








# Seo Analyzer vivat.nl

Generated on March 08 2022 02:00 AM





The score is 61/100







## SEO Content

	Title	<p>Welkom bij Athora Netherlands</p> <p><b>Length : 29</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Welkom bij Athora</p> <p><b>Length : 17</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>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>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1783"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>description</td> <td>Welkom bij Athora</td> </tr> <tr> <td>title</td> <td>Welkom bij Athora Netherlands</td> </tr> <tr> <td>locale</td> <td>nl_NL</td> </tr> <tr> <td>site_name</td> <td>Athora</td> </tr> <tr> <td>url</td> <td>http://www.athora.nl/?utm_source=www.vivat.nl&amp;utm_medium=redirect&amp;utm_campaign=rebranding</td> </tr> </tbody> </table>	Property	Content	description	Welkom bij Athora	title	Welkom bij Athora Netherlands	locale	nl_NL	site_name	Athora	url	http://www.athora.nl/?utm_source=www.vivat.nl&utm_medium=redirect&utm_campaign=rebranding
Property	Content													
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	Headings	<table border="1" data-bbox="539 1809 1481 1883"> <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>2</td> <td>3</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1912 1241 2078" style="list-style-type: none"> <li>• [H1] Welkom bij Athora Netherlands</li> <li>• [H2] Het laatste nieuws</li> <li>• [H2] Merken</li> <li>• [H3] Hans Visser verlaat Athora Netherlands</li> <li>• [H3] Update on Solvency Position</li> </ul>	H1	H2	H3	H4	H5	H6	1	2	3	0	0	0
H1	H2	H3	H4	H5	H6									
1	2	3	0	0	0									

## SEO Content

		<ul style="list-style-type: none"> <li>[H3] Pierre Lefèvre treedt terug uit de Raad van Commissarissen van Athora Netherlands N.V.</li> </ul>
	Images	<p>We found 4 images on this web page.</p> <p>2 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 : <b>24%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</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	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 55 links including 1 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 98.18%</p> <p>Internal Links 1.82%</p>

## In-page links

Anchor	Type	Juice
<a href="#">EN</a>	External	Passing Juice
<a href="#">Nederlands (NL)</a>	External	Passing Juice
=	Internal	Passing Juice

## In-page links

<a href="#">Over ons</a>	External	Passing Juice
<a href="#">Athora Netherlands</a>	External	Passing Juice
<a href="#">Strategie</a>	External	Passing Juice
<a href="#">Statuten</a>	External	Passing Juice
<a href="#">Raad van Bestuur</a>	External	Passing Juice
<a href="#">Raad van Commissarissen</a>	External	Passing Juice
<a href="#">Aandeelhouder</a>	External	Passing Juice
<a href="#">Governance</a>	External	Passing Juice
<a href="#">Onze merken</a>	External	Passing Juice
<a href="#">Zwitserleven</a>	External	Passing Juice
<a href="#">Reaal</a>	External	Passing Juice
<a href="#">Werken bij Athora</a>	External	Passing Juice
<a href="#">Jouw loopbaan</a>	External	Passing Juice
<a href="#">Wat bieden wij</a>	External	Passing Juice
<a href="#">Verhalen</a>	External	Passing Juice
<a href="#">Vacatures</a>	External	Passing Juice
<a href="#">Investors</a>	External	Passing Juice
<a href="#">Financiële persberichten</a>	External	Passing Juice
<a href="#">Jaarverslagen</a>	External	Passing Juice
<a href="#">Financiële resultaten</a>	External	Passing Juice
<a href="#">Credit Ratings</a>	External	Passing Juice
<a href="#">Schuldpapier</a>	External	Passing Juice
<a href="#">Investors Contact</a>	External	Passing Juice
<a href="#">Duurzaamheid</a>	External	Passing Juice
<a href="#">Verantwoord ondernemen</a>	External	Passing Juice
<a href="#">Uitdagingen</a>	External	Passing Juice
<a href="#">Rapportages</a>	External	Passing Juice
<a href="#">Duurzaamheidsraamwerk</a>	External	Passing Juice

## In-page links

<a href="#">Beleggingsbeginselen</a>	External	Passing Juice
<a href="#">Duurzaam beleggen</a>	External	Passing Juice
<a href="#">Acceptatiebeleid</a>	External	Passing Juice
<a href="#">Belastingbeleid</a>	External	Passing Juice
<a href="#">Beleid Externe adviseurs</a>	External	Passing Juice
<a href="#">Beloningsbeleid</a>	External	Passing Juice
<a href="#">Diversiteit &amp; Inclusie</a>	External	Passing Juice
<a href="#">Vastgoedbeleid</a>	External	Passing Juice
<a href="#">Nieuws</a>	External	Passing Juice
<a href="#">Persberichten</a>	External	Passing Juice
<a href="#">Actueel</a>	External	Passing Juice
<a href="#">Archief</a>	External	Passing Juice
<a href="#">Mediarelaties</a>	External	Passing Juice
<a href="#">Lees meer</a>	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
<a href="#">Contact</a>	External	Passing Juice
<a href="#">&amp;nbsp;</a>	External	Passing Juice
<a href="#">&amp;nbsp;</a>	External	Passing Juice
<a href="#">Veilig internet</a>	External	Passing Juice
<a href="#">Cookiestatement</a>	External	Passing Juice
<a href="#">Privacy</a>	External	Passing Juice
<a href="#">Disclaimer</a>	External	Passing Juice

## SEO Keywords



Keywords Cloud

**nieuws** meer raad investors ons  
**merken athora** bij van

# SEO Keywords

netherlands



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
athora	6	✓	✗	✓	✓
netherlands	5	✓	✗	✗	✓
nieuws	5	✗	✗	✗	✓
van	4	✗	✗	✗	✓
merken	4	✗	✗	✗	✓










## Usability

	Url	Domain : vivat.nl Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is nl.
	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 : 12




## Document

		Warnings : 4
	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. <code>http://vivat.nl/sitemap.xml</code>
	Robots.txt	<code>http://vivat.nl/robots.txt</code> 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.

# Optimization