



Seo Analyzer sunchemical.com

Generated on February 21 2022 08:06 AM






The score is 54/100





SEO Content

	Title	<p>Sun Chemical Inks, Pigments & Advanced Materials</p> <p>Length : 54</p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>Sun Chemical Inks, Pigments & Advanced Materials </p> <p>Length : 60</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="544 1279 1481 1937"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Sun Chemical Inks, Pigments & Advanced Materials</td> </tr> <tr> <td>description</td> <td>Sun Chemical manufactures inks, pigments and advanced materials for a wide range of industries, including packaging and graphic solutions, color and display technologies, and more.</td> </tr> <tr> <td>url</td> <td>https://www.sunchemical.com/</td> </tr> <tr> <td>site_name</td> <td>Sun Chemical</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Sun Chemical Inks, Pigments & Advanced Materials	description	Sun Chemical manufactures inks, pigments and advanced materials for a wide range of industries, including packaging and graphic solutions, color and display technologies, and more.	url	https://www.sunchemical.com/	site_name	Sun Chemical
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SEO Content

	Headings	H1 6	H2 3	H3 6	H4 3	H5 0	H6 0
	Headings	<ul style="list-style-type: none"> • [H1] • [H1] Data-driven Sustainability • [H1] Opening Up New Perspectives • [H1] Energy Curable Inks • [H1] Power of Sustainable Packaging • [H1] Palomar® for Automotive • [H2] Want More Information? • [H2] News & Events • [H2] Recent Webinars • [H3] Color Materials Products • [H3] Ink + Pressroom Products • [H3] Advanced Materials Products • [H3] • [H3] • [H3] • [H4] Sun Chemical to Globally Increase Prices on Color Materials Portfolio • [H4] Sun Chemical to Increase Prices on Inks, Coatings, Consumables, and Adhesives in EMEA • [H4] Sun Chemical to Increase Prices on Inks, Coatings, Consumables and Adhesives in Latin America 					
	Images	<p>We found 8 images on this web page.</p> <p>5 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	<p>Perfect, no Flash content has been detected on this page.</p>					
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>					

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.

SEO Links

	In-page links	We found a total of 117 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.98% Internal Links 94.02%

In-page links

Anchor	Type	Juice
COVID 19 Message	Internal	Passing Juice
News + Events	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Ink + Pressroom	Internal	Passing Juice
By Market Segment	Internal	Passing Juice
Digital	Internal	Passing Juice
Offset/Commercial	Internal	Passing Juice
Packaging	Internal	Passing Juice
Publication	Internal	Passing Juice
Screen Graphics	Internal	Passing Juice
Screen Industrial	Internal	Passing Juice
By Printing Process	Internal	Passing Juice
Digital	Internal	Passing Juice
Flexo	Internal	Passing Juice
Gravure	Internal	Passing Juice
Lithographic	Internal	Passing Juice
Screen	Internal	Passing Juice
By Application	Internal	Passing Juice
Coatings	Internal	Passing Juice
Corrugated Box	Internal	Passing Juice

In-page links

Flexible Film	Internal	Passing Juice
Flexible Paper	Internal	Passing Juice
Folding Carton	Internal	Passing Juice
Multipurpose	Internal	Passing Juice
By Service	Internal	Passing Juice
Dispenser Program	Internal	Passing Juice
SunColorBox	Internal	Passing Juice
Color Materials	Internal	Passing Juice
By Market	Internal	Passing Juice
Coatings	Internal	Passing Juice
Cosmetics	Internal	Passing Juice
Digital	Internal	Passing Juice
Food & Nutrition	Internal	Passing Juice
Plastics	Internal	Passing Juice
Printing Inks	Internal	Passing Juice
Specialties	Internal	Passing Juice
By Sub Segment	Internal	Passing Juice
Architectural	Internal	Passing Juice
Automotive	Internal	Passing Juice
Fiber	Internal	Passing Juice
Industrial	Internal	Passing Juice
Inkjet	Internal	Passing Juice
Powder Coatings	Internal	Passing Juice
Toner	Internal	Passing Juice
By Product Group	Internal	Passing Juice
Classical	Internal	Passing Juice
Cosmetic	Internal	Passing Juice
Effects	Internal	Passing Juice

In-page links

Food &#038; Nutrition	Internal	Passing Juice
High Performance Pigment Preparations	Internal	Passing Juice
Advanced Materials	Internal	Passing Juice
By Market Segment	Internal	Passing Juice
Automotive	Internal	Passing Juice
Degasification	Internal	Passing Juice
Display Technology	Internal	Passing Juice
Electrical/Electronics	Internal	Passing Juice
Electronic Materials	Internal	Passing Juice
Inkjet	Internal	Passing Juice
Plastic &#038; ID Cards	Internal	Passing Juice
Textiles	Internal	Passing Juice
By Product Group	Internal	Passing Juice
Application Materials	Internal	Passing Juice
Fine Chemicals	Internal	Passing Juice
Functional Products	Internal	Passing Juice
Liquid Compounds	Internal	Passing Juice
Polymers	Internal	Passing Juice
Solid Compounds	Internal	Passing Juice
Sun Chemical Security	Internal	Passing Juice
Brand Protection	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Our Approach	Internal	Passing Juice
Sustainability Report	Internal	Passing Juice
Sustainability Products	Internal	Passing Juice
Sustainability Resources	Internal	Passing Juice
Industry Collaborations	Internal	Passing Juice

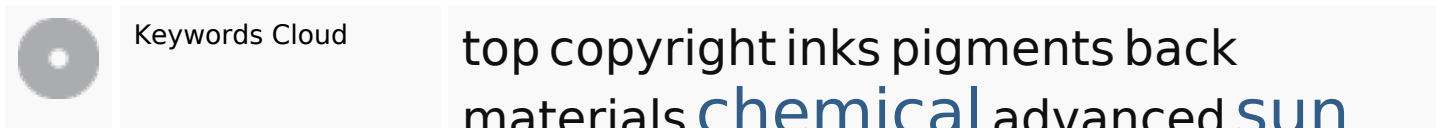
In-page links

Regulatory Compliance	Internal	Passing Juice
2030 Sustainability Agenda	Internal	Passing Juice
Regions	Internal	Passing Juice
North America	Internal	Passing Juice
North America Locations	Internal	Passing Juice
Latin America	Internal	Passing Juice
Latin America Locations	Internal	Passing Juice
Europe	Internal	Passing Juice
European Locations	Internal	Passing Juice
European Resources	Internal	Passing Juice
Asia/Pacific	Internal	Passing Juice
Asia/Pacific Locations	Internal	Passing Juice
Careers	Internal	Passing Juice
About Us	Internal	Passing Juice
History	Internal	Passing Juice
Leadership	Internal	Passing Juice
Research & Development	Internal	Passing Juice
Locations	Internal	Passing Juice
Sun Strategy	Internal	Passing Juice
Sun Chemical to Globally Increase Prices on Color Materials Portfolio	Internal	Passing Juice
Read More	Internal	Passing Juice
Sun Chemical to Increase Prices on Inks, Coatings, Consumables, and Adhesives in EMEA	Internal	Passing Juice
Read More	Internal	Passing Juice
Sun Chemical to Increase Prices on Inks, Coatings, Consumables and Adhesives in Latin America	Internal	Passing Juice
Read More	Internal	Passing Juice
View All News & Events	Internal	Passing Juice
=	External	Passing Juice

In-page links

=	External	Passing Juice
=	External	Passing Juice
Privacy Policy	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Conditions of Use	Internal	Passing Juice
Fraud Communication	Internal	Passing Juice
Code of Ethics	Internal	Passing Juice
California Residents Privacy Policy (PDF)	Internal	Passing Juice
UK Supply Chain Disclosure	Internal	Passing Juice
CA Supply Chain Disclosure	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice






SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sun	2	✓	✗	✓	✓
chemical	2	✓	✗	✓	✓
inks	1	✓	✗	✓	✓
pigments	1	✓	✗	✓	✗
advanced	1	✓	✗	✓	✓

Usability

	Url	Domain : sunchemical.com Length : 15
	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 : 11 Warnings : 74
	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. Too bad, your website has too many CSS files (more than 4). 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	<p>Great, your website has an XML sitemap.</p> <p>http://sunchemical.com/sitemap.xml</p>
	Robots.txt	<p>http://sunchemical.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>