Website review ibm.com

Generated on January 12 2024 09:07 AM

The score is 56/100

SEO Content

✓	Title	**IBM - United States** **Length : 19** Perfect, your title contains between 10 and 70 characters.
✓	Description	For more than a century, IBM has been a global technology innovator, leading advances in AI, automation and hybrid cloud solutions that help businesses grow. **Length : 157** 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
url	https://www.ibm.com/
type	website
title	IBM - United States
description	For more than a century, IBM has been a global technology innovator, leading advances in AI, automation and hybrid cloud solutions that help businesses grow.
image	https://www.ibm.com/content/dam/adobe-cms/default-images/home-rail-01.jpg/_jcr_content/renditions/cq5dam.web.1280.1280.jpeg

Headings	H1	H2	H3	H4	H5	H6
	0	0	0	0	0	0

SEO Content

	Images	We found 1 images on this web page.
✓		Good, most or all of your images have alt attributes.
✓	Text/HTML Ratio	Ratio : **17%** 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 1 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
hybrid cloud infrastructure	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	infrastructure ibm cloud workflows latest build technology view academy from
○		

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ibm	10	✔	✖	✔	✖
technology	4	✖	✖	✔	✖
infrastructure	4	✖	✖	✖	✖
build	3	✖	✖	✖	✖
view	3	✖	✖	✖	✖

Usability

	Url	Domain : ibm.com Length : 7
✔	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 : 16 Warnings : 12

Document

✅	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.
⚪	Speed Tips	✅ Excellent, your website doesn't use nested tables.
		❌ Too bad, your website is using inline styles.
		❌ Too bad, your website has too many CSS files (more than 4).
		❌ Too bad, your website has too many JS files (more than 6).
		❌ 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.
		https://www.ibm.com/homepage_sitemap.xml
		https://www.ibm.com/downloads/cas/sitemap/sitemap.xml
		https://www.ibm.com/common/ssi/start/sitemap.xml
		https://www.ibm.com/content/dam/adobe-cms/IBM_Adobe_Sitemap.xml
		https://www.ibm.com/mysupport/s/sitemap.xml
		https://www.ibm.com/docs/sitemap.xml
		https://www.ibm.com/blog/sitemap_index.xml
✅	Robots.txt	http://ibm.com/robots.txt

Optimization

		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.