







Seo Analyzer Ir.org

Generated on March 12 2022 18:21 PM






The score is 68/100





SEO Content

	Title	Lloyd’s Register – classification, training and advisory services Length : 65 Perfect, your title contains between 10 and 70 characters.																		
	Description	Lloyd’s Register is a global professional services company specialising in engineering and technology for the maritime industry. Length : 128 Great, your meta description contains between 70 and 160 characters.																		
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																		
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Lloyd’s Register offer smart solutions shaped with human intelligence.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.lr.org/en/</td></tr><tr><td>image</td><td>https://www.lr.org/493c5d/globalassets/_shared-images/1200-x-0627-page-social-tab-primary-opengraph-image-facebooklinkedin/lr-logo-default-social-green.jpg</td></tr><tr><td>image:width</td><td>1200</td></tr><tr><td>image:height</td><td>627</td></tr><tr><td>description</td><td>We help businesses evolve by connecting them with tomorrow’s thinking, today.</td></tr><tr><td>site_name</td><td>Lloyd’s Register</td></tr></tbody></table>	Property	Content	title	Lloyd’s Register offer smart solutions shaped with human intelligence.	type	website	url	https://www.lr.org/en/	image	https://www.lr.org/493c5d/globalassets/_shared-images/1200-x-0627-page-social-tab-primary-opengraph-image-facebooklinkedin/lr-logo-default-social-green.jpg	image:width	1200	image:height	627	description	We help businesses evolve by connecting them with tomorrow’s thinking, today.	site_name	Lloyd’s Register
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SEO Content

	Headings	H1 1	H2 10	H3 5	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"> • [H1] Pioneering the green economy: Certification opens pathway to diversify • [H2] MPS • [H2] Horizons: New issue out now. • [H2] Latest IMO, Flag and Port State Instructions on COVID-19. • [H2] Latest information received from Flag States relating to Ukraine. • [H2] Advice for shipowners on complying with EEXI standards. • [H2] First movers in shipping's decarbonisation. A framework for getting started. • [H2] The impact of upcoming carbon intensity regulations on the LNG fleet. • [H2] It's time: How to make shipping's 'Decade of Action' a reality. • [H2] What we offer. • [H2] Hit enter or the arrow to search Hit enter to search • [H3] Sign up to our maritime communications. • [H3] Looking for LRQA? • [H3] Services by ship type • [H3] Services • [H3] Are you looking for? 					
	Images	We found 12 images on this web page. Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : 21% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.					

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 21 links including 0 link(s) to files

SEO Links

		
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p>

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Client portals	Internal	Passing Juice
Get in touch	Internal	Passing Juice
MARPOL	Internal	Passing Juice
EEXI	Internal	Passing Juice
Air emissions	Internal	Passing Juice
SOLAS	Internal	Passing Juice
IMSBC Code	Internal	Passing Juice
Here's how	Internal	Passing Juice
Sign up here	Internal	Passing Juice
See more	Internal	Passing Juice
Download Horizons.	Internal	Passing Juice
Latest instructions.	Internal	Passing Juice
Latest information.	Internal	noFollow
Download report.	Internal	Passing Juice
Read more.	Internal	Passing Juice
Download report.	Internal	Passing Juice
Privacy notice	Internal	Passing Juice
Cookies policy	Internal	Passing Juice
Terms of use	Internal	Passing Juice

In-page links

[Brexit update](#)

Internal

Passing Juice

SEO Keywords



Keywords Cloud

services training performance back
overview maritime assurance
software news see












Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
services	14	✓	✗	✓	✓
maritime	11	✗	✗	✓	✓
see	10	✗	✗	✗	✗
software	10	✗	✗	✗	✗
training	9	✓	✗	✗	✗





Usability

	Url	Domain : lr.org Length : 6
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 16 Warnings : 17
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <div>https://www.lr.org/sitemapindex.xml</div>
	Robots.txt	http://lr.org/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.