







Seo Analyzer haymarketmedia.com

Generated on March 01 2022 01:26 AM






The score is **38/100**







SEO Content

	<p>Title</p>	<p>Haymarket &#8211; A specialist international media company &#8211; Haymarket</p> <p>Length : 76</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>																				
	<p>Description</p>	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>																				
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																				
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1317 1481 2078"> <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
Property	Content																					
type	website																					
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image:height	512																					
locale	en_US																					

SEO Content

	Headings	H1	H2	H3	H4	H5	H6
		0	4	3	0	1	1
		<ul style="list-style-type: none"> • [H2] Haymarket is a global, specialist media and information business. Nobody does it better. • [H2] We create powerful, branded media experiences • [H2] Our market leading brands • [H2] Our world-class people • [H3] Automotive • [H3] Business Media • [H3] Content Marketing • [H5] Remarkable content • [H6] Join, share, like, follow us on 					
	Images	<p>We found 24 images on this web page.</p> <p>15 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	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 28 links including 3 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 96.43%</p> <p>Internal Links 3.57%</p>

In-page links

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

In-page links

[{{{ data.text }}}}](#)

Internal

Passing Juice

SEO Keywords



Keywords Cloud

brands sectors convene people terms
news divisions print all jobs












Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
terms	3	✘	✘	✘	✘
divisions	2	✘	✘	✘	✘
people	2	✘	✘	✘	✔
news	2	✘	✘	✘	✘
jobs	2	✘	✘	✘	✘

Usability

	Url	Domain : haymarketmedia.com Length : 18
	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 : 29 Warnings : 25
	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. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). Too bad, your website does not take 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://haymarketmedia.com/sitemap.xml
	Robots.txt	http://haymarketmedia.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.