Seo Analyzer
michaelvarney.com

Generated on April 03 2022 08:23 AM

The score is 48/100

SEO Content

✅	Title	Salient - Develop resilience through EBT and CBTA **Length : 49** Perfect, your title contains between 10 and 70 characters.
✅	Description	We help organizations make improvements in safety and efficiency through the implementation of innovative pilot training programs. **Length : 130** 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.

Property	Content
locale	en_US
type	website
title	Salient | Shaping the future of pilot training
description	Maximising resilience through the new learning concept that is EBT&CBTA
url	https://salient.aero/
site_name	Salient
image	https://salient.aero/wp-content/uploads/2020/10/salient_social_image.jpg
image:width	1200
image:height	628
image:type	image/jpeg

SEO Content

	Headings	H1	H2	H3	H4	H5	H6
		1	4	7	4	4	4

- [H1] Shaping the future of pilot training
- [H2] Our mission to improve safety
- [H2] Influence the future of training
- [H2] Initiate change
- [H2] Subscribe to our newsletter
- [H3] Design, develop and deliver EBT and CBTA by upskilling your teams with the experts
- [H3] We will understand your needs and develop solutions with you and for you
- [H3] We move together to change the world of training
- [H3] EBT Principles
- [H3] EBT Implementation
- [H3] Transitioning a world-leading airline to Evidence-based training
- [H3] Welcome to our new identity
- [H4] Salient is the leading provider of EBT and CBTA for operators, training organizations and authorities around the world. Learn from the people who have led and supported the transformation of training.
- [H4] Training
- [H4] Consultancy
- [H4] Foundation
- [H5] Insight
- [H5] Insight
- [H5] Case Study
- [H5] News
- [H6] About us
- [H6] Customers
- [H6] Insights and upcoming workshops
- [H6] Survey

❌	Images	We found 112 images on this web page. 110 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 : **0%** 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	Good. Your links looks friendly!
✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 13 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 92.31%
		Internal Links 7.69%

In-page links

Anchor	Type	Juice
Foundation	External	Passing Juice
Insights & Updates	External	Passing Juice
Training	External	Passing Juice
Consultancy	External	Passing Juice
About us	External	Passing Juice
Contact us	External	Passing Juice
EBT Principles	External	Passing Juice
EBT Implementation	External	Passing Juice
Transitioning a world-leading airline to Evidence-based training	External	Passing Juice
Welcome to our new identity	External	Passing Juice
subscribe	Internal	Passing Juice
Privacy policy	External	Passing Juice
Terms and Conditions	External	Passing Juice

SEO Keywords

Keywords Cloud	

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Usability

	Url	Domain : michaelvarney.com Length : 17
✓	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 : 46 Warnings : 11
✓	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.

Document

Speed Tips

✔ Excellent, your website doesn't use nested tables.

✔ Perfect. No inline css has been found in HTML tags!

✘ 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

✔ Apple Icon

✔ Meta Viewport Tag

✔ Flash content

Optimization

	XML Sitemap	Missing
		Your website does not have an XML sitemap - this can be problematic.
		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.

	Robots.txt	Missing
		Your website doesn't have a robots.txt file - this can be problematic.
		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.

	Analytics	Great, your website has an analytics tool.
		Google Analytics