



Website review fiat.com

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The score is 51/100







SEO Content

	Title	Fiat - Official Website Length : 23 Perfect, your title contains between 10 and 70 characters.												
	Description	Welcome to the official international website of Fiat. Discover our models, Fiat world, the history of the brand and all our latest news. Length : 137 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	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>8</td><td>4</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] 500e Giorgio Armani Collectors Edition• [H2] Fiat key drivers• [H2] Discover our news• [H2] Fiat Grande Panda begins its global journey by taking on the B-segment in Europe• [H2] Releases & events• [H2] Visit Casa Fiat• [H2] Italian symbol• [H2] You don't need to set foot in Italy to experience dolce vita. Just get into a Fiat!• [H2] Italiannes around the world• [H3] FIAT Grande Panda - Everyday life, easier.• [H3] Happy birthday 500!• [H3] Italy is our engine• [H3] No more grey	H1	H2	H3	H4	H5	H6	1	8	4	0	0	0
H1	H2	H3	H4	H5	H6									
1	8	4	0	0	0									
	Images	We found 22 images on this web page.												

SEO Content

		22 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 : 1% 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 3 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%

In-page links

Anchor	Type	Juice
Privacy Policy	External	Passing Juice
Preference Center	External	Passing Juice
=	External	Passing Juice

SEO Keywords



Keywords Cloud

website official fiat

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
fiat	1	✓	✗	✓	✓
official	1	✓	✗	✓	✗
website	1	✓	✗	✓	✗









Usability

	Url	Domain : fiat.com Length : 8
	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 : 102 Warnings : 11




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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>https://www.fiat.com/sitemap.xml</div>
	Robots.txt	<p>http://fiat.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>