



# Evaluation du site nerdwallet.com

Généré le 22 Avril 2024 08:40





Le score est de 43/100







## Optimisation du contenu

	Titre	<p>NerdWallet: Make all the right money moves</p> <p>Longueur : 42</p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p>												
	Description	<p>Make smarter financial decisions with NerdWallet's side-by-side comparisons, objective ratings and reviews, customized insights, and trusted expertise.</p> <p>Longueur : 151</p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>												
	Mots-clefs	<p>credit card offers, cd rates, savings, checking accounts</p> <p>Bien, votre page contient une balise META keywords.</p>												
	Propriétés Open Graph	<p>Bien, cette page profite des balises META Open Graph.</p> <table border="1" data-bbox="534 1344 1476 1825"> <thead> <tr> <th>Propriété</th> <th>Contenu</th> </tr> </thead> <tbody> <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>image</td> <td><a href="https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png">https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png</a></td> </tr> <tr> <td>image:secure_url</td> <td><a href="https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png">https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png</a></td> </tr> </tbody> </table>	Propriété	Contenu	description	Make smarter financial decisions with NerdWallet's side-by-side comparisons, objective ratings and reviews, customized insights, and trusted expertise.	image	<a href="https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png">https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png</a>	image:secure_url	<a href="https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png">https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png</a>				
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image:secure_url	<a href="https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png">https://www.nerdwallet.com/cdn/img/share/nw-share-image-1200x630.png</a>													
	Niveaux de titre	<table border="1" data-bbox="534 1848 1476 1926"> <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>2</td> <td>1</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="606 1948 1508 2060" 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-</li> </ul>	H1	H2	H3	H4	H5	H6	2	1	0	0	0	0
H1	H2	H3	H4	H5	H6									
2	1	0	0	0	0									

## Optimisation du contenu

		side comparisons • [H2] See our picks for this month's top credit cards
	Images	Nous avons trouvé 15 image(s) sur cette page Web.  8 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.
	Ratio texte/HTML	Ratio : 0%  le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Génial, il n'y a pas d'Iframes détectés sur cette page.

## Liens

	Réécriture d'URLs	Mauvais. Vos liens contiennent des chaînes de requête.
	Tiret bas dans les URLs	Nous avons détectés des soulignements dans vos URLs. Vous devriez plutôt utiliser des tirets pour optimiser votre référencement.
	Liens dans la page	Nous avons trouvé un total de 315 lien(s) dont 0 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0%  Liens externes : Passing Juice 0.63%  Liens internes 99.37%

## Liens dans la page

Texte d'ancre	Type	Juice
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<a href="#">Best bonus offer credit cards</a>	Interne	Passing Juice
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<a href="#">NMLS Consumer Access</a>	Externe	Passing Juice
<a href="#">Licenses and Disclosures</a>	Interne	Passing Juice
<a href="#">Insurance Licenses</a>	Interne	Passing Juice






## Mots-clefs

	Nuage de mots-clefs	
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## Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
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## Ergonomie

	Url	Domaine : nerdwallet.com Longueur : 14
	Favicon	Génial, votre site web dispose d'un favicon.
	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.
	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.





## Document

	Doctype	HTML 5
	Encodage	Parfait. Votre charset est UTF-8.


## Document

		
	Validité W3C	Erreurs : 36 Avertissements : 9
	E-mail confidentialité	Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez <a href="#">une protection anti-spam gratuite</a> pour cacher vos e-mails aux spammeurs.
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	<ul style="list-style-type: none"><li> Excellent, votre site n'utilise pas de tableaux imbriqués.</li><li> Mauvais, votre site web utilise des styles css inline.</li><li> Mauvais, votre site web contient trop de fichiers CSS (plus de 4).</li><li> Mauvais, votre site web contient trop de fichiers javascript (plus de 6).</li><li> Dommage, votre site n'est pas optimisé avec gzip.</li></ul>




## Mobile

	Optimisation mobile	<ul style="list-style-type: none"><li> Icône Apple</li><li> Méta tags viewport</li><li> Contenu FLASH</li></ul>
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## Optimisation

	Sitemap XML	Votre site web dispose d'une sitemap XML, ce qui est optimal.  <pre>https://www.nerdwallet.com/blog/wp-sitemap.xml https://www.nerdwallet.com/uk/sitemap.xml https://www.nerdwallet.com/ca/sitemap.xml https://www.nerdwallet.com/blog/wp-sitemap-news-articles-1.xml https://www.nerdwallet.com/au/sitemap.xml</pre>
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## Optimisation

	Robots.txt	<p><a href="http://nerdwallet.com/robots.txt">http://nerdwallet.com/robots.txt</a></p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>
	Mesures d'audience	<p>Votre site web dispose d'une outil d'analytics, ce qui est optimal.</p> <div data-bbox="544 367 1481 443"> Google Analytics</div>