

# Seo Analyzer prceurope.com

Generated on March 20 2022 08:57 AM






The score is 60/100







## SEO Content

	Title	<p>Petrochemical and Refining Congress 2022   Helsinki, Finland</p> <p><b>Length : 60</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>								
	Description	<p>PRC Europe is an annual closed-door Congress gathering more than 350 delegates from top Downstream oil and gas companies to discuss current challenges in the petrochemical and refining industry, low-carbon technologies and energy transition.</p> <p><b>Length : 242</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>								
	Keywords	<p>downstream events, petrochemical events, downstream conference, petrochemical conference, petrochemical exhibition, international petrochemical conference, international refining and petrochemical conference, petrochemical and refining congress, prc europe, downstream industry, petrochemical industry, refining industry, low carbon technologies, energy transition, downstream oil and gas, petrochemical companies, downstream sector, downstream oil and gas companies, downstream companies, petrochemical value chain, global petrochemical industry, top downstream oil and gas companies, petrochemical oil and gas industry, downstream oil and gas industry</p> <p>Good, your page contains meta keywords.</p>								
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Petrochemical and Refining Congress 2022   Helsinki, Finland</td></tr><tr><td>image</td><td>/upload/iblock/787/787ae73a3b2cb0056b90ba8b2b975690.jpg</td></tr><tr><td>url</td><td>https://2022.prceurope.com/</td></tr></tbody></table>	Property	Content	title	Petrochemical and Refining Congress 2022   Helsinki, Finland	image	/upload/iblock/787/787ae73a3b2cb0056b90ba8b2b975690.jpg	url	https://2022.prceurope.com/
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## SEO Content

	Headings	H1	H2	H3	H4	H5	H6
		1	9	0	0	0	0
		<ul style="list-style-type: none"> <li>• [H1] Petrochemical &amp; Refining Congress: Europe 2022</li> <li>• [H2] SPONSORS</li> <li>• [H2] 6 business aims PRC Europe participants have</li> <li>• [H2] Speakers 2022</li> <li>• [H2] Highlights of the program</li> <li>• [H2] Formats</li> <li>• [H2] Testimonials</li> <li>• [H2] Sponsors 2022</li> <li>• [H2] BGS group's events</li> <li>• [H2] NEWSLETTER SIGNUP</li> </ul>					
	Images	We found 229 images on this web page. Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : <b>35%</b> 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	Bad. Your links have query string.
	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 24 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 20.83% Internal Links 79.17%

## In-page links

Anchor	Type	Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Formats</a>	Internal	Passing Juice
<a href="#">Program</a>	Internal	Passing Juice
<a href="#">Sponsorship</a>	Internal	Passing Juice
<a href="#">Venue</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Private</a>	Internal	Passing Juice
<a href="#">Green politics</a>	Internal	Passing Juice
<a href="#">Anti-COVID measures</a>	Internal	Passing Juice
<a href="#">About organizer</a>	Internal	Passing Juice
<a href="#">Audience</a>	Internal	Passing Juice
<a href="#">All rights reserved</a>	Internal	Passing Juice
<a href="#">More info</a>	Internal	Passing Juice
<a href="#">Register now</a>	Internal	noFollow
<a href="#">Program</a>	Internal	Passing Juice
<a href="#">Request full program</a>	Internal	noFollow
<a href="#">All formats</a>	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
<a href="#">Sponsorships</a>	Internal	Passing Juice
<a href="#">More information</a>	Internal	Passing Juice
<a href="#">Healthcare Automation and Digitalization Congress 2022</a>	External	Passing Juice
<a href="#">Learn more about Mailchimp's privacy practices here.</a>	External	Passing Juice






## SEO Keywords

	Keywords Cloud	petrochemical europe downstream refining manager sponsor senior industry business director
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sponsor	17	✘	✘	✘	✔
industry	17	✘	✔	✔	✘
manager	16	✘	✘	✘	✘
business	15	✘	✘	✘	✔
petrochemical	12	✔	✔	✔	✔











## Usability

	Url	Domain : prceurope.com Length : 13
	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
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## Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 611 Warnings : 208
	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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>http://prceurope.com/sitemap.xml</pre> <pre>https://prceurope.com/sitemap.xml</pre>
	Robots.txt	<pre>http://prceurope.com/robots.txt</pre> Great, your website has a robots.txt file.
	Analytics	Missing  We didn't detect an analytics tool installed on this website.

## Optimization

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.