






# Website Analysis: nerdwallet.com

Generated on May 08 2024 14:34 PM





The score is 43/100







## SEO Content

	Title	NerdWallet: Make all the right money moves																	
		Length : 42																	
		Perfect, your title contains between 10 and 70 characters.																	
	Description	Make smarter financial decisions with NerdWallet’s side-by-side comparisons, objective ratings and reviews, customized insights, and trusted expertise.																	
		Length : 151																	
		Great, your meta description contains between 70 and 160 characters.																	
	Keywords	credit card offers, cd rates, savings, checking accounts																	
		Good, your page contains meta keywords.																	
	Og Meta Properties	Good, your page take advantage of Og Properties.																	
		<table><tr><th>Property</th><th>Content</th></tr><tr><td>title</td><td>NerdWallet: Finance smarter</td></tr><tr><td>description</td><td>Make smarter financial decisions with NerdWallet’s side-by-side comparisons, objective ratings and reviews, customized insights, and trusted expertise.</td></tr><tr><td>url</td><td>https://www.nerdwallet.com</td></tr></table>						Property	Content	title	NerdWallet: Finance smarter	description	Make smarter financial decisions with NerdWallet’s side-by-side comparisons, objective ratings and reviews, customized insights, and trusted expertise.	url	https://www.nerdwallet.com				
Property	Content																		
title	NerdWallet: Finance smarter																		
description	Make smarter financial decisions with NerdWallet’s side-by-side comparisons, objective ratings and reviews, customized insights, and trusted expertise.																		
url	https://www.nerdwallet.com																		
	Headings	<table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>2</td><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table>						H1	H2	H3	H4	H5	H6	2	1	0	0	0	0
H1	H2	H3	H4	H5	H6														
2	1	0	0	0	0														
		<ul style="list-style-type: none"><li>• [H1] Make smarter financial decisions with NerdWallet’s side-by-side comparisons</li><li>• [H1] Make smarter financial decisions with NerdWallet’sside-by-side comparisons</li><li>• [H2] See our picks for this month's top credit cards</li></ul>																	

## SEO Content

	Images	We found 13 images on this web page.  7 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 : 3%  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.
	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 315 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 0.63%  Internal Links 99.37%

## In-page links

Anchor	Type	Juice
<a href="#">Best credit cards</a>	Internal	Passing Juice
<a href="#">Best bonus offer credit cards</a>	Internal	Passing Juice
<a href="#">Best balance transfer credit cards</a>	Internal	Passing Juice
<a href="#">Best travel credit cards</a>	Internal	Passing Juice
<a href="#">Best cash back credit cards</a>	Internal	Passing Juice

## In-page links

<a href="#">Best 0% APR credit cards</a>	Internal	Passing Juice
<a href="#">Best rewards credit cards</a>	Internal	Passing Juice
<a href="#">Best airline credit cards</a>	Internal	Passing Juice
<a href="#">Best college student credit cards</a>	Internal	Passing Juice
<a href="#">Best credit cards for groceries</a>	Internal	Passing Juice
<a href="#">Compare credit cards</a>	Internal	Passing Juice
<a href="#">Get a card recommendation</a>	Internal	Passing Juice
<a href="#">Credit card reviews</a>	Internal	Passing Juice
<a href="#">Balance transfer savings calculator</a>	Internal	Passing Juice
<a href="#">Credit card interest rate calculator</a>	Internal	Passing Juice
<a href="#">Travel rewards credit cards</a>	Internal	Passing Juice
<a href="#">0% APR credit cards</a>	Internal	Passing Juice
<a href="#">Cash back credit cards</a>	Internal	Passing Juice
<a href="#">Business credit cards</a>	Internal	Passing Juice
<a href="#">Airline credit cards</a>	Internal	Passing Juice
<a href="#">Hotel credit cards</a>	Internal	Passing Juice
<a href="#">Student credit cards</a>	Internal	Passing Juice
<a href="#">Store credit cards</a>	Internal	Passing Juice
<a href="#">Get your free credit score</a>	Internal	Passing Juice
<a href="#">Credit card basics</a>	Internal	Passing Juice
<a href="#">Applying for a credit card</a>	Internal	Passing Juice
<a href="#">Choosing a credit card</a>	Internal	Passing Juice
<a href="#">Managing credit card debt</a>	Internal	Passing Juice
<a href="#">Credit card resources</a>	Internal	Passing Juice
<a href="#">Savings account guide</a>	Internal	Passing Juice
<a href="#">Best savings accounts</a>	Internal	Passing Juice
<a href="#">Best high-yield savings accounts</a>	Internal	Passing Juice
<a href="#">Savings accounts alternatives</a>	Internal	Passing Juice

## In-page links

<a href="#">Savings calculator</a>	Internal	Passing Juice
<a href="#">CD guide</a>	Internal	Passing Juice
<a href="#">Best CD rates</a>	Internal	Passing Juice
<a href="#">Best 3 month CD rates</a>	Internal	Passing Juice
<a href="#">Best 6 month CD rates</a>	Internal	Passing Juice
<a href="#">Best 1 year CD rates</a>	Internal	Passing Juice
<a href="#">Best 3 year CD rates</a>	Internal	Passing Juice
<a href="#">Best 5 year CD rates</a>	Internal	Passing Juice
<a href="#">CD calculator</a>	Internal	Passing Juice
<a href="#">Checking account guide</a>	Internal	Passing Juice
<a href="#">Best checking accounts</a>	Internal	Passing Juice
<a href="#">Best free checking accounts</a>	Internal	Passing Juice
<a href="#">Best online check accounts</a>	Internal	Passing Juice
<a href="#">Checking account alternatives</a>	Internal	Passing Juice
<a href="#">Payments and transfers</a>	Internal	Passing Juice
<a href="#">Best bank bonuses and promotions</a>	Internal	Passing Juice
<a href="#">Best money market accounts</a>	Internal	Passing Juice
<a href="#">Best credit unions</a>	Internal	Passing Juice
<a href="#">Bank reviews</a>	Internal	Passing Juice
<a href="#">Compound interest calculator</a>	Internal	Passing Juice
<a href="#">Emergency fund calculator</a>	Internal	Passing Juice
<a href="#">Today's mortgage rates</a>	Internal	Passing Juice
<a href="#">30 year mortgage rates</a>	Internal	Passing Juice
<a href="#">5-year ARM rates</a>	Internal	Passing Juice
<a href="#">3-year ARM rates</a>	Internal	Passing Juice
<a href="#">FHA mortgage rates</a>	Internal	Passing Juice
<a href="#">VA mortgage rates</a>	Internal	Passing Juice
<a href="#">Best mortgage lenders</a>	Internal	Passing Juice

## In-page links

<a href="#">Mortgage guide</a>	Internal	Passing Juice
<a href="#">Best lenders for low- and no-down-payment</a>	Internal	Passing Juice
<a href="#">Best VA mortgage lenders</a>	Internal	Passing Juice
<a href="#">Refinancing and equity guide</a>	Internal	Passing Juice
<a href="#">Today's refinance rates</a>	Internal	Passing Juice
<a href="#">Best refinance lenders</a>	Internal	Passing Juice
<a href="#">30-year fixed refinance rates</a>	Internal	Passing Juice
<a href="#">15-year fixed refinance rates</a>	Internal	Passing Juice
<a href="#">Best cash-out refinance lenders</a>	Internal	Passing Juice
<a href="#">Best HELOC Lenders</a>	Internal	Passing Juice
<a href="#">View our home buying hub</a>	Internal	Passing Juice
<a href="#">Get pre-approved for a mortgage</a>	Internal	Passing Juice
<a href="#">Home affordability</a>	Internal	Passing Juice
<a href="#">First-time homebuyers guide</a>	Internal	Passing Juice
<a href="#">Down payment</a>	Internal	Passing Juice
<a href="#">Rent vs buy calculator</a>	Internal	Passing Juice
<a href="#">How much can I borrow mortgage calculator</a>	Internal	Passing Juice
<a href="#">Inspections and appraisals</a>	Internal	Passing Juice
<a href="#">Mortgage lender reviews</a>	Internal	Passing Juice
<a href="#">Homeownership guide</a>	Internal	Passing Juice
<a href="#">Managing a mortgage</a>	Internal	Passing Juice
<a href="#">Home improvement</a>	Internal	Passing Juice
<a href="#">Home value</a>	Internal	Passing Juice
<a href="#">Home insurance</a>	Internal	Passing Juice
<a href="#">Selling a home</a>	Internal	Passing Juice
<a href="#">Mortgage calculator</a>	Internal	Passing Juice
<a href="#">Down payment calculator</a>	Internal	Passing Juice
<a href="#">How much house can I afford calculator</a>	Internal	Passing Juice

## In-page links

<a href="#">Closing costs calculator</a>	Internal	Passing Juice
<a href="#">Cost of living calculator</a>	Internal	Passing Juice
<a href="#">Mortgage amortization calculator</a>	Internal	Passing Juice
<a href="#">Refinance calculator</a>	Internal	Passing Juice
<a href="#">Personal loans guide</a>	Internal	Passing Juice
<a href="#">Getting a personal loan</a>	Internal	Passing Juice
<a href="#">Loans for bad credit</a>	Internal	Passing Juice
<a href="#">Managing a personal loan</a>	Internal	Passing Juice
<a href="#">Personal loan reviews</a>	Internal	Passing Juice
<a href="#">Compare top lenders</a>	Internal	Passing Juice
<a href="#">Pre-qualify for a personal loan</a>	Internal	Passing Juice
<a href="#">Personal loan calculator</a>	Internal	Passing Juice
<a href="#">Debt consolidation loans</a>	Internal	Passing Juice
<a href="#">Best personal loans</a>	Internal	Passing Juice
<a href="#">Best quick cash loans</a>	Internal	Passing Juice
<a href="#">Best emergency loans</a>	Internal	Passing Juice
<a href="#">Best home improvement loans</a>	Internal	Passing Juice
<a href="#">Cash advances and overdraft protection</a>	Internal	Passing Juice
<a href="#">Student loans guide</a>	Internal	Passing Juice
<a href="#">FAFSA and federal student aid</a>	Internal	Passing Juice
<a href="#">Paying for career training</a>	Internal	Passing Juice
<a href="#">Paying for college</a>	Internal	Passing Juice
<a href="#">Paying for graduate school</a>	Internal	Passing Juice
<a href="#">Repaying student debt</a>	Internal	Passing Juice
<a href="#">Refinancing student debt</a>	Internal	Passing Juice
<a href="#">Best private student loans</a>	Internal	Passing Juice
<a href="#">Student loan calculator</a>	Internal	Passing Juice
<a href="#">Student loan refinance calculator</a>	Internal	Passing Juice

## In-page links

<a href="#">Student loan payoff calculator</a>	Internal	Passing Juice
<a href="#">Auto loans guide</a>	Internal	Passing Juice
<a href="#">Best auto loans for good and bad credit</a>	Internal	Passing Juice
<a href="#">Best auto loans refinance loans</a>	Internal	Passing Juice
<a href="#">Best lease buyout loans</a>	Internal	Passing Juice
<a href="#">Auto loan calculator</a>	Internal	Passing Juice
<a href="#">Auto loans refinance calculator</a>	Internal	Passing Juice
<a href="#">Total car cost calculator</a>	Internal	Passing Juice
<a href="#">Auto insurance guide</a>	Internal	Passing Juice
<a href="#">Auto insurance rates</a>	Internal	Passing Juice
<a href="#">Best auto insurance companies</a>	Internal	Passing Juice
<a href="#">Cheapest auto insurance</a>	Internal	Passing Juice
<a href="#">Policies and coverage</a>	Internal	Passing Juice
<a href="#">Auto insurance reviews</a>	Internal	Passing Juice
<a href="#">Auto insurance calculator</a>	Internal	Passing Juice
<a href="#">Life insurance guide</a>	Internal	Passing Juice
<a href="#">Life insurance rates</a>	Internal	Passing Juice
<a href="#">Life insurance policies and coverage</a>	Internal	Passing Juice
<a href="#">Life insurance quotes</a>	Internal	Passing Juice
<a href="#">Life insurance reviews</a>	Internal	Passing Juice
<a href="#">Best life insurance companies</a>	Internal	Passing Juice
<a href="#">Life insurance calculator</a>	Internal	Passing Juice
<a href="#">Home insurance rates</a>	Internal	Passing Juice
<a href="#">Home insurance quotes</a>	Internal	Passing Juice
<a href="#">Best home insurance companies</a>	Internal	Passing Juice
<a href="#">Home insurance policies and coverage</a>	Internal	Passing Juice
<a href="#">Home insurance calculator</a>	Internal	Passing Juice
<a href="#">Home insurance reviews</a>	Internal	Passing Juice

## In-page links

<a href="#">Medicare</a>	Internal	Passing Juice
<a href="#">Renters insurance</a>	Internal	Passing Juice
<a href="#">Pet insurance guide</a>	Internal	Passing Juice
<a href="#">Best pet insurance</a>	Internal	Passing Juice
<a href="#">Your credit report</a>	Internal	Passing Juice
<a href="#">Understanding your credit score</a>	Internal	Passing Juice
<a href="#">Using your credit</a>	Internal	Passing Juice
<a href="#">Improving your credit</a>	Internal	Passing Juice
<a href="#">Protecting your credit</a>	Internal	Passing Juice
<a href="#">Money Management tips</a>	Internal	Passing Juice
<a href="#">Saving money</a>	Internal	Passing Juice
<a href="#">Handling bills and expenses</a>	Internal	Passing Juice
<a href="#">Shopping</a>	Internal	Passing Juice
<a href="#">Shopping rewards</a>	Internal	Passing Juice
<a href="#">Financial health</a>	Internal	Passing Juice
<a href="#">Savings goal calculator</a>	Internal	Passing Juice
<a href="#">Net worth calculator</a>	Internal	Passing Juice
<a href="#">Budgeting</a>	Internal	Passing Juice
<a href="#">Free budget worksheet</a>	Internal	Passing Juice
<a href="#">The best budget apps</a>	Internal	Passing Juice
<a href="#">Budget calculator</a>	Internal	Passing Juice
<a href="#">Gig work</a>	Internal	Passing Juice
<a href="#">Making money online</a>	Internal	Passing Juice
<a href="#">Paying debt</a>	Internal	Passing Juice
<a href="#">Dealing with debt collection</a>	Internal	Passing Juice
<a href="#">Debt relief</a>	Internal	Passing Juice
<a href="#">View all travel</a>	Internal	Passing Juice
<a href="#">Travel insurance</a>	Internal	Passing Juice



## In-page links

<a href="#">Best IRA accounts</a>	Internal	Passing Juice
<a href="#">Best online brokers for trading</a>	Internal	Passing Juice
<a href="#">Best online brokers for beginners</a>	Internal	Passing Juice
<a href="#">Best robo-advisors</a>	Internal	Passing Juice
<a href="#">Best options trading brokers and platforms</a>	Internal	Passing Juice
<a href="#">Best trading platforms for day trading</a>	Internal	Passing Juice
<a href="#">View all investments</a>	Internal	Passing Juice
<a href="#">Stocks</a>	Internal	Passing Juice
<a href="#">Funds</a>	Internal	Passing Juice
<a href="#">Bonds</a>	Internal	Passing Juice
<a href="#">Real estate and alternative investments</a>	Internal	Passing Juice
<a href="#">Cryptocurrency</a>	Internal	Passing Juice
<a href="#">Employee equity</a>	Internal	Passing Juice
<a href="#">Brokerage accounts</a>	Internal	Passing Juice
<a href="#">529 college savings plans</a>	Internal	Passing Juice
<a href="#">Compare online brokerages</a>	Internal	Passing Juice
<a href="#">Retirement planning</a>	Internal	Passing Juice
<a href="#">Social Security</a>	Internal	Passing Juice
<a href="#">401(k)s</a>	Internal	Passing Juice
<a href="#">401(k) savings calculator</a>	Internal	Passing Juice
<a href="#">Roth and traditional IRAs</a>	Internal	Passing Juice
<a href="#">Roth IRA calculator</a>	Internal	Passing Juice
<a href="#">Planning and strategy</a>	Internal	Passing Juice
<a href="#">Best investments right now</a>	Internal	Passing Juice
<a href="#">Estate planning</a>	Internal	Passing Juice
<a href="#">Financial planning</a>	Internal	Passing Juice
<a href="#">Retirement calculator</a>	Internal	Passing Juice
<a href="#">Investment return calculator</a>	Internal	Passing Juice

## In-page links

<a href="#">Social Security benefits calculator</a>	Internal	Passing Juice
<a href="#">Small-business loans</a>	Internal	Passing Juice
<a href="#">SBA loans</a>	Internal	Passing Juice
<a href="#">Business grants</a>	Internal	Passing Juice
<a href="#">Business bank accounts</a>	Internal	Passing Juice
<a href="#">Accounting</a>	Internal	Passing Juice
<a href="#">Payroll &amp; HR</a>	Internal	Passing Juice
<a href="#">Business taxes</a>	Internal	Passing Juice
<a href="#">Payment processing</a>	Internal	Passing Juice
<a href="#">E-commerce</a>	Internal	Passing Juice
<a href="#">Marketing</a>	Internal	Passing Juice
<a href="#">Business insurance</a>	Internal	Passing Juice
<a href="#">Business legal</a>	Internal	Passing Juice
<a href="#">Starting a business</a>	Internal	Passing Juice
<a href="#">Business ideas</a>	Internal	Passing Juice
<a href="#">Entrepreneurship</a>	Internal	Passing Juice
<a href="#">Tax strategy and planning</a>	Internal	Passing Juice
<a href="#">View all tax preparation and filing</a>	Internal	Passing Juice
<a href="#">Tax credits and deductions</a>	Internal	Passing Juice
<a href="#">Tax forms</a>	Internal	Passing Juice
<a href="#">Tax software and products</a>	Internal	Passing Juice
<a href="#">Tax preparation basics</a>	Internal	Passing Juice
<a href="#">NerdWallet tax filing</a>	Internal	Passing Juice
<a href="#">Tax brackets and rates</a>	Internal	Passing Juice
<a href="#">Solving tax issues</a>	Internal	Passing Juice
<a href="#">Federal income tax calculator</a>	Internal	Passing Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Balance transfer</a>	Internal	Passing Juice

## In-page links

<a href="#">Low interest</a>	Internal	Passing Juice
<a href="#">Travel</a>	Internal	Passing Juice
<a href="#">Cash back</a>	Internal	Passing Juice
<a href="#">Rewards</a>	Internal	Passing Juice
<a href="#">Banking</a>	Internal	Passing Juice
<a href="#">Checking</a>	Internal	Passing Juice
<a href="#">Savings</a>	Internal	Passing Juice
<a href="#">Prepaid Debit Cards</a>	Internal	Passing Juice
<a href="#">Money Transfer</a>	Internal	Passing Juice
<a href="#">CDs</a>	Internal	Passing Juice
<a href="#">Banking News</a>	Internal	Passing Juice
<a href="#">Credit Cards</a>	Internal	Passing Juice
<a href="#">Credit Card Basics</a>	Internal	Passing Juice
<a href="#">Student Credit Cards</a>	Internal	Passing Juice
<a href="#">Cash Back Credit Cards</a>	Internal	Passing Juice
<a href="#">Airline Credit Cards</a>	Internal	Passing Juice
<a href="#">Low Interest and No Fee Credit Cards</a>	Internal	Passing Juice
<a href="#">Financial Planning</a>	Internal	Passing Juice
<a href="#">Paying off debt</a>	Internal	Passing Juice
<a href="#">College Savings</a>	Internal	Passing Juice
<a href="#">Making Money</a>	Internal	Passing Juice
<a href="#">Credit Score</a>	Internal	Passing Juice
<a href="#">Financial News</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Auto Insurance</a>	Internal	Passing Juice
<a href="#">Homeowners Insurance</a>	Internal	Passing Juice
<a href="#">Life Insurance</a>	Internal	Passing Juice
<a href="#">Medicare</a>	Internal	Passing Juice

## In-page links

<a href="#">Renters Insurance</a>	Internal	Passing Juice
<a href="#">Pet Insurance</a>	Internal	Passing Juice
<a href="#">Investing</a>	Internal	Passing Juice
<a href="#">Retirement Planning</a>	Internal	Passing Juice
<a href="#">Roth IRA</a>	Internal	Passing Juice
<a href="#">Estate Planning</a>	Internal	Passing Juice
<a href="#">Brokers</a>	Internal	Passing Juice
<a href="#">401k</a>	Internal	Passing Juice
<a href="#">Loans</a>	Internal	Passing Juice
<a href="#">Auto Loans</a>	Internal	Passing Juice
<a href="#">Student Loans</a>	Internal	Passing Juice
<a href="#">Mortgages</a>	Internal	Passing Juice
<a href="#">Mortgage Rates</a>	Internal	Passing Juice
<a href="#">Mortgage Process</a>	Internal	Passing Juice
<a href="#">Homeownership</a>	Internal	Passing Juice
<a href="#">Homeownership Costs</a>	Internal	Passing Juice
<a href="#">Selling Your Home</a>	Internal	Passing Juice
<a href="#">Home Affordability</a>	Internal	Passing Juice
<a href="#">Property Taxes</a>	Internal	Passing Juice
<a href="#">Small Business</a>	Internal	Passing Juice
<a href="#">Running Your Business</a>	Internal	Passing Juice
<a href="#">Small-Business Loans</a>	Internal	Passing Juice
<a href="#">Business Credit Cards</a>	Internal	Passing Juice
<a href="#">Small-Business Taxes</a>	Internal	Passing Juice
<a href="#">Starting a Business</a>	Internal	Passing Juice
<a href="#">Taxes</a>	Internal	Passing Juice
<a href="#">Income Taxes</a>	Internal	Passing Juice
<a href="#">Investment Taxes</a>	Internal	Passing Juice

## In-page links

<a href="#">Personal Taxes</a>	Internal	Passing Juice
<a href="#">Travel</a>	Internal	Passing Juice
<a href="#">Vacations &amp; Trip Planning</a>	Internal	Passing Juice
<a href="#">Reward Optimizations</a>	Internal	Passing Juice
<a href="#">Rental Cars</a>	Internal	Passing Juice
<a href="#">Travel Insurance</a>	Internal	Passing Juice
<a href="#">Company</a>	Internal	Passing Juice
<a href="#">Leadership</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Corporate impact</a>	Internal	Passing Juice
<a href="#">Diversity &amp; Inclusion</a>	Internal	Passing Juice
<a href="#">Editorial guidelines</a>	Internal	Passing Juice
<a href="#">Star rating methodologies</a>	Internal	Passing Juice
<a href="#">Editorial team</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Press kit</a>	Internal	Passing Juice
<a href="#">Investors</a>	Internal	Passing Juice
<a href="#">Help center</a>	Internal	Passing Juice
<a href="#">Support team</a>	Internal	Passing Juice
<a href="#">Community</a>	Internal	Passing Juice
<a href="#">Security FAQs</a>	Internal	Passing Juice
<a href="#">Terms of use</a>	Internal	Passing Juice
<a href="#">Supplier Code of Conduct</a>	Internal	Passing Juice
<a href="#">Privacy policy</a>	Internal	Passing Juice
<a href="#">California privacy policy</a>	Internal	Passing Juice
<a href="#">Privacy preferences</a>	Internal	Passing Juice
<a href="#">Do not sell or share my personal information</a>	External	Passing Juice
<a href="#">NMLS Consumer Access</a>	External	Passing Juice

## In-page links

[Licenses and Disclosures](#)

Internal

Passing Juice

[Insurance Licenses](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

calculator rates best credit loans home  
cards mortgage insurance business












## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
credit	117	✗	✓	✗	✓
best	117	✗	✗	✗	✗
insurance	90	✗	✗	✗	✗
calculator	76	✗	✗	✗	✗
cards	71	✗	✗	✗	✓





## Usability

	Url	Domain : nerdwallet.com Length : 14
	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 : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>



## Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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## Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><a href="https://www.nerdwallet.com/blog/wp-sitemap.xml">https://www.nerdwallet.com/blog/wp-sitemap.xml</a></div> <div><a href="https://www.nerdwallet.com/uk/sitemap.xml">https://www.nerdwallet.com/uk/sitemap.xml</a></div> <div><a href="https://www.nerdwallet.com/ca/sitemap.xml">https://www.nerdwallet.com/ca/sitemap.xml</a></div> <div><a href="https://www.nerdwallet.com/blog/wp-sitemap-news-articles-1.xml">https://www.nerdwallet.com/blog/wp-sitemap-news-articles-1.xml</a></div> <div><a href="https://www.nerdwallet.com/au/sitemap.xml">https://www.nerdwallet.com/au/sitemap.xml</a></div>
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## Optimization

	Robots.txt	<p><a href="http://nerdwallet.com/robots.txt">http://nerdwallet.com/robots.txt</a></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>