



Seo Analyzer standardandpoors.com

Generated on March 20 2022 01:37 AM





The score is 58/100







SEO Content

	<p>Title</p>	<p>Home S&P Global Ratings</p> <p>Length : 25</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>We provide intelligence that is embedded into the workflow and decision-making of customers around the globe.</p> <p>Length : 109</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Essential intelligence, S&P Global</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1279 1481 1473"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://www.spglobal.com/ratings/en/</td> </tr> </tbody> </table>	Property	Content	url	https://www.spglobal.com/ratings/en/								
Property	Content													
url	https://www.spglobal.com/ratings/en/													
	<p>Headings</p>	<table border="1" data-bbox="544 1503 1481 1574"> <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>8</td> <td>0</td> <td>6</td> <td>3</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1608 1318 2069" style="list-style-type: none"> • [H1] Russia-Ukraine Macro, Market, & Credit Risks • [H1] Key Themes 2022: A World Redefined • [H1] ESG Evaluation • [H1] Register to view the latest content. • [H1] watch: '+doc.title+' • [H1] listen: '+doc.title+' • [H1] '+doc.title+' • [H1] ' + doc.title + ' • [H3] Request a Demo • [H3] Latest Latest from S&P Global Ratings • [H3] Sector • [H3] Filter By • [H3] Topics • [H3] Social 	H1	H2	H3	H4	H5	H6	8	0	6	3	0	0
H1	H2	H3	H4	H5	H6									
8	0	6	3	0	0									

SEO Content

		<ul style="list-style-type: none"> • [H4] Contact • [H4] Business • [H4] Location
	Images	<p>We found 8 images on this web page.</p> <p>7 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 95 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 29.47%</p> <p>Internal Links 70.53%</p>

In-page links

Anchor	Type	Juice
S&P Capital IQ Pro	External	Passing Juice
S&P Capital IQ	External	Passing Juice
Terms	External	Passing Juice

In-page links

Privacy Policy	External	Passing Juice
S&P Global Ratings	External	Passing Juice
S&P Global	Internal	Passing Juice
S&P Dow Jones Indices	External	Passing Juice
S&P Global Engineering Solutions	Internal	Passing Juice
S&P Global Market Intelligence	Internal	Passing Juice
S&P Global Mobility	Internal	Passing Juice
S&P Global Commodity Insights	External	Passing Juice
S&P Global Ratings	Internal	Passing Juice
S&P Global Sustainable1	External	Passing Juice
Chinese	Internal	Passing Juice
Hebrew	External	Passing Juice
Spanish	Internal	Passing Juice
Portuguese	Internal	Passing Juice
Russian	Internal	Passing Juice
Japan	Internal	Passing Juice
*BRC Ratings - S&P Global	External	Passing Juice
India-CRISIL	External	Passing Juice
Taiwan Ratings	External	Passing Juice
Register	Internal	Passing Juice
Reset Password	External	Passing Juice
About Ratings	Internal	Passing Juice
Need a Rating?	External	Passing Juice
Browse by Practice	External	Passing Juice
Need a Rating?	Internal	Passing Juice
Understanding Credit Ratings	Internal	Passing Juice
Intro to Credit Ratings	Internal	Passing Juice
ESG in Credit Ratings	Internal	Passing Juice

In-page links

Ratings Perspectives Blog	Internal	Passing Juice
Ratings Actions	External	Passing Juice
Presale Reports	External	Passing Juice
Ratings Criteria and Models	External	Passing Juice
Request for Comment	External	Passing Juice
Press Releases	External	Passing Juice
Annual Reviews	External	Passing Juice
Sector / Industry Research	Internal	Passing Juice
Credit Markets Research	Internal	Passing Juice
Economic Research	Internal	Passing Juice
ESG: Sustainable Finance	Internal	Passing Juice
Outlook 2022	Internal	Passing Juice
Special Report - Beyond Covid	Internal	Passing Juice
Global Leverage	Internal	Passing Juice
Capital Flows	Internal	Passing Juice
Emerging Markets	Internal	Passing Juice
SEE ALL KEY THEMES	Internal	Passing Juice
Videos	Internal	Passing Juice
Podcasts	Internal	Passing Juice
Corporates	Internal	Passing Juice
Financial Institutions	Internal	Passing Juice
Fund Ratings	Internal	Passing Juice
Governments	Internal	Passing Juice
Infrastructure & Utilities	Internal	Passing Juice
Insurance	Internal	Passing Juice
Structured Finance	Internal	Passing Juice
U.S. Public Finance	Internal	Passing Juice
Disclosures	Internal	Passing Juice

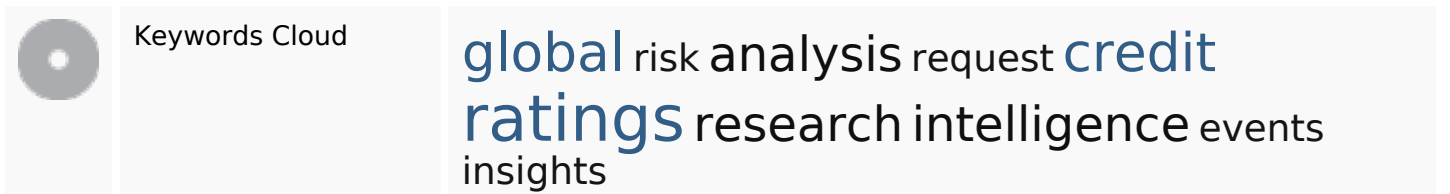
In-page links

Form NRSRO	Internal	Passing Juice
Policies & Code of Conduct	Internal	Passing Juice
Significant Criteria & Model Errors	External	Passing Juice
Credit Rating History	External	Passing Juice
SEC Rule 17g-7 Reports	External	Passing Juice
Ratings Definitions	External	Passing Juice
ESG Evaluation	Internal	Passing Juice
Ratings Evaluation Service (RES)	Internal	Passing Juice
Sustainable Financing Opinions	Internal	Passing Juice
SEE ALL PRODUCTS & SERVICES	Internal	Passing Juice
Investor	Internal	Passing Juice
Intermediary	Internal	Passing Juice
Issuer	Internal	Passing Juice
Corporate Credit Scenario Builder	Internal	Passing Juice
Project Finance Credit Scenario Builder	Internal	Passing Juice
U.S. Local Governments Credit Scenario Builder	Internal	Passing Juice
All Events	Internal	Passing Juice
Hosted Events	Internal	Passing Juice
Webinars	Internal	Passing Juice
Webinar Replays	Internal	Passing Juice
VIEW ALL TOPICS	Internal	Passing Juice
=	External	Passing Juice
Follow Us	External	Passing Juice
About S&P Global Ratings	Internal	Passing Juice
Media Center	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Careers	Internal	Passing Juice
Corporate Responsibility	Internal	Passing Juice

In-page links

History	Internal	Passing Juice
Leadership	Internal	Passing Juice
CRISIL	External	Passing Juice
Legal Disclaimers	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
Cookie Notice	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Do Not Sell My Personal Information	Internal	Passing Juice

SEO Keywords






Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ratings	12	✓	✗	✗	✓
credit	9	✗	✗	✗	✓
global	8	✓	✓	✗	✓
research	7	✗	✗	✗	✗
intelligence	6	✗	✓	✓	✗

Usability

	Url	Domain : standardandpoors.com Length : 20
	Favicon	Great, your website has a favicon.





Usability

	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 : 44 Warnings : 37
	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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Mobile

Optimization

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