Website Analysis: joinsherpa.com

The score is 68/100

SEO Content

✅	Title	sherpa° | Move freely | Travel requirements and eVisas Length : 54 Perfect, your title contains between 10 and 70 characters.
✅	Description	We offer eVisas as an ancillary service and travel requirements for the world's largest travel providers. Length : 110 Great, your meta description contains between 70 and 160 characters.
❌	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. 	Property	Content
---	---
type	website	
⚪	Headings		H1	H2	H3	H4	H5	H6
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1	1	8	14	4	10	 - [H1] Connect the world - [H2] In the news - [H3] From planning to booking and day of travel, be relevant at every stage of the customer lifecycle - [H3] Build your brand reputation as a trusted source while boosting ancillary revenues and improving the customer experience - [H3] You choose how to work with us. - [H3] "Our customers were frustrated by hard to understand immigration and consulate websites. With Sherpa, we are now able to offer our customers a seamless and hassle free travel experience all on one platform: our website." Matthias Knobloch, Condor, International Marketing Manager B2C - [H3] "We've had excellent feedback from our travellers as

we're able to provide a single touchpoint for all visa requirements across all destinations, and use Sherpa as a trusted partner to facilitate visa purchases. Sherpa has given our customers peace of mind, addressing anxiety often associated with travel, further reduced inbound calls to our support staff, and prevented customer service issues on the ground."Craig Nagy, G Adventures, Technology Director, Customer Systems

- [H3] "Partnering with sherpa˚ gave our global travel brands the important ability to show our customers where they can travel and what to expect when they get there. Given our guest safety and wellbeing is paramount for TTC and our brands, this information is vital to our travelers, from day one, and the sherpa˚ team has exceeded our expectations in delivering an excellent way to achieve this. Through their exceptional flexibility and quick collaboration, we launched fourteen branded widgets across our portfolio of sites in under one month. I highly commend the sherpa˚ team for their commitment to service while we work together to restore consumer confidence to travel."Dan Christian, Global Chief Digital Officer, TTC
- [H3] "It's never been more critical for everyone—from employees to travel managers—to have real-time access to international travel procedures and information. Through our partnership with sherpa°, travelers no longer have to search multiple websites or resources for the latest information on international travel restrictions. Instead, travelers can quickly learn all the pertinent requirements for international trips while they are booking on the TripActions platform.The product and implementation teams at sherpa° were great to work with, and most importantly, helped us meet the urgent needs of our travelers at the fast-paced development timelines they've come to expect."Danny Finkel, Chief Travel Officer, TripActions
- [H3] Why partner with us?
- [H4] Trip planning
- [H4] Trip booking
- [H4] Check-in
- [H4] eVisa ancillary
- [H4] Travel requirements
- [H4] eVisa and eTA status
- [H4] Sherpa API
- [H4] Embeddable Elements
- [H4] White-label WebApp
- [H4] Open a new ancillary revenue stream.
- [H4] Shift the way you think about travel requirements.
- [H4] Reduce costs
- [H4] Manage risk
- [H4] Grow ancillary revenue
- [H5] Get up and running quickly with embeddable widgets, our intuitive API, or white-label WebApp.
- [H5] Sherpa° secures SOC 2 Type 2 accreditation
- [H5] Sherpa° powers Kiwi.com with direct eVisa applications
- [H5] Covid Rules and Restrictions: What You Need to Do and Know to Travel the World
- [H6] Customer Lifecycle
- [H6] Our products

SEO Content

		• [H6] Our solutions • [H6] Enhance your experience • [H6] Partner with us • [H6] Why the world's leading travel brands partner with us • [H6] Lifecycle • [H6] Solutions • [H6] Resources • [H6] Company
❌	Images	We found 50 images on this web page. 38 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 : 16% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

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 23 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 8.7% Internal Links 91.3%

In-page links

Anchor	Type	Juice
eVisa Ancillary Revenue	Internal	Passing Juice

In-page links

Travel Requirements	Internal	Passing Juice
Health Declarations	Internal	Passing Juice
Licenses	Internal	Passing Juice
Solutions	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Get a visa now	Internal	Passing Juice
Learn More	Internal	Passing Juice
Get API Access	Internal	Passing Juice
Get a demo	Internal	Passing Juice
Read our story >	Internal	Passing Juice
Sherpa API	External	Passing Juice
Embeddable Elements	External	Passing Juice
White-label WebApp	Internal	Passing Juice
Help & Support	Internal	Passing Juice
Newsroom	Internal	Passing Juice
The Logbook	Internal	Passing Juice
Careers	Internal	Passing Juice
Affiliate Terms	Internal	Passing Juice
Legal Center	Internal	Passing Juice
Cookies Policy	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice

SEO Keywords

Keywords Cloud	requirements sherpa customer all customers travel ancillary more international evisa

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
travel	25	✔	✖	✔	✔
sherpa	15	✔	✖	✖	✔
requirements	14	✔	✖	✔	✔
customer	13	✖	✖	✖	✔
customers	10	✖	✖	✖	✔

Usability

	Url	Domain : joinsherpa.com Length : 14
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✖	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✖	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 : 0 Warnings : 0
✔	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	
		✔ 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.

Mobile

	Mobile Optimization	
		✔ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		http://joinsherpa.com/sitemap.xml
✔	Robots.txt	http://joinsherpa.com/robots.txt
		Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool.
		Google Analytics