigate their sustainability journeys.</p> <p><b>Length : 2017</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>





## SEO Content

	<b>Keywords</b>	<p>Media &amp; Communications, Business &amp; Trade, Corporate Social Responsibility, CSR, G&amp;A Institute, GRI, Governance &amp; Accountability Institute, G&amp;A, Socially Responsible Investing, Sustainability, Corporate Citizenship, ESG</p> <p>Good, your page contains meta keywords.</p>												
	<b>Og Meta Properties</b>	<p>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.</p>												
	<b>Headings</b>	<table border="1" data-bbox="544 658 1481 730"> <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>4</td> <td>5</td> <td>0</td> <td>8</td> <td>7</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 763 1501 1888" style="list-style-type: none"> <li>• [H1] Role of Green Building Certifications in Telling Your ESG Story</li> <li>• [H1] Get help responding to surveys from important ESG rating organizations</li> <li>• [H1] We are looking for a Climate Change Analyst</li> <li>• [H1] 2021 S&amp;P 500® + Russell 1000® Sustainability Reporting Latest Trends</li> <li>• [H2] Discover what's new at G&amp;A</li> <li>• [H2] Want to enhance your S&amp;P CSA Survey score? G&amp;A can help.</li> <li>• [H2] Be a leader in sustainability</li> <li>• [H2] Interested in diving a little deeper?</li> <li>• [H2] Navigating the Way to Sustainability.</li> <li>• [H4] Sustainability / ESG Consulting</li> <li>• [H4] Communications &amp; Design</li> <li>• [H4] Investor Relations</li> <li>• [H4] Proud to be members of:</li> <li>• [H4] About</li> <li>• [H4] Services</li> <li>• [H4] News</li> <li>• [H4] Contact Us</li> <li>• [H5] On Disclosure of Climate-Related Financial Risk</li> <li>• [H5] Role of Green Building Certifications in Telling Your ESG Story</li> <li>• [H5] What is “Good Corporate Citizenship” For Companies Operating in Russia?</li> <li>• [H5] IPCC Issues Dire Warning on Climate Change: Time Is Running Out</li> <li>• [H5] 92% of S&amp;P 500® Companies and 70% of Russell 1000® Companies Published Sustainability Reports in 2020, G&amp;A Institute Research Shows</li> <li>• [H5] Investors say U.S. SEC climate disclosure rule to clarify 'mixed bag' of data</li> <li>• [H5] Brand-Led Culture Change</li> </ul>	H1	H2	H3	H4	H5	H6	4	5	0	8	7	0
H1	H2	H3	H4	H5	H6									
4	5	0	8	7	0									
	<b>Images</b>	<p>We found 17 images on this web page.</p> <p>12 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												

## SEO Content

	Text/HTML Ratio	Ratio : <b>20%</b>  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	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 89 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 3.37%  Internal Links 96.63%

## In-page links

Anchor	Type	Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Newsletter</a>	Internal	Passing Juice
=	External	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">The Institute</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice

## In-page links

<a href="#">Who We Are</a>	Internal	Passing Juice
<a href="#">Our Experience</a>	Internal	Passing Juice
<a href="#">Our Team</a>	Internal	Passing Juice
<a href="#">Fellows of the Institute</a>	Internal	Passing Juice
<a href="#">Our Partnerships, Affiliations &amp; Collaborations</a>	Internal	Passing Juice
<a href="#">Testimonials</a>	Internal	Passing Juice
<a href="#">Internship Honor Roll</a>	Internal	Passing Juice
<a href="#">Career Opportunities</a>	Internal	Passing Juice
<a href="#">Personal Pronouns</a>	Internal	Passing Juice
<a href="#">Our Sites</a>	Internal	Passing Juice
<a href="#">GRI Data Partner</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">Our Portfolio of Services</a>	Internal	Passing Juice
<a href="#">Sustainability / ESG Reporting &amp; Disclosure</a>	Internal	Passing Juice
<a href="#">Full Suite Corporate Sustainability Reporting</a>	Internal	Passing Juice
<a href="#">Reporting Standards &amp; Framework Support</a>	Internal	Passing Juice
<a href="#">Strategic Planning</a>	Internal	Passing Juice
<a href="#">ESG Survey Response Support</a>	Internal	Passing Juice
<a href="#">Additional Customized Services</a>	Internal	Passing Juice
<a href="#">Communications &amp; Design</a>	Internal	Passing Juice
<a href="#">Annual Sustainability Report</a>	Internal	Passing Juice
<a href="#">Interview Video Series</a>	Internal	Passing Juice
<a href="#">Dedicated Sustainability Microsite</a>	Internal	Passing Juice
<a href="#">Social Media Campaign</a>	Internal	Passing Juice
<a href="#">Investor Influencer Kit</a>	Internal	Passing Juice
<a href="#">Internal Corporate ESG Campaign</a>	Internal	Passing Juice
<a href="#">Investor Relations</a>	Internal	Passing Juice
<a href="#">ESG Data Review &amp; Enhancement</a>	Internal	Passing Juice

## In-page links

<a href="#">Survey Responses</a>	Internal	Passing Juice
<a href="#">Investor Engagement</a>	Internal	Passing Juice
<a href="#">Shareholder Base Profiling</a>	Internal	Passing Juice
<a href="#">ESG Perception Studies</a>	Internal	Passing Juice
<a href="#">Research</a>	Internal	Passing Juice
<a href="#">G&amp;A Research Directory</a>	Internal	Passing Juice
<a href="#">Sustainability Reporting Trends</a>	Internal	Passing Juice
<a href="#">Research Reports</a>	Internal	Passing Juice
<a href="#">Resource Papers</a>	Internal	Passing Juice
<a href="#">Collaborations</a>	Internal	Passing Juice
<a href="#">E-Book</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Press Releases</a>	Internal	Passing Juice
<a href="#">Media Coverage</a>	Internal	Passing Juice
<a href="#">Newsletter</a>	Internal	Passing Juice
<a href="#">3BL Media</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Calendar</a>	Internal	Passing Juice
<a href="#">Webinars</a>	Internal	Passing Juice
<a href="#">US "Climate Administration", Scenario Analysis &amp; Climate-Related Disclosures</a>	Internal	Passing Juice
<a href="#">Beyond DJSI</a>	Internal	Passing Juice
<a href="#">GRESB in 60 Days</a>	Internal	Passing Juice
<a href="#">Getting Started with CDP</a>	Internal	Passing Juice
<a href="#">Responding to RobecoSAM</a>	Internal	Passing Juice
<a href="#">Moving from G4 to GRI</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Read More</a>	Internal	Passing Juice

## In-page links

<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Apply Now</a>	Internal	Passing Juice
<a href="#">Read Report</a>	Internal	Passing Juice
<a href="#">On Disclosure of Climate-Related Financial Risk</a>	Internal	Passing Juice
<a href="#">What is “Good Corporate Citizenship” For Companies Operating in Russia?</a>	Internal	Passing Juice
<a href="#">IPCC Issues Dire Warning on Climate Change: Time Is Running Out</a>	Internal	Passing Juice
<a href="#">92% of S&amp;P 500® Companies and 70% of Russell 1000® Companies Published Sustainability Reports in 2020, G&amp;A Institute Research Shows</a>	Internal	Passing Juice
<a href="#">Investors say U.S. SEC climate disclosure rule to clarify 'mixed bag' of data</a>	External	Passing Juice
<a href="#">Brand-Led Culture Change</a>	External	Passing Juice
<a href="#">View Newsroom</a>	Internal	Passing Juice
<a href="#">Sustainability / ESG Consulting</a>	Internal	Passing Juice
<a href="#">Communications &amp; Design</a>	Internal	Passing Juice
<a href="#">Investor Relations</a>	Internal	Passing Juice
<a href="#">Discover</a>	Internal	Passing Juice
<a href="#">Who Are We</a>	Internal	Passing Juice
<a href="#">Our Experience</a>	Internal	Passing Juice
<a href="#">Our Team</a>	Internal	Passing Juice
<a href="#">Fellows of the Institute</a>	Internal	Passing Juice
<a href="#">Testimonials</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">Press Releases</a>	Internal	Passing Juice
<a href="#">Media Coverage</a>	Internal	Passing Juice
<a href="#">Newsletter</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Reach Out</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

research **sustainability** reporting  
investor corporate services **esg** media help  
institute

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sustainability	21	✘	✔	✔	✔
esg	10	✘	✔	✔	✔
reporting	9	✘	✘	✔	✔
corporate	8	✘	✔	✔	✔
institute	8	✘	✔	✔	✔











## Usability

	Url	Domain : ga-institute.com Length : 16
	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	HTML 5
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## Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 32 Warnings : 18
	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> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take 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>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://ga-institute.com/sitemap.xml">http://ga-institute.com/sitemap.xml</a>
	Robots.txt	<a href="http://ga-institute.com/robots.txt">http://ga-institute.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics