Website review parallels.com

Generated on September 25 2017 07:03 AM

The score is 61/100

SEO Content

⚠️	Title	Parallels: Mac & Windows Virtualization, Remote Application Server, Mac Management Solutions Length : 96 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✓	Description	Parallels provides desktop and application virtualization across desktops and mobile devices along with technology management solutions. Length : 136 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
image	https://www.parallels.com/fileadmin/images/general/logo-knockout-on-red-400x400.png
image:width	158
image:height	158

◐ Headings	H1 6	H2 4	H3 1	H4 0	H5 0	H6 4

- [H1] Run Windows On Your Mac
- [H1] Parallels Desktop 13

SEO Content

- [H1] Parallels Remote Application Server v16
- [H1] Parallels Mac Management v6 for Microsoft SCCM
- [H1] Parallels Desktop Business Edition
- [H1] Parallels Toolbox for Mac & Windows
- [H2] Access and use applications and data from any device & OS, from anywhere.
- [H2] Seamlessly integrate Mac into existing Microsoft SCCM infrastructure.
- [H2] Run Windows on Mac with the best performance: for professionals, teams, and IT managers
- [H2] Over 30 one-touch tools—clean your drive, secure private files, take screenshots, or download a video all with just a single click.
- [H3] Just Released!
- [H6] About Us
- [H6] News
- [H6] Follow Us
- [H6] Customer Care

	Images	We found 31 images on this web page. 10 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 : 18% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 34 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

Internal Links 100%

In-page links

Anchor	Type	Juice
Products	Internal	Passing Juice
Parallels Remote Application Server	Internal	Passing Juice
Parallels Desktop for Mac Business Edition	Internal	Passing Juice
Parallels Desktop for Mac Pro Edition	Internal	Passing Juice
Parallels Mac Management	Internal	Passing Juice
Parallels Toolbox for Mac & Windows	Internal	Passing Juice
Parallels Access	Internal	Passing Juice
Parallels Do Not Sleep Utility	Internal	Passing Juice
Parallels Hide Desktop	Internal	Passing Juice
Parallels Video Downloader	Internal	Passing Juice
Parallels Video Converter	Internal	Passing Juice
Support	Internal	Passing Juice
Parallels Partner Program	Internal	Passing Juice
Parallels ISV Partner Program	Internal	Passing Juice
Parallels MSP Partner Program	Internal	Passing Juice
Parallels SP Partner Program	Internal	Passing Juice
Parallels Affiliate Program	Internal	Passing Juice
Partner Locator	Internal	Passing Juice
New License	Internal	Passing Juice
Try Free	Internal	Passing Juice
Buying Options	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice

In-page links

Learn More	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Careers	Internal	Passing Juice
Legal Notices	Internal	Passing Juice
Events	Internal	Passing Juice
Insights	Internal	Passing Juice
Product Blog	Internal	Passing Juice
Parallels RAS Blog	Internal	Passing Juice
Press Releases	Internal	Passing Juice

SEO Keywords

Keywords Cloud	desktop windows program english mac all edition partner parallels business

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
parallels	27	✔	✘	✔	✔
mac	14	✔	✘	✘	✔
desktop	7	✘	✘	✔	✔
business	6	✘	✘	✘	✔
all	5	✔	✘	✔	✔

Usability

	Url	Domain : parallels.com Length : 13
	Favicon	Great, your website has a favicon.

Usability

❌	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 : 13 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.
⚪	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. ✔ Perfect, your website takes advantage of gzip.

Mobile

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

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. http://parallels.com/sitemap.xml
✓	Robots.txt	http://parallels.com/robots.txt 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.