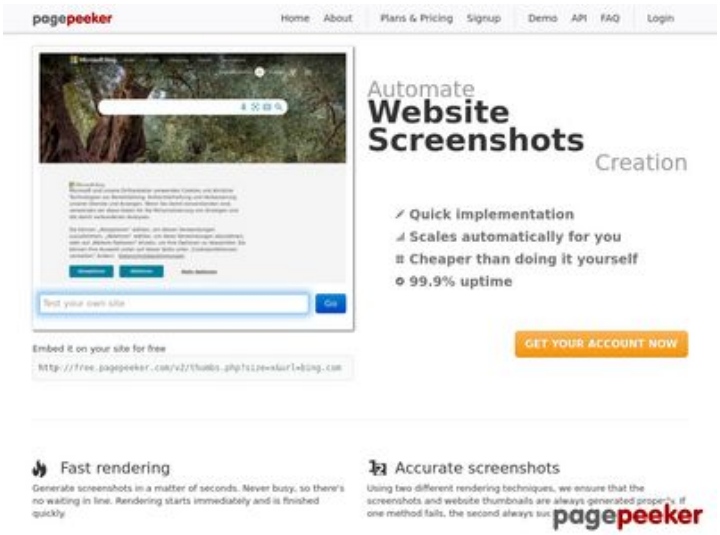


# Website review fi.co

Generated on November 06 2023 17:32 PM

The score is 50/100

## SEO Content

| | | |
|---|---|---|
| ✓ | Title | Founder Institute: World’s largest pre-seed startup accelerator.<br><br>Length : 64<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✓ | Description | Since 2009, the world’s fastest-growing startups have used the Founder Institute to raise funding, get into seed-accelerators, generate traction, and more.<br><br>Length : 155<br><br>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 | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them. |
| ● | Headings | H1: 1 — H2: 10 — H3: 16 — H4: 5 — H5: 0 — H6: 0<br><br>• [H1] Great Founders Start Here<br>• [H2] A Lifetime of Direction Starts Here<br>• [H2] Build a fundable business with us<br>• [H2] Connect to an Unparalleled Global Network<br>• [H2] Founder Institute New York<br>• [H2] Over $1.75BN in Funding Raised by FI Alumni<br>• [H2] Join a Free Startup Event<br>• [H2] Perks<br>• [H2] The Global FI Ecosystem<br>• [H2] Frequently Asked Questions<br>• [H2] Apply to FI Core<br>• [H3] FI Core Program |

## SEO Content

| | | |
|---|---|---|
| | | • [H3] Founder Lab<br>• [H3] FI Venture Network<br>• [H3] Anush Ricci<br>• [H3] Ken Parker<br>• [H3] New York Admin<br>• [H3] Reid Hamilton<br>• [H3] Stefan Klotzbuecher<br>• [H3] BuildingStartups<br>• [H3] Building Ecosystems<br>• [H3] BuildingFunds<br>• [H3] Which program should I apply to?<br>• [H3] How much does it cost?<br>• [H3] Is there an equity component?<br>• [H3] Where can I see the agreements?<br>• [H3] Can I talk to someone about the program?<br>• [H4] The Pitch Deck Toolbox: How to Influence Your Audience<br>• [H4] Founder Institute Online Information Session<br>• [H4] 3 Things Investors Hate About Online Pitches<br>• [H4] How to Create a Compelling Brand Story for Your Pitch<br>• [H4] See more events |
| ✗ | Images | We found 35 images on this web page.<br><br>25 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 : 4%<br><br>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 | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

## SEO Links

| | | |
|---|---|---|
| ✓ | URL Rewrite | Good. Your links looks friendly! |
| ✗ | 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 59 links including 0 link(s) to files |
| | Statistics | External Links : noFollow 0% |

# SEO Links

External Links : Passing Juice 10.17%

Internal Links 89.83%

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Overview | Internal | Passing Juice |
| Core Program | Internal | Passing Juice |
| Program Schedule | Internal | Passing Juice |
| Post-Program Support | Internal | Passing Juice |
| Funding Opportunities | Internal | Passing Juice |
| Founder Lab | Internal | Passing Juice |
| Mentors | Internal | Passing Juice |
| Lead a Chapter | Internal | Passing Juice |
| Equity Collective | Internal | Passing Juice |
| FAQ | Internal | Passing Juice |
| FI Venture Network | Internal | Passing Juice |
| Launch a Fund with VC Lab | External | Passing Juice |
| Startup Events | Internal | Passing Juice |
| Information Sessions | Internal | Passing Juice |
| Founder Showcase | External | Passing Juice |
| FounderX | External | Passing Juice |
| Portfolio Companies | Internal | Passing Juice |
| Alumni News | Internal | Passing Juice |
| FI50 - Fastest Growing Companies | Internal | Passing Juice |
| FI50 EMEA | Internal | Passing Juice |
| FI50 Latam | Internal | Passing Juice |
| FI50 Canada | Internal | Passing Juice |
| How to Generate and Validate Startup Ideas | Internal | Passing Juice |

## In-page links

| | | |
|---|---|---|
| One Sentence Pitch Template | Internal | Passing Juice |
| Find a Co-Founder | Internal | Passing Juice |
| Startup Funding Resources | Internal | Passing Juice |
| Funding Benchmarks | Internal | Passing Juice |
| Startup Hiring Resources | Internal | Passing Juice |
| Founder/ Advisor Agreement | Internal | Passing Juice |
| Equity for Services Agreement | Internal | Passing Juice |
| Insights Blog | Internal | Passing Juice |
| Insights Newsletter | Internal | Passing Juice |
| Local Startup Resources | Internal | Passing Juice |
| Entrepreneur DNA | Internal | Passing Juice |
| OpenToStart Bootcamp | Internal | Passing Juice |
| Work at a Startup | Internal | Passing Juice |
| Our Why | Internal | Passing Juice |
| Our Partners | Internal | Passing Juice |
| Founder Agreements | Internal | Passing Juice |
| Support | Internal | Passing Juice |
| Startup Mentor Awards | Internal | Passing Juice |
| Startup Leadership Awards | Internal | Passing Juice |
| FI Impact | Internal | Passing Juice |
| For Progress | Internal | Passing Juice |
| Our iKPIs | Internal | Passing Juice |
| Register | Internal | Passing Juice |
| Apply to the New York program here | Internal | Passing Juice |
| FI.co/enrolling | Internal | Passing Juice |
| FI.co/equity | Internal | Passing Juice |
| FI.co/agreements | External | Passing Juice |
| Global Locations | Internal | Passing Juice |
| | | |

## In-page links

| | | |
|---|---|---|
| Press | Internal | Passing Juice |
| Knowledge Base | External | Passing Juice |
| Launch a Venture Fund | External | Passing Juice |
| Intrapreneurship | Internal | Passing Juice |
| Universities | Internal | Passing Juice |
| Entrepreneur DNA | Internal | Passing Juice |
| Terms of Use | Internal | Passing Juice |
| Privacy Policy | Internal | Passing Juice |

## SEO Keywords

| | | |
|---|---|---|
| | Keywords Cloud | global funding winter startup spring core founder network alumni brasil |

## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| startup | 14 | ✔ | ✖ | ✔ | ✔ |
| founder | 13 | ✔ | ✖ | ✔ | ✔ |
| brasil | 13 | ✖ | ✖ | ✖ | ✖ |
| spring | 10 | ✖ | ✖ | ✖ | ✖ |
| winter | 9 | ✖ | ✖ | ✖ | ✖ |

## Usability

| | | |
|---|---|---|
| | Url | Domain : fi.co<br>Length : 5 |
| | Favicon | Great, your website has a favicon. |
| | Printability | We could not find a Print-Friendly CSS. |

## Usability

| | | |
|---|---|---|
| ✗ | | |
| ✓ | 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 : 262<br>Warnings : 189 |
| ✓ | 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.<br>✗ Too bad, your website is using inline styles.<br>✓ Great, your website has few CSS files.<br>✓ Perfect, your website has few JavaScript files.<br>✗ Too bad, your website does not take advantage of gzip. |

## Mobile

| | | |
|---|---|---|
| ● | Mobile Optimization | ✓ Apple Icon<br>✓ Meta Viewport Tag<br>✓ Flash content |

# Optimization

| | | |
|---|---|---|
| | XML Sitemap | Missing<br><br>Your website does not have an XML sitemap - this can be problematic.<br><br>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently. |
| | Robots.txt | http://fi.co/robots.txt<br><br>Great, your website has a robots.txt file. |
| | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |