





Seo Analyzer iese.edu

Generated on January 27 2022 17:12 PM






The score is 61/100




SEO Content

	Title	<p>IESE Business School: MBAs & Executive Education #1 FT since 2015</p> <p>Length : 71</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>																		
	Description	<p>IESE Business School is a global business school offering MBA and Executive Education programs. Ranked #1 in world by FT since 2015.</p> <p>Length : 132</p> <p>Great, your meta description contains between 70 and 160 characters.</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><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home</td></tr><tr><td>description</td><td>IESE Business School an international business school</td></tr><tr><td>url</td><td>https://www.iese.edu/</td></tr><tr><td>site_name</td><td>IESE</td></tr><tr><td>image</td><td>https://www.iese.edu/wp-content/uploads/2021/05/IESE-Business-School.jpg</td></tr><tr><td>image:secure_url</td><td>https://www.iese.edu/wp-content/uploads/2021/05/IESE-Business-School.jpg</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home	description	IESE Business School an international business school	url	https://www.iese.edu/	site_name	IESE	image	https://www.iese.edu/wp-content/uploads/2021/05/IESE-Business-School.jpg	image:secure_url	https://www.iese.edu/wp-content/uploads/2021/05/IESE-Business-School.jpg
Property	Content																			
locale	en_US																			
type	website																			
title	Home																			
description	IESE Business School an international business school																			
url	https://www.iese.edu/																			
site_name	IESE																			
image	https://www.iese.edu/wp-content/uploads/2021/05/IESE-Business-School.jpg																			
image:secure_url	https://www.iese.edu/wp-content/uploads/2021/05/IESE-Business-School.jpg																			




SEO Content

		image:width 1251												
		image:height 657												
	Headings	<table><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>6</td><td>3</td><td>9</td><td>3</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] IESE is madabout Madrid• [H1] -->• [H1] In personand on campus• [H1] -->• [H1] Limitlesslearning• [H1] -->• [H2] Our Campuses• [H2] Find Your Program• [H2] VALUESOUR• [H3] MASTERS & PHD• [H3] GENERAL MANAGEMENT• [H3] COMPETENCIES & SECTORS• [H3] CUSTOM• [H3] People• [H3] Global Mindset• [H3] Positive Impact• [H3] General Management• [H3] Entrepreneurial Spirit• [H4] The management education you need• [H4] Stories• [H4] Events	H1	H2	H3	H4	H5	H6	6	3	9	3	0	0
H1	H2	H3	H4	H5	H6									
6	3	9	3	0	0									
	Images	<p>We found 24 images on this web page.</p> <p>5 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 : 25%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</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>
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SEO Links

	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 98 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 10.2% Internal Links 89.8%

In-page links

Anchor	Type	Juice
Events	Internal	Passing Juice
Alumni	Internal	Passing Juice
Students	Internal	Passing Juice
Entrepreneurs	Internal	Passing Juice
Companies	Internal	Passing Juice
Staff	Internal	Passing Juice
Media	Internal	Passing Juice
English	Internal	Passing Juice
Español	Internal	Passing Juice
Programs	Internal	Passing Juice
Masters &#038; PhD	Internal	Passing Juice
> MBA	Internal	Passing Juice
> Master in Management (MiM)	Internal	Passing Juice
> PhD	Internal	Passing Juice
> Executive MBA	Internal	Passing Juice
> Global Executive MBA	Internal	Passing Juice
Programs for Individuals	Internal	Passing Juice
Programs for Organizations	Internal	Passing Juice

In-page links

IESE PORTFOLIO	Internal	Passing Juice
Faculty &#038; Research	Internal	Passing Juice
> Faculty Directory	Internal	Passing Juice
> Academic Departments	Internal	Passing Juice
> Excellence Centers	Internal	Passing Juice
> Chairs	Internal	Passing Juice
> IESE Publishing Case Store	External	Passing Juice
> IESE Insight Knowledge Portal	External	Passing Juice
> Academic Events	Internal	Passing Juice
> Competitive Projects	Internal	Passing Juice
> Initiatives	Internal	Passing Juice
> Library	Internal	Passing Juice
> Limitless Learning	Internal	Passing Juice
> Learning methodology	Internal	Passing Juice
> MOOCs	Internal	Passing Juice
> Webinars	Internal	Passing Juice
> StandOut blog &#8211; Career Inspiration	Internal	Passing Juice
> Open access resources	Internal	Passing Juice
Recruiting	Internal	Passing Juice
About	Internal	Passing Juice
> Our mission, vision and values	Internal	Passing Juice
> Our history	Internal	Passing Juice
> Our leadership	Internal	Passing Juice
> Our alliances	Internal	Passing Juice
> Our impact	Internal	Passing Juice
> Diversity at IESE	Internal	Passing Juice
> Sustainability at IESE	Internal	Passing Juice
> News	Internal	Passing Juice


In-page links

> Rankings	Internal	Passing Juice
> Accreditations	Internal	Passing Juice
> Annual report	Internal	Passing Juice
> Frequently Asked Questions (FAQs)	Internal	Passing Juice
Our campuses	Internal	Passing Juice
> Barcelona	Internal	Passing Juice
> Madrid	Internal	Passing Juice
> Munich	Internal	Passing Juice
> New York	Internal	Passing Juice
> São Paulo	Internal	Passing Juice
> Return to Campus	Internal	Passing Juice
> Loans and scholarships	Internal	Passing Juice
> Chaplaincy	Internal	Passing Juice
> IESE Shop	External	Passing Juice
> Jobs @IESE	Internal	Passing Juice
> Contact us	Internal	Passing Juice
> Our COVID-19 Response	Internal	Passing Juice
Giving to IESE	Internal	Passing Juice
IESE is MAD	Internal	Passing Juice
MASTERS & PHD	Internal	Passing Juice
Master in Management	Internal	Passing Juice
MBA	Internal	Passing Juice
GENERAL MANAGEMENT	Internal	Passing Juice
PADE	Internal	Passing Juice
PDG	Internal	Passing Juice
PDD	Internal	Passing Juice
Global CEO	Internal	Passing Juice
AMP	Internal	Passing Juice

In-page links

PMD	Internal	Passing Juice
BAP	Internal	Passing Juice
Online Programs	Internal	Passing Juice
COMPETENCIES & SECTORS	Internal	Passing Juice
Focused Programs	Internal	Passing Juice
Industry Meetings	Internal	Passing Juice
Public and Social Sector Programs	Internal	Passing Juice
94% of IESE MBAs get a job in three months, one-third make triple jump	Internal	Passing Juice
Choose your MBA	Internal	Passing Juice
Master of Research in Management (MRM)	Internal	Passing Juice
Business Model Innovation Program	Internal	Passing Juice
Leadership Coaching Program	Internal	Passing Juice
Transformación digital &#8211; Programa de Alta Dirección	Internal	Passing Juice
Programa de Transformación Financiera	Internal	Passing Juice
IESE Shop	External	Passing Juice
University of Navarra	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
Privacy	Internal	Passing Juice
Legal Notice	Internal	Passing Juice
Accessibility	Internal	Passing Juice

SEO Keywords






	Keywords Cloud	learning management global executive business program iese programs mba phd
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SEO Keywords




Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
iese	23	✓	✗	✓	✓
programs	18	✗	✗	✓	✗
mba	10	✓	✗	✓	✗
management	10	✗	✗	✗	✓
program	8	✗	✗	✓	✓









Usability

	Url	Domain : iese.edu 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 : 50 Warnings : 25




Document

	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. Too bad, your website has too many JS files (more than 6). Perfect, your website takes 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. <pre>http://iesee.edu/sitemap.xml https://www.iesee.edu/sitemap_index.xml https://www.iesee.edu/es/sitemap_index.xml</pre>
	Robots.txt	<pre>http://iesee.edu/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>
	Analytics	Missing <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>

Optimization