



Seo Analyzer irenealdridge.com

Generated on March 16 2022 01:53 AM

The score is 33/100



SEO Content

	<p>Title</p>	<p>Irene Aldridge &#8211; The Official Site &#8211; Author of &quot;Real-Time Risk&quot;, &quot;High-Frequency Trading,&quot; Fintech Entrepreneur, Financial Quant, Big Data Scientist, Electrical Engineer, Mom, Aesthete</p> <p>Length : 216</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>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1509 1481 1585"> <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>1</td> <td>1</td> <td>4</td> <td>8</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1615 1442 2078" style="list-style-type: none"> • [H1] Irene Aldridge - The Official Site • [H2] Author of "Real-Time Risk", "High-Frequency Trading," Fintech Entrepreneur, Financial Quant, Big Data Scientist, Electrical Engineer, Mom, Aesthete • [H3] Book a Speech with Irene Aldridge • [H3] Tweets • [H3] Popular Topics • [H3] About This Site • [H4] Big Data Science in Finance Book to Hit the Stores in November 2020! • [H4] High-Frequency Trading Book • [H4] Irene Aldridge Profiled by Cornell University • [H4] Irene Aldridge Continues To Receive Glowing Endorsements on her HFT Book 	H1	H2	H3	H4	H5	H6	1	1	4	8	0	0
H1	H2	H3	H4	H5	H6									
1	1	4	8	0	0									

SEO Content

		<ul style="list-style-type: none">• [H4] Biography• [H4] Schedule• [H4] Books• [H4] News and Media
	Images	We found 9 images on this web page. 9 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 9% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	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	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 72 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 13.89% Internal Links 86.11%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Biography	Internal	Passing Juice

In-page links

Books	Internal	Passing Juice
Real-Time Risk Book	Internal	Passing Juice
Financial Behavior	Internal	Passing Juice
High-Frequency Trading Book	Internal	Passing Juice
Quant Investors Almanac	Internal	Passing Juice
Equity Valuation and Portfolio Management	Internal	Passing Juice
Articles	Internal	Passing Juice
Big Data	Internal	Passing Juice
HFT	Internal	Passing Juice
Quant	Internal	Passing Juice
Regulation	Internal	Passing Juice
Risk	Internal	Passing Juice
Women	Internal	Passing Juice
News & #038; Media	Internal	Passing Juice
Speaking Schedule	Internal	Passing Juice
https://www.amazon.com/Data-Science-Finance-Irene-Aldridge/dp/111960298X	External	Passing Juice
Explore More	External	Passing Juice
Explore more	External	Passing Juice
Please click here to read more	External	Passing Juice
-	External	Passing Juice
analytics	Internal	Passing Juice
automation	Internal	Passing Juice
bonds	Internal	Passing Juice
CFTC	Internal	Passing Juice
Commodities	Internal	Passing Juice
crashes	Internal	Passing Juice
data	Internal	Passing Juice
deflation	Internal	Passing Juice

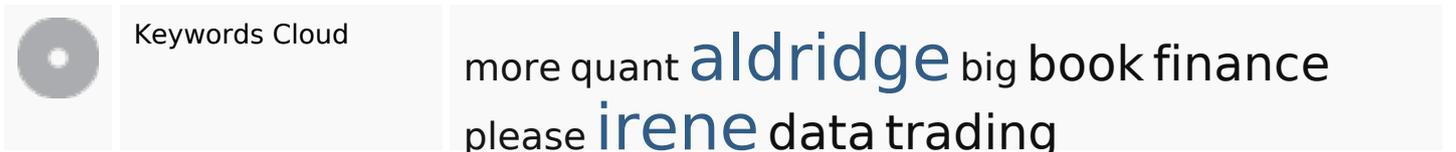
In-page links

ETFs	Internal	Passing Juice
execution	Internal	Passing Juice
finance	Internal	Passing Juice
Fintech	Internal	Passing Juice
fixed income	Internal	Passing Juice
Flash Crash	Internal	Passing Juice
Goldman Sachs	Internal	Passing Juice
HFT	Internal	Passing Juice
High-frequency trading	Internal	Passing Juice
inflation	Internal	Passing Juice
information	Internal	Passing Juice
institutional	Internal	Passing Juice
investing	Internal	Passing Juice
investments	Internal	Passing Juice
investors	Internal	Passing Juice
limit	Internal	Passing Juice
market	Internal	Passing Juice
microstructure	Internal	Passing Juice
NASDAQ	Internal	Passing Juice
oil	Internal	Passing Juice
order	Internal	Passing Juice
prediction	Internal	Passing Juice
price	Internal	Passing Juice
prices	Internal	Passing Juice
quant	Internal	Passing Juice
real-time	Internal	Passing Juice
return	Internal	Passing Juice
returns	Internal	Passing Juice

In-page links

risk	Internal	Passing Juice
SEC	Internal	Passing Juice
Sharpe ratio	Internal	Passing Juice
social media	Internal	Passing Juice
stocks	Internal	Passing Juice
trading	Internal	Passing Juice
Trump	Internal	Passing Juice
volatility	Internal	Passing Juice
Wall Street	Internal	Passing Juice
=	External	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
irene	22	✓	✗	✗	✓
aldridge	20	✓	✗	✗	✓
trading	10	✓	✗	✗	✓
book	10	✗	✗	✗	✓
finance	9	✗	✗	✗	✓

Usability

	Url	Domain : irenealdridge.com Length : 17
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	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 : 10 Warnings : 10
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	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	<p>Missing</p> <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	<p>Missing</p> <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 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.</p>
	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>