



Seo Analyzer heidrick.biz

Generated on March 20 2022 13:05 PM





The score is 58/100






SEO Content

| | Title | <p>Heidrick & Struggles</p> <p>Length : 24</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | | | | | |
|----------|------------------------------|--|----------|---------|-----|------------------------------|------|---------|-------|----------------------|----|---|---|---|
| | Description | <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> | | | | | | | | | | | | |
| | Keywords | <p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p> | | | | | | | | | | | | |
| | Og Meta Properties | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1249 1481 1563"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://www.heidrick.com/en/</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Heidrick & Struggles</td> </tr> </tbody> </table> | Property | Content | url | https://www.heidrick.com/en/ | type | website | title | Heidrick & Struggles | | | | |
| Property | Content | | | | | | | | | | | | | |
| url | https://www.heidrick.com/en/ | | | | | | | | | | | | | |
| type | website | | | | | | | | | | | | | |
| title | Heidrick & Struggles | | | | | | | | | | | | | |
| | Headings | <table border="1" data-bbox="539 1592 1481 1659"> <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>0</td> <td>4</td> <td>25</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1697 1129 2056" style="list-style-type: none"> • [H2] Services • [H2] Industry Expertise • [H2] About • [H2] Most Recent Content • [H3] Executive Search • [H3] Leadership • [H3] Organization & Culture • [H3] On-Demand Talent • [H3] Diversity, Equity, and Inclusion • [H3] Consumer Markets • [H3] Financial Services | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 4 | 25 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 0 | 4 | 25 | 0 | 0 | 0 | | | | | | | | | |


SEO Content

| | | |
|--|-----------------|---|
| | | <ul style="list-style-type: none">• [H3] Healthcare & Life Sciences• [H3] Industrial• [H3] Private Equity• [H3] Professional & Technology Services• [H3] Social Impact• [H3] Sustainability• [H3] Technology• [H3] Venture Capital & Disruptive Innovators• [H3] DE&I at Heidrick & Struggles• [H3] Our Heritage• [H3] Our Purpose, Vision, and Values• [H3] We are Honored to be included on the Forbes and Statista America's Best Management Consulting Firms award list• [H3] Commercialization and culture: Leadership insights from Loop Energy's CEO• [H3] 2022 North American Private Equity Operating Professional Compensation Survey• [H3] Succeeding as a strategic business partner: Insights from Ally Financial's general counsel• [H3] Board Monitor 2021 - Around the Globe• [H3] Find a consultant• [H3] Explore careers |
|  | Images | We found 2 images on this web page. Good, most or all of your images have alt attributes. |
|  | Text/HTML Ratio | Ratio : 20% 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 75 links including 1 link(s) to files |

SEO Links

| | | |
|--|------------|---------------------------------------|
|  | Statistics | External Links : noFollow 0% |
| | | External Links : Passing Juice 18.67% |
| | | Internal Links 81.33% |

In-page links

| Anchor | Type | Juice |
|--|----------|---------------|
| content | Internal | Passing Juice |
| footer | Internal | Passing Juice |
| Submit Your Resume | Internal | Passing Juice |
| Global Site Selector | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Heidrick Connect | External | Passing Juice |
| People | Internal | Passing Juice |
| Offices | Internal | Passing Juice |
| Careers @ Heidrick | Internal | Passing Juice |
| Investor Relations | External | Passing Juice |
| Newsroom | External | Passing Juice |
| - | Internal | Passing Juice |
| Chief Executive Officer & Board of Directors | Internal | Passing Juice |
| Digital Officers | Internal | Passing Juice |
| Financial Officers | Internal | Passing Juice |
| Human Resources Officers | Internal | Passing Juice |
| Legal, Risk, Compliance & Government Affairs | Internal | Passing Juice |
| Marketing, Sales & Strategy Officers | Internal | Passing Juice |
| Supply Chain & Operations Officers | Internal | Passing Juice |
| Technology Officers | Internal | Passing Juice |
| Agile Leader Potential | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Board Effectiveness | Internal | Passing Juice |
| CEO Succession Planning | Internal | Passing Juice |
| Chief Executive Acceleration | Internal | Passing Juice |
| Digital Leadership | Internal | Passing Juice |
| Executive Coaching | Internal | Passing Juice |
| Leadership Assessment | Internal | Passing Juice |
| Leadership Development | Internal | Passing Juice |
| M&A Talent Planning | Internal | Passing Juice |
| Team Acceleration | Internal | Passing Juice |
| Culture Shaping | Internal | Passing Juice |
| Digital Transformation | Internal | Passing Juice |
| Organization Acceleration | Internal | Passing Juice |
| Organizational Simplicity | Internal | Passing Juice |
| The Performance Engine | Internal | Passing Juice |
| Enterprise On-Demand Talent Programs | External | Passing Juice |
| Interim Executives | External | Passing Juice |
| Operations Consultants | External | Passing Juice |
| Project Managers | External | Passing Juice |
| Strategy Consultants | External | Passing Juice |
| Transformation Consultants | External | Passing Juice |
| Diversity, Equity, and Inclusion Consulting | Internal | Passing Juice |
| Director Institute | Internal | Passing Juice |
| View all Services | Internal | Passing Juice |
| View all Industry Expertise | Internal | Passing Juice |
| Learn more about Heidrick & Struggles | Internal | Passing Juice |
| Insights | Internal | Passing Juice |
| Executive Search | Internal | Passing Juice |
| Leadership | Internal | Passing Juice |
| | | |

In-page links

| | | |
|---|----------|---------------|
| Organization & Culture | Internal | Passing Juice |
| On-Demand Talent | External | Passing Juice |
| Diversity, Equity, and Inclusion | Internal | Passing Juice |
| Consumer Markets | Internal | Passing Juice |
| Financial Services | Internal | Passing Juice |
| Healthcare & Life Sciences | Internal | Passing Juice |
| Industrial | Internal | Passing Juice |
| Private Equity | Internal | Passing Juice |
| Professional & Technology Services | Internal | Passing Juice |
| Social Impact | Internal | Passing Juice |
| Sustainability | Internal | Passing Juice |
| Technology | Internal | Passing Juice |
| Venture Capital & Disruptive Innovators | Internal | Passing Juice |
| DE&I at Heidrick & Struggles | Internal | Passing Juice |
| Our Heritage | Internal | Passing Juice |
| Our Purpose, Vision, and Values | Internal | Passing Juice |
| On-Demand Talent | Internal | Passing Juice |
| Ethics Line | Internal | Passing Juice |
| Newsroom | External | Passing Juice |
| Pay Equity | Internal | Passing Juice |
| Privacy Notice | Internal | Passing Juice |
| Legal Notice | Internal | Passing Juice |
| California Residents - Do Not Sell My Data | Internal | Passing Juice |
| LinkedIn | External | Passing Juice |
| Twitter | External | Passing Juice |
| YouTube | External | Passing Juice |






SEO Keywords

| | | |
|--|----------------|---|
|  | Keywords Cloud | heidrick search more people learn services expertise technology struggles careers |
|--|----------------|---|


Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| heidrick | 8 | ✓ | ✗ | ✗ | ✓ |
| services | 7 | ✗ | ✗ | ✗ | ✓ |
| learn | 5 | ✗ | ✗ | ✗ | ✗ |
| more | 5 | ✗ | ✗ | ✗ | ✗ |
| struggles | 5 | ✓ | ✗ | ✗ | ✓ |











Usability

| | | |
|--|--------------|---|
|  | Url | Domain : heidrick.biz 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 | HTML 5 |
|--|---------|--------|



Document

| | | |
|--|-----------------|--|
|  | Encoding | Perfect. Your declared charset is UTF-8. |
|  | W3C Validity | Errors : 275 Warnings : 130 |
|  | 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. Great, your website has few CSS files. Perfect, your website has few JavaScript files. Perfect, your website takes advantage of gzip. |


Mobile

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

Optimization

| | | |
|--|-------------|--|
|  | XML Sitemap | Missing <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p> |
|  | Robots.txt | Missing <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine</p> |

Optimization

| | | |
|---|-----------|---|
| | | robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located. |
|  | Analytics | <p>Missing</p> <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 good to install a second in order to cross-check the data.</p> |