

Seo Analyzer mckinsey.com

Generated on March 22 2022 18:11 PM

The score is 55/100



SEO Content

	Title	McKinsey & Company Global management consulting Length : 53 Perfect, your title contains between 10 and 70 characters.												
	Description	McKinsey & Company is the trusted advisor and counselor to many of the world's most influential businesses and institutions. Length : 132 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	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.												
	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>0</td><td>3</td><td>50</td><td>0</td><td>0</td><td>9</td></tr></tbody></table> <ul style="list-style-type: none">• [H2] The role of the board in preparing for extraordinary risk• [H2] The role of the board in preparing for extraordinary risk• [H2] New at McKinsey Blog• [H3] Industries• [H3] Advanced Electronics• [H3] Aerospace & Defense• [H3] Agriculture• [H3] Automotive & Assembly• [H3] Chemicals• [H3] Consumer Packaged Goods• [H3] Education• [H3] Electric Power & Natural Gas• [H3] Engineering, Construction & Building Materials• [H3] Financial Services• [H3] Healthcare Systems & Services• [H3] Conference• [H3] Life Sciences	H1	H2	H3	H4	H5	H6	0	3	50	0	0	9
H1	H2	H3	H4	H5	H6									
0	3	50	0	0	9									

SEO Content

- [H3] Metals & Mining
- [H3] Oil & Gas
- [H3] Paper, Forest Products & Packaging
- [H3] Private Equity & Principal Investors
- [H3] Public & Social Sector
- [H3] Real Estate
- [H3] Retail
- [H3] Semiconductors
- [H3] Technology, Media & Telecommunications
- [H3] Travel, Logistics & Infrastructure
- [H3] Functions
- [H3] Digital
- [H3] Implementation
- [H3] M&A
- [H3] Marketing & Sales
- [H3] Operations
- [H3] People & Organizational Performance
- [H3] Risk & Resilience
- [H3] Strategy & Corporate Finance
- [H3] Sustainability
- [H3] Transformation
- [H3] Featured Insights
- [H3] The Next Normal Beyond Coronavirus
- [H3] Future of Asia
- [H3] Careers
- [H3] About Us
- [H3] War in Ukraine: Lives and livelihoods, lost and disrupted
- [H3] Here comes the 21st century's first big investment wave
- [H3] "The board really needs to understand the business, and helping them to do so is something that a CEO should feel it's their duty to do—board members need to know the market, the opportunity, the threats, the internal players, the external."
- [H3] The Mobile World Congress insights shaping our conversations with tech and telco leaders
- [H3] McKinsey acquires team from a leading digital commerce agency: LOBO
- [H3] One book. Sixty-seven stories of extraordinary leadership.
- [H3] How sponsorship can help women in tech advance
- [H3] Partnering with the world's leading tech companies to accelerate innovation
- [H3] Join McKinsey
- [H3] How can we help you?
- [H6] Featured
- [H6] TRENDING TOPICS
- [H6] Featured
- [H6] Featured
- [H6] Featured
- [H6] Editors Choice
- [H6] TRENDING TOPICS
- [H6] Featured
- [H6] Featured






Images





We found 1 images on this web page.

1 alt attributes are empty or missing. Add alternative text so that

SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 39% Ideal! This page's ratio of text to HTML code is between 25 and 70 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 17 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.88% Internal Links 94.12%

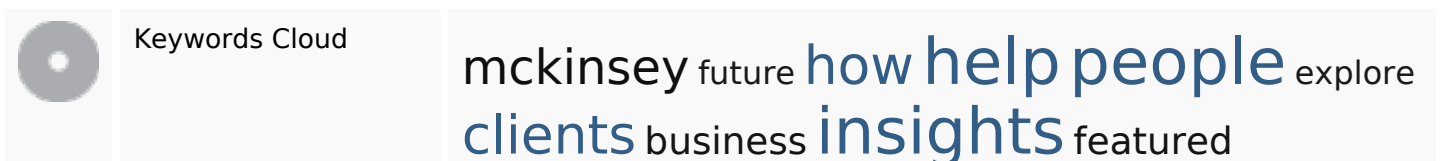
In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Industries	External	Passing Juice
McKinsey Blog	Internal	Passing Juice
Locations	Internal	Passing Juice
Industries	Internal	Passing Juice
Functions	Internal	Passing Juice

In-page links

Featured Insights	Internal	Passing Juice
Careers	Internal	Passing Juice
About Us	Internal	Passing Juice
-	Internal	Passing Juice
Listen to more episodes of the Inside the Strategy Room podcast	Internal	Passing Juice
Understand the implications	Internal	Passing Juice
Prepare for big changes	Internal	Passing Juice
Explore more insights on operations	Internal	Passing Juice
Order now	Internal	Passing Juice
Search and apply	Internal	Passing Juice
Get in touch	Internal	Passing Juice






SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insights	28	✘	✘	✘	✔
people	25	✘	✘	✘	✔
help	24	✘	✘	✘	✔
how	22	✘	✘	✘	✔
clients	21	✘	✘	✘	✘

Usability

	Url	Domain : mckinsey.com 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
	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
	W3C Validity	Errors : 33 Warnings : 25
	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. 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	<p>Great, your website has an XML sitemap.</p> <p>http://mckinsey.com/sitemap.xml</p> <p>https://www.mckinsey.com/sitemap.xml</p>
	Robots.txt	<p>http://mckinsey.com/robots.txt</p> <p>Great, your website has a robots.txt file.</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>