





Seo Analyzer haymarket.com

Generated on March 25 2022 09:21 AM






The score is 39/100







SEO Content

	Title	Haymarket – A specialist international media company – Haymarket Length : 76 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.																				
	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	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Haymarket</td></tr><tr><td>description</td><td>A specialist international media company - Haymarket</td></tr><tr><td>url</td><td>https://www.haymarket.com/</td></tr><tr><td>site_name</td><td>Haymarket</td></tr><tr><td>image</td><td>https://www.haymarket.com/wp-content/uploads/2021/10/cropped-Haymarket_symbol_blue-e1638184465751.jpg</td></tr><tr><td>image:width</td><td>512</td></tr><tr><td>image:height</td><td>512</td></tr><tr><td>locale</td><td>en_US</td></tr></tbody></table>	Property	Content	type	website	title	Haymarket	description	A specialist international media company - Haymarket	url	https://www.haymarket.com/	site_name	Haymarket	image	https://www.haymarket.com/wp-content/uploads/2021/10/cropped-Haymarket_symbol_blue-e1638184465751.jpg	image:width	512	image:height	512	locale	en_US
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locale	en_US																					

SEO Content

	Headings	H1 0 H2 5 H3 3 H4 0 H5 1 H6 1
		<ul style="list-style-type: none"> • [H2] Haymarket Media Group is a global media, data and information company • [H2] Our market leading brands • [H2] Our world-class people • [H2] Sustainability • [H2] We create powerful, branded media experiences • [H3] Automotive • [H3] Business Media • [H3] Content Marketing • [H5] Remarkable content • [H6] Join, share, like, follow us on
	Images	<p>We found 27 images on this web page.</p> <p>16 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 2%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 28 links including 3 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p>
		<p>External Links : Passing Juice 0%</p>
		<p>Internal Links 100%</p>

In-page links

Anchor	Type	Juice
About Us	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Our Sectors	Internal	Passing Juice
Our People	Internal	Passing Juice
News	Internal	Passing Juice
Jobs	Internal	Passing Juice
Contact	Internal	Passing Juice
Automotive brands	Internal	Passing Juice
We can help	Internal	Passing Juice
About Us	Internal	Passing Juice
Divisions	Internal	Passing Juice
Brands	Internal	Passing Juice
Careers	Internal	Passing Juice
Responsibility	Internal	Passing Juice
Our Contribution	Internal	Passing Juice
News	Internal	Passing Juice
Contact	Internal	Passing Juice
Terms of Website Use	Internal	Passing Juice
Privacy Notice	Internal	Passing Juice
Cookie Notice	Internal	Passing Juice
Editorial Complaints	Internal	Passing Juice
Modern Slavery	Internal	Passing Juice
Gender Pay Report	Internal	Passing Juice
Awards Terms	Internal	Passing Juice
Event Attendance Terms	Internal	Passing Juice
Exhibitor Terms	Internal	Passing Juice
Advertising Services	Internal	Passing Juice

In-page links

{{{ data.text }}}

Internal

Passing Juice

SEO Keywords



Keywords Cloud

news terms inspire brands sectors
jobs sustainability services people
advertising












Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
terms	3	✖	✖	✖	✖
sustainability	2	✖	✖	✖	✔
sectors	2	✖	✖	✖	✖
brands	2	✖	✖	✖	✔
services	2	✖	✖	✖	✖





Usability

	Url	Domain : haymarket.com Length : 13
	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
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 33 Warnings : 24
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>

Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <div>https://www.haymarket.com/wp-sitemap.xml</div>
	Robots.txt	http://haymarket.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization



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.