







Seo Analyzer mesirowfirsthr.com

Generated on March 13 2022 11:54 AM






The score is **36/100**







SEO Content

	Title	<p>Insurance Risk Management Consulting Employee Benefits Alliant</p> <p>Length : 70</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Alliant provides commercial insurance brokerage, risk management, and employee benefits solutions that minimize risk, improve performance, and promote long-term growth.</p> <p>Length : 174</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</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 1346 1481 1966"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Insurance Risk Management Consulting Employee Benefits Alliant</td> </tr> <tr> <td>description</td> <td>Alliant provides commercial insurance brokerage, risk management, and employee benefits solutions that minimize risk, improve performance, and promote long-term growth.</td> </tr> <tr> <td>image</td> <td></td> </tr> <tr> <td>url</td> <td>https://www.alliant.com</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>site_name</td> <td>Alliant.com</td> </tr> </tbody> </table>	Property	Content	title	Insurance Risk Management Consulting Employee Benefits Alliant	description	Alliant provides commercial insurance brokerage, risk management, and employee benefits solutions that minimize risk, improve performance, and promote long-term growth.	image		url	https://www.alliant.com	type	website	site_name	Alliant.com
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	Headings	<table border="1" data-bbox="539 2000 1481 2065"> <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>3</td> <td>0</td> <td>1</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	H1	H2	H3	H4	H5	H6	3	0	1	0	0	0		
H1	H2	H3	H4	H5	H6											
3	0	1	0	0	0											

SEO Content

		<ul style="list-style-type: none"> • [H1] The Specialty Leader Since 1925 • [H1] • [H1] Welcome to Alliant - An Industry Leader Since 1925 • [H3] Please select the service you wish to access, then log in.
	Images	<p>We found 38 images on this web page.</p> <p>8 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 : 8%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 31 links including 2 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 38.71%</p> <p>Internal Links 61.29%</p>

In-page links

Anchor	Type	Juice
About Us	Internal	Passing Juice
Careers	Internal	Passing Juice

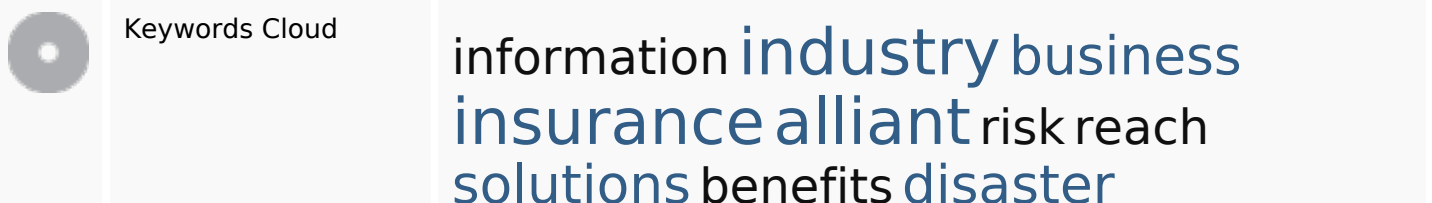
In-page links

Contact Us	Internal	Passing Juice
The Specialty Leader Since 1925	Internal	Passing Juice
Lost your password?	Internal	Passing Juice
Click here for clients affected by Hurricane Ida.	Internal	Passing Juice
Resource Center	Internal	Passing Juice
Alliant offers technologies designed to maximize the value and utility of your insurance, risk management, and employee benefits programs.	Internal	Passing Juice
-	External	Passing Juice
Financial Services Podcast Series	External	Passing Juice
M&A Roundtable Podcast	External	Passing Juice
Public Entity: In the Public Eye	External	Passing Juice
Agribusiness: Digging In With Alliant	External	Passing Juice
Alex & Al - Coast to Coast	External	Passing Juice
The editor of Business Insurance featured Peter Arkley in a new video series which highlights leaders in the insurance industry. Hear Peter's insights on the status of the construction market.	External	Passing Juice
Earthquake Safety Guide	External	Passing Juice
2021 Business Insurance Largest Brokers	External	Passing Juice
News Releases	Internal	Passing Juice
Grow Your Career	Internal	Passing Juice
Internship Program	Internal	Passing Juice
Company Benefits	Internal	Passing Juice
Diversity and Philanthropy	Internal	Passing Juice
Disclosure Policy	Internal	Passing Juice
Code of Ethics and Compliance	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
RSS	Internal	Passing Juice
LinkedIn	External	Passing Juice

In-page links

Twitter	External	Passing Juice
Facebook	External	Passing Juice
Employee Login	Internal	Passing Juice

SEO Keywords



Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
industry	6	✘	✘	✘	✔
insurance	6	✔	✘	✔	✘
alliant	5	✔	✘	✔	✔
business	4	✘	✘	✘	✘
solutions	4	✘	✘	✔	✘

Usability





	Url	Domain : mesirowfirsthr.com Length : 18
	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.

Usability

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 : 0 Warnings : 0				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table border="1"><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><center></td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<center>	1
Deprecated tags	Occurrences					
<center>	1					
	Speed Tips	<ul style="list-style-type: none"> Attention! Try to avoid nested tables in HTML. 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	Missing
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Optimization

		<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>