

# Website review cocompany.com

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The score is 64/100



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## SEO Content

	Title	Heidrick & Struggles Length : 24 Perfect, your title contains between 10 and 70 characters.												
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://www.heidrick.com/en/</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Heidrick &amp; Struggles</td></tr></tbody></table>	Property	Content	url	https://www.heidrick.com/en/	type	website	title	Heidrick & Struggles				
Property	Content													
url	https://www.heidrick.com/en/													
type	website													
title	Heidrick & Struggles													
	Headings	<table border="1"><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>0</td><td>4</td><td>25</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H2] Services</li><li>• [H2] Industry Expertise</li><li>• [H2] About</li><li>• [H2] Most Recent Content</li><li>• [H3] Executive Search</li><li>• [H3] Leadership</li><li>• [H3] Organization &amp; Culture</li></ul>	H1	H2	H3	H4	H5	H6	0	4	25	1	0	0
H1	H2	H3	H4	H5	H6									
0	4	25	1	0	0									




## SEO Content

		<ul style="list-style-type: none"><li>• [H3] On-Demand Talent</li><li>• [H3] Diversity, Equity, and Inclusion</li><li>• [H3] Consumer Markets</li><li>• [H3] Financial Services</li><li>• [H3] Healthcare &amp; Life Sciences</li><li>• [H3] Industrial</li><li>• [H3] Private Equity</li><li>• [H3] Professional &amp; Technology Services</li><li>• [H3] Social Impact</li><li>• [H3] Sustainability</li><li>• [H3] Technology</li><li>• [H3] Venture Capital &amp; Disruptive Innovators</li><li>• [H3] DE&amp;I at Heidrick &amp; Struggles</li><li>• [H3] Our Heritage</li><li>• [H3] Our Purpose, Vision, and Values</li><li>• [H3] Board Monitor US 2022</li><li>• [H3] Board Monitor UK 2022</li><li>• [H3] Financial services focus: The emerging role of the climate risk officer</li><li>• [H3] Six actions leaders can take to nurture inclusive teams</li><li>• [H3] Leadership perspectives: Next steps for boards on sustainability</li><li>• [H3] Find a consultant</li><li>• [H3] Explore careers</li><li>• [H4] In 2021, boards of companies in the Fortune 500 continued a trend that began in the second half of 2020: bringing in an infusion of fresh thinking by reaching out to groups of people from increasingly diverse backgrounds.</li></ul>
	Images	We found 3 images on this web page. Good, most or all of your images have alt attributes
	Text/HTML Ratio	Ratio : 21% 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.

## SEO Links

		
	In-page links	We found a total of 76 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 21.05%</p> <p>Internal Links 78.95%</p>

## In-page links

Anchor	Type	Juice
<a href="#">content</a>	Internal	Passing Juice
<a href="#">footer</a>	Internal	Passing Juice
<a href="#">Profile Login</a>	External	Passing Juice
<a href="#">Create Your Profile</a>	External	Passing Juice
<a href="#">Global Site Selector</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Heidrick Connect</a>	External	Passing Juice
<a href="#">People</a>	Internal	Passing Juice
<a href="#">Offices</a>	Internal	Passing Juice
<a href="#">Careers @ Heidrick</a>	Internal	Passing Juice
<a href="#">Investor Relations</a>	External	Passing Juice
<a href="#">Newsroom</a>	External	Passing Juice
=	Internal	Passing Juice
<a href="#">Chief Executive Officer &amp; Board of Directors</a>	Internal	Passing Juice
<a href="#">Digital Officers</a>	Internal	Passing Juice
<a href="#">Financial Officers</a>	Internal	Passing Juice
<a href="#">Human Resources Officers</a>	Internal	Passing Juice
<a href="#">Legal, Risk, Compliance &amp; Government Affairs</a>	Internal	Passing Juice

## In-page links

<a href="#">Marketing, Sales &amp; Strategy Officers</a>	Internal	Passing Juice
<a href="#">Supply Chain &amp; Operations Officers</a>	Internal	Passing Juice
<a href="#">Technology Officers</a>	Internal	Passing Juice
<a href="#">Agile Leader Potential</a>	Internal	Passing Juice
<a href="#">Board Effectiveness</a>	Internal	Passing Juice
<a href="#">CEO Succession Planning</a>	Internal	Passing Juice
<a href="#">Chief Executive Acceleration</a>	Internal	Passing Juice
<a href="#">Digital Leadership</a>	Internal	Passing Juice
<a href="#">Executive Coaching</a>	Internal	Passing Juice
<a href="#">Leadership Assessment</a>	Internal	Passing Juice
<a href="#">Leadership Development</a>	Internal	Passing Juice
<a href="#">M&amp;A Talent Planning</a>	Internal	Passing Juice
<a href="#">Team Acceleration</a>	Internal	Passing Juice
<a href="#">Culture Shaping</a>	Internal	Passing Juice
<a href="#">Digital Transformation</a>	Internal	Passing Juice
<a href="#">Organization Acceleration</a>	Internal	Passing Juice
<a href="#">Organizational Simplicity</a>	Internal	Passing Juice
<a href="#">The Performance Engine</a>	Internal	Passing Juice
<a href="#">Enterprise On-Demand Talent Programs</a>	External	Passing Juice
<a href="#">Interim Executives</a>	External	Passing Juice
<a href="#">Operations Consultants</a>	External	Passing Juice
<a href="#">Project Managers</a>	External	Passing Juice
<a href="#">Strategy Consultants</a>	External	Passing Juice
<a href="#">Transformation Consultants</a>	External	Passing Juice
<a href="#">Diversity, Equity, and Inclusion Consulting</a>	Internal	Passing Juice
<a href="#">Director Institute</a>	Internal	Passing Juice
<a href="#">View all Services</a>	Internal	Passing Juice
<a href="#">View all Industry Expertise</a>	Internal	Passing Juice

## In-page links

<a href="#">Learn more about Heidrick &amp; Struggles</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Executive Search</a>	Internal	Passing Juice
<a href="#">Leadership</a>	Internal	Passing Juice
<a href="#">Organization &amp; Culture</a>	Internal	Passing Juice
<a href="#">On-Demand Talent</a>	External	Passing Juice
<a href="#">Diversity, Equity, and Inclusion</a>	Internal	Passing Juice
<a href="#">Consumer Markets</a>	Internal	Passing Juice
<a href="#">Financial Services</a>	Internal	Passing Juice
<a href="#">Healthcare &amp; Life Sciences</a>	Internal	Passing Juice
<a href="#">Industrial</a>	Internal	Passing Juice
<a href="#">Private Equity</a>	Internal	Passing Juice
<a href="#">Professional &amp; Technology Services</a>	Internal	Passing Juice
<a href="#">Social Impact</a>	Internal	Passing Juice
<a href="#">Sustainability</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Venture Capital &amp; Disruptive Innovators</a>	Internal	Passing Juice
<a href="#">DE&amp;I at Heidrick &amp; Struggles</a>	Internal	Passing Juice
<a href="#">Our Heritage</a>	Internal	Passing Juice
<a href="#">Our Purpose, Vision, and Values</a>	Internal	Passing Juice
<a href="#">On-Demand Talent</a>	Internal	Passing Juice
<a href="#">Ethics Line</a>	Internal	Passing Juice
<a href="#">Newsroom</a>	External	Passing Juice
<a href="#">Pay Equity</a>	Internal	Passing Juice
<a href="#">Privacy Notice</a>	Internal	Passing Juice
<a href="#">Legal Notice</a>	Internal	Passing Juice
<a href="#">California Residents - Do Not Sell My Data</a>	Internal	Passing Juice
<a href="#">LinkedIn</a>	External	Passing Juice

## In-page links

[Twitter](#)

External

Passing Juice

[YouTube](#)

External

Passing Juice

## SEO Keywords



Keywords Cloud

search careers struggles expertise  
heidrick more people learn  
services equity


## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
heidrick	8	✓	✗	✗	✓
services	7	✗	✗	✗	✓
people	6	✗	✗	✗	✓
search	5	✗	✗	✗	✓
struggles	5	✓	✗	✗	✓





## Usability

	Url	Domain : cocompany.com Length : 13
	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 : 275 Warnings : 131
	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	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="http://cocompany.com/sitemap.xml">http://cocompany.com/sitemap.xml</a>
	Robots.txt	<a href="http://cocompany.com/robots.txt">http://cocompany.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Missing

## Optimization



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.