







# Seo Analyzer hdfc.com

Generated on February 19 2022 17:06 PM

The score is 55/100



## SEO Content

|    | <p>Title</p>   | <p>Housing Finance   Housing Finance Company in India   HDFC Home Loan</p> <p><b>Length : 67</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |          |         |       |   |             |  |     |                       |
|--|--|--|----------|---------|-------|---|-------------|--|-----|-----------------------|
|    | <p>Description</p>   | <p>HDFC Ltd is one of India's leading housing finance companies. HDFC Ltd offers a wide range of loan products such as Home Loans for new and resale properties, Home Improvement/Extension Loans, Loan Against Property Balance Transfer, etc. at attractive interest rates. Apply Online for HDFC Home Loans now!</p> <p><b>Length : 304</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>  |          |         |       |   |             |  |     |                       |
|  | <p>Keywords</p>  | <p>housing finance, housing finance companies, housing finance ltd.</p> <p>Good, your page contains meta keywords.</p>   |          |         |       |   |             |  |     |                       |
|  | <p>Og Meta Properties</p>  | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1444 1481 2027"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Housing Finance   Housing Finance Company in India   HDFC Home Loan</td> </tr> <tr> <td>description</td> <td>HDFC Ltd is one of India's leading housing finance companies. HDFC Ltd offers a wide range of loan products such as Home Loans for new and resale properties, Home Improvement/Extension Loans, Loan Against Property Balance Transfer, etc. at attractive interest rates. Apply Online for HDFC Home Loans now!</td> </tr> <tr> <td>url</td> <td>https://www.hdfc.com/</td> </tr> </tbody> </table> | Property | Content | title | Housing Finance   Housing Finance Company in India   HDFC Home Loan | description | HDFC Ltd is one of India's leading housing finance companies. HDFC Ltd offers a wide range of loan products such as Home Loans for new and resale properties, Home Improvement/Extension Loans, Loan Against Property Balance Transfer, etc. at attractive interest rates. Apply Online for HDFC Home Loans now! | url | https://www.hdfc.com/ |
| Property   | Content  |  |          |         |       |   |             |  |     |                       |
| title  | Housing Finance   Housing Finance Company in India   HDFC Home Loan  |  |          |         |       |   |             |  |     |                       |
| description  | HDFC Ltd is one of India's leading housing finance companies. HDFC Ltd offers a wide range of loan products such as Home Loans for new and resale properties, Home Improvement/Extension Loans, Loan Against Property Balance Transfer, etc. at attractive interest rates. Apply Online for HDFC Home Loans now! |  |          |         |       |   |             |  |     |                       |
| url  | https://www.hdfc.com/  |  |          |         |       |   |             |  |     |                       |





# SEO Content

## Headings





| H1 | H2 | H3 | H4 | H5 | H6 |
|----|----|----|----|----|----|
| 1  | 27 | 12 | 10 | 5  | 0  |

- [H1] Get Instant Home Loan EMI Quote
- [H2] Superfaaaaaaast
- [H2] Quicklinks menu
- [H2]
- [H2] Tell us the purpose of your home loan.
- [H2] Your Home Loan depends on Cibil Score
- [H2] JOIN US AS A DSA/ SOURCING PARTNER
- [H2] Disclaimer:
- [H2] GET SECURITY TO ENJOY EVERYDAY OF YOUR RETIRED LIFE!
- [H2] Save upto ₹ 2.67 Lakh\* on your first home under PMAY-CLSS
- [H2] Have questions on home buying? Read our Home Buyers Guide
- [H2] HDFC's CUSTOMER AWARENESS MONTH
- [H2] Grow your money with assured returns and safety
- [H2] HDFC Home Loan Products
- [H2] ABOUT HDFC
- [H2] +44
- [H2] 9mn
- [H2] Rs. 6.2trn
- [H2] HDFC News & Investor's Corner
- [H2] Testimonials
- [H2] Home Loan Recommended Articles
- [H2] How can we help you?
- [H2] Loans
- [H2] Calculators
- [H2] footer1
- [H2] footer2
- [H2] footer3
- [H2] Mobile-Footer-Menu
- [H3] Select your Preferred Language
- [H3] HDFC Home loans
- [H3] is now on Whatsapp
- [H3] Apply Online for a Home Loan
- [H3] Calculate your monthly EMI payment
- [H3] Know eligibility and maximum loan you could borrow
- [H3] Evaluate your finances to secure the loan
- [H3] Invest in Fixed Deposit
- [H3] Existing Customer?
- [H3] Looking for a home loan?
- [H3] CHAT WITH US
- [H3] Interest Rate Range for the past quarter for advances granted to individual borrowers
- [H4] Pay Fast
- [H4] Most Popular
- [H4] Take It Easy
- [H4] Pay Fast
- [H4] Most Popular
- [H4] Take It Easy
- [H4] LOOKING FOR A NEW HOME LOAN?
- [H4] Pay Fast
- [H4] Most Popular

## SEO Content

|   |                 |   |
|---|-----------------|---|
|   |                 | <ul style="list-style-type: none"> <li>• [H4] Take It Easy</li> <li>• [H5] Home Finance</li> <li>• [H5] Home Finance</li> <li>• [H5] Non Housing Loans and More</li> <li>• [H5] Non Housing Loans and More</li> <li>• [H5] ON WHATSAPP</li> </ul> |
|  | Images          | <p>We found 60 images on this web page.</p> <p>18 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 : <b>20%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>   |
|  | Flash           | Perfect, no Flash content has been detected on this page.   |
|  | Iframe          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.  |

## 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 130 links including 16 link(s) to files  |
|  | Statistics              | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 5.38%</p> <p>Internal Links 94.62%</p> |

## In-page links

| Anchor                               | Type     | Juice         |
|--------------------------------------|----------|---------------|
| <a href="#">Skip to main content</a> | Internal | Passing Juice |
|                                      |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Existing Customers</a>  | External | Passing Juice |
| <a href="#">ACH E-Mandate Registration with Debit Card and Net Banking (Selected Banks)</a> | Internal | Passing Juice |
| <a href="#">Customer Login</a>  | Internal | Passing Juice |
| <a href="#">Certificate of Interest</a>   | Internal | Passing Juice |
| <a href="#">Provisional Interest Statement</a>  | Internal | Passing Juice |
| <a href="#">Reduce your Interest Rate</a>   | Internal | Passing Juice |
| <a href="#">Interest Rate / Repayment details (Variable Loans)</a>                          | Internal | Passing Juice |
| <a href="#">Depositor Login</a>   | Internal | Passing Juice |
| <a href="#">Form 16A (TDS certificate)</a>  | Internal | Passing Juice |
| <a href="#">Statement of Account</a>  | Internal | Passing Juice |
| <a href="#">Form 15 G/H</a>   | Internal | Passing Juice |
| <a href="#">Unclaimed Deposit</a>   | Internal | Passing Juice |
| <a href="#">Apply For Home Loan</a>   | Internal | Passing Juice |
| <a href="#">About Us</a>  | Internal | Passing Juice |
| <a href="#">Careers</a>   | Internal | Passing Juice |
| <a href="#">Blogs</a>   | Internal | Passing Juice |
| <a href="#">Loan Products</a>   | Internal | Passing Juice |
| <a href="#">Housing Loans</a>   | Internal | Passing Juice |
| <a href="#">Home Loans</a>  | Internal | Passing Juice |
| <a href="#">Plot Loans</a>  | Internal | Passing Juice |
| <a href="#">Rural Housing Loans</a>   | Internal | Passing Juice |
| <a href="#">House Renovation Loans</a>  | Internal | Passing Juice |
| <a href="#">Home Extension Loans</a>  | Internal | Passing Juice |
| <a href="#">Top Up Loans</a>  | Internal | Passing Juice |
| <a href="#">Non Housing Loans</a>   | Internal | Passing Juice |
| <a href="#">Loan Against Property</a>   | Internal | Passing Juice |
| <a href="#">Commercial Property Loans</a>   | Internal | Passing Juice |
| <a href="#">Commercial Plot Loans</a>   | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">HDFC Reach Loans</a>                       | Internal | Passing Juice |
| <a href="#">Pradhan Mantri Awas Yojana</a>             | Internal | Passing Juice |
| <a href="#">Home Loan Balance Transfer</a>             | Internal | Passing Juice |
| <a href="#">NRI Housing Loans</a>                      | Internal | Passing Juice |
| <a href="#">Singapore</a>                              | Internal | Passing Juice |
| <a href="#">Middle East</a>                            | Internal | Passing Juice |
| <a href="#">United Kingdom</a>                         | Internal | Passing Juice |
| <a href="#">Other Locations</a>                        | Internal | Passing Juice |
| <a href="#">Apply online for quick approval</a>        | Internal | Passing Juice |
| <a href="#">Checklist</a>                              | Internal | Passing Juice |
| <a href="#">Calculators</a>                            | Internal | Passing Juice |
| <a href="#">Investor Relations</a>                     | Internal | Passing Juice |
| <a href="#">Financials</a>                             | Internal | Passing Juice |
| <a href="#">Investor Presentations</a>                 | Internal | Passing Juice |
| <a href="#">Annual Reports</a>                         | Internal | Passing Juice |
| <a href="#">Environmental, Social &amp; Governance</a> | Internal | Passing Juice |
| <a href="#">Stock Information</a>                      | Internal | Passing Juice |
| <a href="#">Media Interactions</a>                     | Internal | Passing Juice |
| <a href="#">Contact us</a>                             | Internal | Passing Juice |
| <a href="#">Investor Services</a>                      | Internal | Passing Juice |
| <a href="#">About HDFC</a>                             | Internal | Passing Juice |
| <a href="#">Grievances</a>                             | Internal | Passing Juice |
| <a href="#">Codes and Policies</a>                     | Internal | Passing Juice |
| <a href="#">Board &amp; Board Committees</a>           | Internal | Passing Juice |
| <a href="#">Listing</a>                                | Internal | Passing Juice |
| <a href="#">Disclosures</a>                            | Internal | Passing Juice |
| <a href="#">Debentures</a>                             | Internal | Passing Juice |
| <a href="#">Qualified Institutions Placement</a>       | Internal | Passing Juice |
|  |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Dividend</a>  | Internal | Passing Juice |
| <a href="#">Credit Ratings</a>  | Internal | Passing Juice |
| <a href="#">Shareholder's Information</a>   | Internal | Passing Juice |
| <a href="#">Click Here</a>  | External | Passing Juice |
| =   | Internal | Passing Juice |
| <a href="#">Apply Now</a>   | Internal | Passing Juice |
| <a href="#">click here.</a>   | Internal | Passing Juice |
| <a href="#">www.hdfc.com</a>  | Internal | Passing Juice |
| <a href="https://myscore.cibil.com/CreditView/enrollConsolidated.page?enterprise=HDFCLTD&amp;offer=HDFCLTD01">https://myscore.cibil.com/CreditView/enrollConsolidated.page?enterprise=HDFCLTD&amp;offer=HDFCLTD01</a> | External | Passing Juice |
| <a href="#">REFER NOW</a>   | Internal | Passing Juice |
| <a href="#">CLICK HERE</a>  | Internal | Passing Juice |
| <a href="#">Request Call Back</a>   | Internal | Passing Juice |
| <a href="#">Let Us Call You</a>   | Internal | Passing Juice |
| <a href="#">Calculate EMI</a>   | Internal | Passing Juice |
| <a href="#">Branch Locator</a>  | Internal | Passing Juice |
| <a href="#">www.hdfc.com.</a>   | Internal | Passing Juice |
| <a href="#">click here</a>  | Internal | Passing Juice |
| <a href="#">click here</a>  | Internal | Passing Juice |
| <a href="#">click here</a>  | Internal | Passing Juice |
| <a href="#">Check eligibility</a>   | Internal | Passing Juice |
| <a href="#">YOUR FREE CIBIL SCORE</a>   | External | Passing Juice |
| <a href="#">Already a User? Login now</a>   | External | Passing Juice |
| <a href="#">Know More</a>   | Internal | Passing Juice |
| <a href="#">Proceed</a>   | External | Passing Juice |
| <a href="#">Pradhan Mantri Awas Yojna</a>   | Internal | Passing Juice |
| <a href="#">click here</a>  | Internal | Passing Juice |
| <a href="#">Know More</a>   | Internal | Passing Juice |
| <a href="#">APPLY ONLINE</a>  | Internal | Passing Juice |

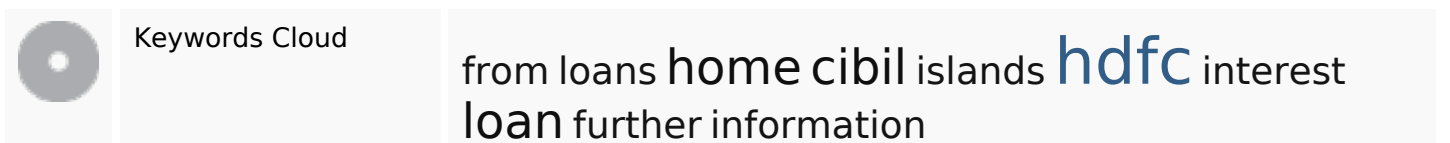
## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">CHECK INTEREST RATES</a>                  | Internal | Passing Juice |
| <a href="#">Home Loans</a>                            | Internal | Passing Juice |
| <a href="#">Plot Loans</a>                            | Internal | Passing Juice |
| <a href="#">Rural Housing Loans</a>                   | Internal | Passing Juice |
| <a href="#">NRI Home Loans</a>                        | Internal | Passing Juice |
| <a href="#">House Renovation Loans</a>                | Internal | Passing Juice |
| <a href="#">Home Extension Loans</a>                  | Internal | Passing Juice |
| <a href="#">Top Up Loans</a>                          | Internal | Passing Juice |
| <a href="#">Loan Against Property</a>                 | Internal | Passing Juice |
| <a href="#">Balance Loan Transfer</a>                 | Internal | Passing Juice |
| <a href="#">HDFC Reach Loans</a>                      | Internal | Passing Juice |
| <a href="#">Pradhan Mantri Awas Yojna</a>             | Internal | Passing Juice |
| <a href="#">PRESS RELEASE</a>                         | Internal | Passing Juice |
| <a href="#">B/S AND P&amp;L</a>                       | Internal | Passing Juice |
| <a href="#">STANDALONE TABLE</a>                      | Internal | Passing Juice |
| <a href="#">CONSOLIDATED TABLE</a>                    | Internal | Passing Juice |
| <a href="#">PRESS RELEASE</a>                         | Internal | Passing Juice |
| <a href="#">B/S AND P&amp;L</a>                       | Internal | Passing Juice |
| <a href="#">STANDALONE TABLE</a>                      | Internal | Passing Juice |
| <a href="#">CONSOLIDATED TABLE</a>                    | Internal | Passing Juice |
| <a href="#">Press Release</a>                         | Internal | Passing Juice |
| <a href="#">View More</a>                             | Internal | Passing Juice |
| <a href="#">View All</a>                              | Internal | Passing Juice |
| <a href="#">CHAT WITH US</a>                          | External | Passing Juice |
| <a href="#">Home Loan Interest Rates</a>              | Internal | Passing Juice |
| <a href="#">Home Loan Balance Transfer Calculator</a> | Internal | Passing Juice |
| <a href="#">PMAY Subsidy Calculator</a>               | Internal | Passing Juice |
| <a href="#">Media</a>                                 | Internal | noFollow      |
|   |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Training Centre</a>                            | Internal | noFollow      |
| <a href="#">Home Buyer's Guide</a>                         | Internal | Passing Juice |
| <a href="#">HDFC Group</a>                                 | Internal | Passing Juice |
| <a href="#">Sarfaesi Notice</a>                            | Internal | noFollow      |
| <a href="#">Blogs</a>                                      | Internal | Passing Juice |
| <a href="#">Awards</a>                                     | Internal | Passing Juice |
| <a href="#">Corporate Social Responsibility</a>            | Internal | Passing Juice |
| <a href="#">Fair Practices Code</a>                        | Internal | noFollow      |
| <a href="#">Code of Commitment</a>                         | Internal | noFollow      |
| <a href="#">Most Important Terms and Conditions (MITC)</a> | Internal | noFollow      |
| <a href="#">Customer Awareness on Loan Repayment</a>       | Internal | Passing Juice |
| <a href="#">Customer Behaviour Notice</a>                  | Internal | Passing Juice |
| <a href="#">Plan Your Home</a>                             | Internal | noFollow      |
| <a href="#">Forms</a>                                      | Internal | noFollow      |
| <a href="#">FAQs</a>                                       | Internal | Passing Juice |
| <a href="#">Sitemap</a>                                    | Internal | Passing Juice |
| <a href="#">Website Usage Policy</a>                       | Internal | noFollow      |

## SEO Keywords








## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| hdfc    | 102     | ✓     | ✗        | ✓           | ✓        |
| home    | 59      | ✓     | ✗        | ✓           | ✓        |







## Keywords Consistency

|       |    |   |   |   |   |
|-------|----|---|---|---|---|
| loan  | 57 | ✓ | ✗ | ✓ | ✓ |
| cibil | 51 | ✗ | ✗ | ✗ | ✓ |
| loans | 37 | ✗ | ✗ | ✓ | ✓ |

## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : hdfc.com<br>Length : 8                   |
|    | 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 : 8<br>Warnings : 2   |
|  | 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>✗ Attention! Try to avoid nested tables in HTML.</li><li>✗ Too bad, your website is using inline styles.</li></ul> |

## Document

- ✘ Too bad, your website has too many CSS files (more than 4).
- ✘ Too bad, your website has too many JS files (more than 6).
- ✔ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✘ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<http://hdfc.com/sitemap.xml>

<https://www.hdfc.com/sitemap.xml>



### Robots.txt

<http://hdfc.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 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.