

Website Analysis: investopedia.com

Generated on February 26 2024 04:23 AM






The score is 44/100







SEO Content

	Title	Investopedia Length : 12 Perfect, your title contains between 10 and 70 characters.														
	Description	Investopedia is the world's leading source of financial content on the web, ranging from market news to retirement strategies, investing education to insights from advisors. Length : 182 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.														
	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	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>article</td></tr><tr><td>site_name</td><td>Investopedia</td></tr><tr><td>url</td><td>https://www.investopedia.com/</td></tr><tr><td>title</td><td>Investopedia</td></tr><tr><td>description</td><td>Investopedia is the world's leading source of financial content on the web, ranging from market news to retirement strategies, investing education to insights from advisors.</td></tr><tr><td>image</td><td>https://www.investopedia.com/thmb/Sxark7T9uD1N9O3iHTTQIzAKFKc=/1500x0/filters:no_upscale():max_bytes(150000):strip_icc()/investopedia-social-share-default-ab113c8afd9a439dbc4c68b1926292f4.png</td></tr></tbody></table>	Property	Content	type	article	site_name	Investopedia	url	https://www.investopedia.com/	title	Investopedia	description	Investopedia is the world's leading source of financial content on the web, ranging from market news to retirement strategies, investing education to insights from advisors.	image	https://www.investopedia.com/thmb/Sxark7T9uD1N9O3iHTTQIzAKFKc=/1500x0/filters:no_upscale():max_bytes(150000):strip_icc()/investopedia-social-share-default-ab113c8afd9a439dbc4c68b1926292f4.png
Property	Content															
type	article															
site_name	Investopedia															
url	https://www.investopedia.com/															
title	Investopedia															
description	Investopedia is the world's leading source of financial content on the web, ranging from market news to retirement strategies, investing education to insights from advisors.															
image	https://www.investopedia.com/thmb/Sxark7T9uD1N9O3iHTTQIzAKFKc=/1500x0/filters:no_upscale():max_bytes(150000):strip_icc()/investopedia-social-share-default-ab113c8afd9a439dbc4c68b1926292f4.png															

SEO Content

	Headings	<table border="1"> <tr> <td>H1</td> <td>H2</td> <td>H3</td> <td>H4</td> <td>H5</td> <td>H6</td> </tr> <tr> <td>0</td> <td>5</td> <td>1</td> <td>0</td> <td>0</td> <td>0</td> </tr> </table> <ul style="list-style-type: none"> • [H2] Find the Best Financial Products • [H2] OUR TOP PICKS FOR FEBRUARY: • [H2] Investopedia for Advisors • [H2] Our Mission • [H2] Financial Review Board • [H3] Diversity Pledge 	H1	H2	H3	H4	H5	H6	0	5	1	0	0	0
H1	H2	H3	H4	H5	H6									
0	5	1	0	0	0									
	Images	<p>We found 33 images on this web page.</p> <p>4 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 : 0%</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	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 81 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 7.41%</p> <p>Internal Links 92.59%</p>

In-page links

Anchor	Type	Juice
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In-page links

Investing	Internal	Passing Juice
Stocks	Internal	Passing Juice
Bonds	Internal	Passing Juice
ETFs	Internal	Passing Juice
Options and Derivatives	Internal	Passing Juice
Commodities	Internal	Passing Juice
Trading	Internal	Passing Juice
FinTech and Automated Investing	Internal	Passing Juice
Brokers	Internal	Passing Juice
Fundamental Analysis	Internal	Passing Juice
Technical Analysis	Internal	Passing Juice
Markets	Internal	Passing Juice
Simulator	Internal	Passing Juice
Login / Portfolio	Internal	Passing Juice
Trade	Internal	Passing Juice
Research	Internal	Passing Juice
My Games	Internal	Passing Juice
Leaderboard	Internal	Passing Juice
Banking	Internal	Passing Juice
Savings Accounts	Internal	Passing Juice
Certificates of Deposit (CDs)	Internal	Passing Juice
Money Market Accounts	Internal	Passing Juice
Checking Accounts	Internal	Passing Juice
Personal Finance	Internal	Passing Juice
Budgeting and Saving	Internal	Passing Juice
Personal Loans	Internal	Passing Juice
Insurance	Internal	Passing Juice
Mortgages	Internal	Passing Juice

In-page links

Credit and Debt	Internal	Passing Juice
Student Loans	Internal	Passing Juice
Taxes	Internal	Passing Juice
Credit Cards	Internal	Passing Juice
Financial Literacy	Internal	Passing Juice
Retirement	Internal	Passing Juice
News	Internal	Passing Juice
Markets	Internal	Passing Juice
Companies	Internal	Passing Juice
Earnings	Internal	Passing Juice
CD Rates	Internal	Passing Juice
Mortgage Rates	Internal	Passing Juice
Economy	Internal	Passing Juice
Government	Internal	Passing Juice
Crypto	Internal	Passing Juice
ETFs	Internal	Passing Juice
Personal Finance	Internal	Passing Juice
Reviews	Internal	Passing Juice
Best Online Brokers	Internal	Passing Juice
Best Savings Rates	Internal	Passing Juice
Best CD Rates	Internal	Passing Juice
Best Life Insurance	Internal	Passing Juice
Best Personal Loans	Internal	Passing Juice
Best Mortgage Rates	Internal	Passing Juice
Best Money Market Accounts	Internal	Passing Juice
Best Auto Loan Rates	Internal	Passing Juice
Best Credit Repair Companies	Internal	Passing Juice
Best Credit Cards	Internal	Passing Juice

In-page links

Academy	Internal	Passing Juice
Investing for Beginners	Internal	Passing Juice
Trading for Beginners	Internal	Passing Juice
Become a Day Trader	Internal	Passing Juice
Technical Analysis	Internal	Passing Juice
All Investing Courses	Internal	Passing Juice
All Trading Courses	Internal	Passing Juice
Government and Policy	Internal	Passing Juice
Monetary Policy	Internal	Passing Juice
Fiscal Policy	Internal	Passing Juice
Economics	Internal	Passing Juice
View All	Internal	Passing Juice
Financial Terms	Internal	Passing Juice
Newsletter	Internal	Passing Juice
About Us	Internal	Passing Juice
About Us	Internal	Passing Juice
Terms of Service	External	Passing Juice
Dictionary	Internal	Passing Juice
Editorial Policy	Internal	Passing Juice
Advertise	External	Passing Juice
News	Internal	Passing Juice
Privacy Policy	External	Passing Juice
Contact Us	External	Passing Juice
Careers	External	Passing Juice
Dotdash Meredith	External	Passing Juice

SEO Keywords

Keywords Cloud

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : investopedia.com Length : 16
	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 : 40 Warnings : 22
	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.




Document

	Speed Tips	<ul style="list-style-type: none">✓ 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.✗ Too bad, your website does not take advantage of gzip.
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Mobile

	Mobile Optimization	<ul style="list-style-type: none">✓ Apple Icon✓ Meta Viewport Tag✓ Flash content
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Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>http://investopedia.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>