



# Seo Analyzer upguard.com

Generated on February 14 2022 08:56 AM

The score is 63/100







## SEO Content

	<b>Title</b>	<p>Third-Party Risk and Attack Surface Management Software   UpGuard</p> <p><b>Length : 65</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<b>Description</b>	<p>Third-party risk and attack surface management software. UpGuard is the best platform for securing your organization's sensitive data. Our security ratings engine monitors millions of companies and billions of data points every day.</p> <p><b>Length : 232</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>												
	<b>Keywords</b>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1377 1481 1630"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.upguard.com</td> </tr> </tbody> </table>	Property	Content	type	website	url	https://www.upguard.com						
Property	Content													
type	website													
url	https://www.upguard.com													
	<b>Headings</b>	<table border="1" data-bbox="542 1657 1481 1736"> <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>1</td> <td>5</td> <td>11</td> <td>0</td> <td>45</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1758 1500 2072" style="list-style-type: none"> <li>• [H1] The new standard in third-party risk and attack surface management</li> <li>• [H2] All-in-one third-party risk and attack surface management software</li> <li>• [H2] The complete toolkit for data-conscious companies</li> <li>• [H2] Protecting the world's data</li> <li>• [H2] How secure is your organization?</li> <li>• [H2] Cybersecurity &amp; Risk Management Library</li> <li>• [H3] Third-party risk management</li> </ul>	H1	H2	H3	H4	H5	H6	1	5	11	0	45	0
H1	H2	H3	H4	H5	H6									
1	5	11	0	45	0									





# SEO Content

- [H3] Attack surface management
- [H3] Managed security services
- [H3] Always improving
- [H3] Security expertise you can rely on
- [H3] Ready to get started?
- [H3] Breaches
- [H3] Third-party risk management
- [H3] Attack Surface Management
- [H3] Cybersecurity
- [H3] Book a free demo
- [H5] Products
- [H5] UpGuard BreachSight
- [H5] UpGuard Vendor Risk
- [H5] UpGuard CyberResearch
- [H5] Always improving
- [H5] Industries
- [H5] Financial Services
- [H5] Technology
- [H5] Healthcare
- [H5] Featured reads
- [H5] Prevent Data Breaches
- [H5] Attack Surface Management
- [H5] Vendor Risk Management
- [H5] Resources
- [H5] Blog
- [H5] Breaches
- [H5] eBooks, Reports, & more
- [H5] Events
- [H5] Latest blog posts
- [H5] Home
- [H5] Products
- [H5] UpGuard BreachSight
- [H5] UpGuard Vendor Risk
- [H5] UpGuard CyberResearch
- [H5] Solutions
- [H5] Financial Services
- [H5] Technology
- [H5] Healthcare
- [H5] Pricing
- [H5] Resources
- [H5] Blog
- [H5] Breaches
- [H5] eBooks, Reports, & more
- [H5] News
- [H5] Events
- [H5] Newsletter
- [H5] Customers
- [H5] Free instant security score
- [H5] Products
- [H5] Compare
- [H5] Solutions
- [H5] Tools
- [H5] Tools
- [H5] Company
- [H5] Insights

## SEO Content

	Images	We found 139 images on this web page. 4 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 : <b>10%</b> 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	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 36 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Pricing</a>	Internal	Passing Juice

## In-page links

<a href="#">Customers</a>	Internal	Passing Juice
<a href="#">Login</a>	Internal	Passing Juice
<a href="#">UpGuard's data breach research team</a>	Internal	Passing Juice
<a href="#">Book demo</a>	Internal	Passing Juice
<a href="#">Release notes</a>	Internal	Passing Juice
<a href="#">Integrations</a>	Internal	Passing Juice
<a href="#">BitSight</a>	Internal	Passing Juice
<a href="#">SecurityScorecard</a>	Internal	Passing Juice
<a href="#">CyberGRX</a>	Internal	Passing Juice
<a href="#">RiskRecon</a>	Internal	Passing Juice
<a href="#">All comparisons</a>	Internal	Passing Juice
<a href="#">Financial Services</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Healthcare</a>	Internal	Passing Juice
<a href="#">Security Reports</a>	Internal	Passing Juice
<a href="#">Instant Security Score</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Press</a>	Internal	Passing Juice
<a href="#">Support</a>	Internal	Passing Juice
<a href="#">Security</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Breaches</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Glossary</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice

## In-page links

<a href="#">Research Guidelines</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice


## SEO Keywords

 Keywords Cloud	attack <b>risk</b> -party <b>data</b> free vendor breaches <b>security</b> <b>upguard</b> management
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
upguard	31	✓	✗	✓	✓
data	27	✗	✗	✓	✓
risk	25	✓	✗	✓	✓
security	22	✗	✗	✓	✓
management	18	✓	✗	✓	✓










## Usability

 Url	Domain : upguard.com Length : 11
 Favicon	Great, your website has a favicon.
 Printability	We could not find a Print-Friendly CSS.
 Language	Good. Your declared language is en.

## Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 41 Warnings : 29
	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> Perfect, your website has few JavaScript files.</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.
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## Optimization



<http://upguard.com/sitemap.xml>



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

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.