

# Seo Analyzer watlow.com

Generated on March 31 2022 00:47 AM

The score is 59/100



## SEO Content

|    | Title              | Global Supplier of Industrial Electric Thermal Solutions   Watlow<br><b>Length : 65</b><br>Perfect, your title contains between 10 and 70 characters.   |    |    |    |    |    |    |   |   |    |   |   |    |
|----|--------------------|---|----|----|----|----|----|----|---|---|----|---|---|----|
|    | Description        | Watlow manufactures industrial heaters, sensors, and controllers for a variety of applications. We offer best-in-class engineering, standard products, and custom-designed solutions for high-volume orders.<br><b>Length : 204</b><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.  |    |    |    |    |    |    |   |   |    |   |   |    |
|    | Keywords           | watlow, home, thermal solutions, heaters, sensors, controllers, closed loop, thermal system<br>Good, your page contains meta keywords.  |    |    |    |    |    |    |   |   |    |   |   |    |
|    | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.   |    |    |    |    |    |    |   |   |    |   |   |    |
|    | Headings           | <table><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>0</td><td>8</td><td>10</td><td>5</td><td>7</td><td>24</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H2] Get Personalized Help</li><li>• [H2] Get Started</li><li>• [H2] Browse Products</li><li>• [H2] Industries We Serve</li><li>• [H2] Resources and Support</li><li>• [H2] Career Opportunities</li><li>• [H2] Watlow Tools Enable Working Remotely</li><li>• [H2] New POWERSAFE™ Medium Voltage Thermal System</li><li>• [H3] Achieving Temperature Uniformity in Gas Line Heating Systems for Semiconductor Manufacturing</li><li>• [H3] STEM Summer Camps 2022</li><li>• [H3] HEATCON® Composite Systems announces strategic distribution relationship with Watlow®</li><li>• [H3] SEMICON EUROPA</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 8 | 10 | 5 | 7 | 24 |
| H1 | H2                 | H3  | H4 | H5 | H6 |    |    |    |   |   |    |   |   |    |
| 0  | 8                  | 10  | 5  | 7  | 24 |    |    |    |   |   |    |   |   |    |





# SEO Content

- [H3] A Fresh Look at Accelerating Electrification and the Role the Thermal Plays
- [H3] Working Remotely with Watlow Tools
- [H3] STEM: Building Futures
- [H3] COVID-19
- [H3] Zenessa Anderson
- [H3] Recent News
- [H4] HEATCON® Composite Systems Announces Strategic Distributor Relationship with Watlow®
- [H4] Watlow's New POWERSAFE™ Medium Voltage Thermal System is a Clean and Safe Electric Replacement for Fossil Fuel Solutions
- [H4] Watlow's New POWERSAFE™ Medium Voltage Thermal System is a Clean and Safe Electric Replacement for Fossil Fuel Solutions
- [H4] Watlow's Facility in Winona, MN Selected as Business of the Year
- [H4] Watlow® New STREAMLINE™ Gas Delivery Thermal System with ATS™ Technologies Reduces the Complexity Associated with Legacy Systems on a Semiconductor Tool
- [H5] Don't know what you're looking for? Help me choose my product.
- [H5] Need help?
- [H5] Increase the life of your Watlow heater with ASPYRE®
- [H5] Don't know what you're looking for? Help me choose my product.
- [H5] Need help?
- [H5] Increase the life of your Watlow heater with ASPYRE®
- [H5] Request A Quote
- [H6] Product Lookup
- [H6] Configure A Product
- [H6] Browse Products
- [H6] Product Lookup
- [H6] Configure A Product
- [H6] Browse Products
- [H6] Product Lookup
- [H6] Configure A Product
- [H6] Browse Products
- [H6] Product Lookup
- [H6] Configure A Product
- [H6] Browse Products
- [H6] Heaters
- [H6] Sensors
- [H6] Controllers
- [H6] Industries We Serve
- [H6] Technical Library
- [H6] Engineering Tools
- [H6] Customer Service & Support
- [H6]
- [H6] About Us
- [H6] Contact Us
- [H6] Industries We Serve
- [H6] Resources & Support





Images

We found 15 images on this web page.

## SEO Content

|   |                 |   |
|---|-----------------|---|
|  |                 | 14 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>54%</b><br><br>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 108 links including 0 link(s) to files  |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 2.78%<br><br>Internal Links 97.22% |

## In-page links

| Anchor                            | Type     | Juice         |
|-----------------------------------|----------|---------------|
| <a href="#">Espa&amp;#241;ol</a>  | Internal | Passing Juice |
| <a href="#">Fran&amp;#231;ais</a> | Internal | Passing Juice |
| <a href="#">☐☐</a>                | Internal | Passing Juice |
| <a href="#">Deutsch</a>           | Internal | Passing Juice |
| <a href="#">About Watlow</a>      | Internal | Passing Juice |
|                                   |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Contact Us</a>                                      | Internal | Passing Juice |
| <a href="#">Account</a>   | Internal | Passing Juice |
| <a href="#">Help me choose my product.</a>                      | Internal | Passing Juice |
| <a href="#">Locate a sales office or authorized distributor</a> | Internal | Passing Juice |
| <a href="#">Learn More</a>                                      | Internal | Passing Juice |
| <a href="#">Heaters</a>   | Internal | Passing Juice |
| <a href="#">Help Me Choose a Heater</a>                         | Internal | Passing Juice |
| <a href="#">Air Heaters</a>                                     | Internal | Passing Juice |
| <a href="#">Cartridge/Insertion Heaters</a>                     | Internal | Passing Juice |
| <a href="#">Circulation Heaters</a>                             | Internal | Passing Juice |
| <a href="#">Flexible Heaters</a>                                | Internal | Passing Juice |
| <a href="#">Fluid Delivery Heaters</a>                          | Internal | Passing Juice |
| <a href="#">Heater Selection Guide</a>                          | Internal | Passing Juice |
| <a href="#">High-Temperature Heaters</a>                        | Internal | Passing Juice |
| <a href="#">Immersion Heaters</a>                               | Internal | Passing Juice |
| <a href="#">Nozzle Heaters</a>                                  | Internal | Passing Juice |
| <a href="#">Radiant Heaters</a>                                 | Internal | Passing Juice |
| <a href="#">Specialty Heaters</a>                               | Internal | Passing Juice |
| <a href="#">Strip and Clamp-On Heaters</a>                      | Internal | Passing Juice |
| <a href="#">Tubular Heaters</a>                                 | Internal | Passing Juice |
| <a href="#">Sensors</a>   | Internal | Passing Juice |
| <a href="#">Help Me Choose a Sensor</a>                         | Internal | Passing Juice |
| <a href="#">Thermocouples</a>                                   | Internal | Passing Juice |
| <a href="#">Resistance Temperature Detectors (RTDs)</a>         | Internal | Passing Juice |
| =   | Internal | Passing Juice |
| <a href="#">Temperature Sensors</a>                             | Internal | Passing Juice |
| <a href="#">Controllers</a>                                     | Internal | Passing Juice |
| <a href="#">Help Me Choose a Controller</a>                     | Internal | Passing Juice |
|   |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Temperature and Process Controllers</a>       | Internal | Passing Juice |
| <a href="#">SCR Power Controllers</a>                     | Internal | Passing Juice |
| <a href="#">WATCONNECT®; Control Panels</a>               | Internal | Passing Juice |
| <a href="#">Data Loggers</a>                              | Internal | Passing Juice |
| <a href="#">Integrated Multi-Function Controllers</a>     | Internal | Passing Juice |
| <a href="#">Indicators</a>                                | Internal | Passing Juice |
| <a href="#">Limits and Scanners</a>                       | Internal | Passing Juice |
| <a href="#">Operator Interfaces</a>                       | Internal | Passing Juice |
| <a href="#">Mobile Applications</a>                       | Internal | Passing Juice |
| <a href="#">Software</a>                                  | Internal | Passing Juice |
| <a href="#">Contact Us</a>                                | Internal | Passing Juice |
| <a href="#">Clinical Equipment</a>                        | Internal | Passing Juice |
| <a href="#">Energy and Environmental Technologies</a>     | Internal | Passing Juice |
| <a href="#">Foodservice Equipment</a>                     | Internal | Passing Juice |
| <a href="#">Semiconductor Processing</a>                  | Internal | Passing Juice |
| <a href="#">Thermal Solutions for Diesel Applications</a> | Internal | Passing Juice |
| <a href="#">Tech Tips</a>                                 | Internal | Passing Juice |
| <a href="#">CAD Drawings</a>                              | Internal | Passing Juice |
| <a href="#">Specification Sheets</a>                      | Internal | Passing Juice |
| <a href="#">User Manuals</a>                              | Internal | Passing Juice |
| <a href="#">White Papers</a>                              | Internal | Passing Juice |
| <a href="#">Brochures</a>                                 | Internal | Passing Juice |
| <a href="#">Training and Tutorials</a>                    | Internal | Passing Juice |
| <a href="#">Software and Demos</a>                        | Internal | Passing Juice |
| <a href="#">Watlow Catalogs</a>                           | Internal | Passing Juice |
| <a href="#">Watlow Patents</a>                            | Internal | Passing Juice |
| <a href="#">Retrofit Guides</a>                           | Internal | Passing Juice |
| <a href="#">Wattage Calculator</a>                        | Internal | Passing Juice |
|   |          |               |

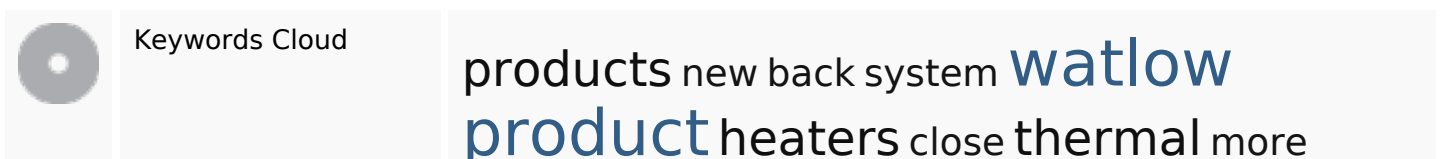
## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">3-Phase Delta / Wye Calculator</a>                      | Internal | Passing Juice |
| <a href="#">Equations</a>   | Internal | Passing Juice |
| <a href="#">Knowledge Base</a>                                      | Internal | Passing Juice |
| <a href="#">Reference Data</a>                                      | Internal | Passing Juice |
| <a href="#">Customer Service and Frequently Requested Documents</a> | Internal | Passing Juice |
| <a href="#">Invoice Payment Options</a>                             | Internal | Passing Juice |
| <a href="#">Supplier Requirements</a>                               | Internal | Passing Juice |
| <a href="#">Quality Certificates</a>                                | Internal | Passing Juice |
| <a href="#">Environmental &amp; RoHS Documents</a>                  | Internal | Passing Juice |
| <a href="#">Agency Approvals</a>                                    | Internal | Passing Juice |
| <a href="#">Copyright and Trademark Information</a>                 | Internal | Passing Juice |
| <a href="#">United States</a>                                       | Internal | Passing Juice |
| <a href="#">Mexico</a>  | Internal | Passing Juice |
| <a href="#">Build a Product</a>                                     | Internal | Passing Juice |
| <a href="#">View Product</a>  | Internal | Passing Juice |
| <a href="#">View Product</a>  | Internal | Passing Juice |
| <a href="#">Press Release</a>                                       | Internal | Passing Juice |
| <a href="#">View Product</a>  | Internal | Passing Juice |
| <a href="#">Get started</a>   | Internal | Passing Juice |
| <a href="#">Click to read</a>                                       | Internal | Passing Juice |
| <a href="#">Read more</a>   | Internal | Passing Juice |
| <a href="#">Read more&amp;nbsp;</a>                                 | Internal | Passing Juice |
| <a href="#">Read more</a>   | Internal | Passing Juice |
| <a href="#">Apply now!</a>  | Internal | Passing Juice |
| <a href="#">Read more</a>   | Internal | Passing Juice |
| <a href="#">Get the White Paper</a>                                 | Internal | Passing Juice |
| <a href="#">Read More</a>   | Internal | Passing Juice |
| <a href="#">STEM</a>  | Internal | Passing Juice |
|   |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">#LivingtheWatlowWay</a>   | External | Passing Juice |
| <a href="#">pic.twitter.com/ArAx0bg0jM</a>  | External | Passing Juice |
| <a href="#">September 3, 2021</a>   | External | Passing Juice |
| <a href="#">Watlow's New POWERSAFE™ Medium Voltage Thermal System is a Clean and Safe Electric Replacement for Fossil Fuel Solutions</a>                                  | Internal | Passing Juice |
| <a href="#">Watlow's Facility in Winona, MN Selected as Business of the Year</a>  | Internal | Passing Juice |
| <a href="#">Watlow's New STREAMLINE™ Gas Delivery Thermal System with ATS™ Technologies Reduces the Complexity Associated with Legacy Systems on a Semiconductor Tool</a> | Internal | Passing Juice |
| <a href="#">View all news</a>   | Internal | Passing Juice |
| =   | Internal | Passing Juice |
| <a href="#">STEM</a>  | Internal | Passing Juice |
| <a href="#">Terms and Conditions of Sale</a>  | Internal | Passing Juice |
| <a href="#">Policies</a>  | Internal | Passing Juice |
| <a href="#">Submit an Inquiry</a>   | Internal | Passing Juice |
| <a href="#">Application Assistance</a>  | Internal | Passing Juice |
| <a href="#">Sales Office Locator</a>  | Internal | Passing Juice |
| <a href="#">Customer Service &amp; Support</a>  | Internal | Passing Juice |
| <a href="#">Engineering Tools</a>   | Internal | Passing Juice |
| <a href="#">Technical Library</a>   | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>  | Internal | Passing Juice |
| <a href="#">Terms of Use</a>  | Internal | Passing Juice |






## SEO Keywords







## Keywords Consistency

| Keyword  | Content | Title | Keywords | Description | Headings |
|----------|---------|-------|----------|-------------|----------|
| watlow   | 37      | ✓     | ✓        | ✓           | ✓        |
| product  | 30      | ✗     | ✗        | ✓           | ✓        |
| thermal  | 19      | ✓     | ✓        | ✗           | ✓        |
| products | 17      | ✗     | ✗        | ✓           | ✓        |
| heaters  | 15      | ✗     | ✓        | ✓           | ✓        |



## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : watlow.com<br>Length : 10                |
|    | 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 : 34<br>Warnings : 21                         |
|  | Email Privacy | Great no email address has been found in plain text! |




## Document

|  |                 |   |
|--|-----------------|---|
|  | 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> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><a href="http://watlow.com/sitemap.xml">http://watlow.com/sitemap.xml</a><br><a href="http://www.watlow.com/sitemap.xml">http://www.watlow.com/sitemap.xml</a>  |
|  | Robots.txt  | <a href="http://watlow.com/robots.txt">http://watlow.com/robots.txt</a><br>Great, your website has a robots.txt file.  |
|  | Analytics   | Missing<br>We didn't detect an analytics tool installed on this website.<br>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. |