

Seo Analyzer nm.com

Generated on March 18 2022 08:37 AM





The score is 59/100






SEO Content

	Title	Northwestern Mutual You Dream It, We'll Help You Live It Length : 63 Perfect, your title contains between 10 and 70 characters.												
	Description	Whether you're just starting out or ready for more specialized financial planning, we can help you get to where you want to go. Northwestern Mutual — you dream it, we'll help you live it. Length : 197 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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>6</td><td>15</td><td>6</td><td>1</td><td>4</td></tr></tbody></table> <ul style="list-style-type: none">• [H2] Northwestern Mutual Primary Products• [H2] Our financial advisors are here to guide you.• [H2] What you get when you work with Northwestern Mutual:• [H2] The top-rated financial partner you can count on.• [H2] Questions about Northwestern Mutual? We've got answers.• [H2] Ready? Let's get started on your plan.• [H3] Northwestern Mutual Financial Planning Products• [H3] An expert to partner with• [H3] A plan tailored to your life• [H3] Top-rated products and services• [H3] A++ financial strength rating• [H3] Top 10 ranked investment service• [H3] No. 1 most trusted financial companies for life insurance• [H3] No. 1 overall ranked insurance company	H1	H2	H3	H4	H5	H6	0	6	15	6	1	4
H1	H2	H3	H4	H5	H6									
0	6	15	6	1	4									

SEO Content

		<ul style="list-style-type: none"> • [H3] What is a financial plan, exactly? • [H3] What does a financial plan cost? • [H3] How can a financial advisor help me? • [H3] What makes your insurance products better? • [H3] How can your advisors help me reach my investing goals? • [H3] How is Northwestern Mutual combating racism and inequality? • [H3] Find What You're Looking for at Northwestern Mutual • [H4] Log in • [H4] Northwestern Mutual General Disclaimer • [H4] Footer Navigation • [H4] Connect with us • [H4] Over 6,400 Financial Advisors and Professionals Nationwide* • [H4] Footer Copyright • [H5] Login just got easier. • [H6] Northwestern Mutual • [H6] Primary Navigation • [H6] Utility Navigation • [H6] Northwestern Mutual
	Images	<p>We found 9 images on this web page.</p> <p>4 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 : 1%</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	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 59 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%

SEO Links



External Links : Passing Juice 98.31%

Internal Links 1.69%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Northwestern Mutual	External	Passing Juice
Who We Are	External	Passing Juice
Working With an Advisor	External	Passing Juice
Our Financial Strength	External	Passing Juice
Environmental, Social & Governance Report	External	Passing Juice
Planning Services	External	Passing Juice
Financial Planning	External	Passing Juice
Retirement Planning	External	Passing Juice
College Savings Plans	External	Passing Juice
Private Wealth Management	External	Passing Juice
Estate Planning	External	Passing Juice
Long-Term Care	External	Passing Juice
Business Services	External	Passing Juice
Insurance	External	Passing Juice
Life Insurance	External	Passing Juice
Whole Life Insurance	External	Passing Juice
Universal Life Insurance	External	Passing Juice
Term Life Insurance	External	Passing Juice
Disability Insurance	External	Passing Juice
For Doctors and Dentists	External	Passing Juice
Income Annuities	External	Passing Juice
Investments	External	Passing Juice

In-page links

Investment Solutions	External	Passing Juice
Advisory Programs	External	Passing Juice
Fixed & Variable Annuities	External	Passing Juice
Private Client Services	External	Passing Juice
Market Commentary	External	Passing Juice
Life & Money	External	Passing Juice
Your Family	External	Passing Juice
Your Home	External	Passing Juice
Your Career	External	Passing Juice
Money Basics	External	Passing Juice
Find a Financial Advisor	External	Passing Juice
Claims	External	Passing Juice
username	External	Passing Juice
password	External	Passing Juice
Register	External	Passing Juice
Access Fund	External	Passing Juice
Business Insurance	External	Passing Juice
Start planning	External	Passing Juice
Find out more	External	Passing Juice
Someone who understands	External	Passing Juice
insurance	External	Passing Juice
investments	External	Passing Juice
Find out more	External	Passing Juice
Try these FAQs	External	Passing Juice
FINRA BrokerCheck®	External	Passing Juice
Client Relationship Summaries	External	Passing Juice
FINRA	External	Passing Juice
SIPC	External	Passing Juice

In-page links

Newsroom	External	Passing Juice
Careers	External	Passing Juice
Information Protection	External	Passing Juice
Contact Us	External	Passing Juice
FAQs	External	Passing Juice
Legal Notice	External	Passing Juice
Sitemap	External	Passing Juice
Privacy Notices	External	Passing Juice



SEO Keywords

	Keywords Cloud	disability northwestern services search financial products insurance mutual overview life
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	20	✘	✘	✘	✔
life	12	✘	✘	✘	✔
mutual	9	✔	✘	✔	✔
northwestern	9	✔	✘	✔	✔
financial	7	✘	✘	✔	✔

Usability

	Url	Domain : nm.com Length : 6
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

		
	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 : 41 Warnings : 13
	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	<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	Great, your website has an XML sitemap. http://nm.com/sitemap.xml
	Robots.txt	http://nm.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics