Website Analysis: google.com

The score is 34/100
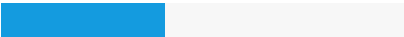
SEO Content

⚠️	Title	Google Length : 6 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
❌	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
⊙	Headings	H1 0 H2 0 H3 0 H4 0 H5 0 H6 0
✅	Images	We found 1 images on this web page. Good, most or all of your images have alt attributes
❌	Text/HTML Ratio	Ratio : 7% 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.

SEO Content

	Iframe	Great, there are no Iframes detected on this page.

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 18 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 16.67%
		Internal Links 83.33%

In-page links

Anchor	Type	Juice
Images	Internal	Passing Juice
Maps	External	Passing Juice
Play	Internal	Passing Juice
YouTube	External	Passing Juice
News	Internal	Passing Juice
Gmail	Internal	Passing Juice
Drive	Internal	Passing Juice
Web History	External	Passing Juice
Settings	Internal	Passing Juice
Sign in	Internal	Passing Juice
Advanced search	Internal	Passing Juice

In-page links

Français	Internal	Passing Juice
Advertising	Internal	Passing Juice
Business Solutions	Internal	Passing Juice
About Google	Internal	Passing Juice
Google.ca	Internal	Passing Juice
Privacy	Internal	Passing Juice
Terms	Internal	Passing Juice

SEO Keywords

Keywords Cloud	business google offered advanced français googleca advertising search solutions privacy

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
google	3	✔	✖	✖	✖
search	2	✖	✖	✖	✖
privacy	1	✖	✖	✖	✖
googleca	1	✖	✖	✖	✖
solutions	1	✖	✖	✖	✖

Usability

	Url	Domain : google.com Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.

Usability

✓	Language	Good. Your declared language is en.
✗	Dublin Core	This page does not take advantage of Dublin Core.

Document

✓	Doctype	HTML 5
✗	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
✗	W3C Validity	Errors : 0 Warnings : 0
✓	Email Privacy	Great no email address has been found in plain text!
✗	Deprecated HTML	

Deprecated tags	Occurrences
<u>	1
<center>	1

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

◯	Speed Tips	✓ Excellent, your website doesn't use nested tables.
		✗ Too bad, your website is using inline styles.
		✓ Great, your website has few CSS files.
		✓ Perfect, your website has few JavaScript files.
		✓ Perfect, your website takes advantage of gzip.

Mobile

◯	Mobile Optimization	✗ Apple Icon
		✗ Meta Viewport Tag

Mobile

✔ Flash content

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap. http://google.com/sitemap.xml https://www.google.com/sitemap.xml
✔	Robots.txt	http://google.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.