Website review hincol.in

Generated on May 28 2025 03:04 AM

The score is 50/100

SEO Content

✅	Title	Hincol: Premium Bituminous Products Leader **Length : 42** Perfect, your title contains between 10 and 70 characters.
✅	Description	Discover HINCOL's world-class bituminous products. Pioneering quality and performance. Elevate your projects with HINCOL's trusted expertise **Length : 150** 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
locale	en_US
type	website
title	Hincol: Premium Bituminous Products Leader
description	Discover HINCOL's world-class bituminous products. Pioneering quality and performance. Elevate your projects with HINCOL's trusted expertise
url	https://hincol.in/
site_name	HINCOL
updated_time	2024-10-03T14:44:09+05:30

Headings	H1	H2	H3	H4	H5	H6
	0	14	0	3	8	5

SEO Content

- [H2] Hindustan Colas
- [H2] Legacy of Quality and Innovation
- [H2] Value-added Bituminous Products
- [H2] Road Repair & Maintenance
- [H2] OUR CLIENTS
- [H2] HINCOL Wins Golden Peacock Award for Excellence in Training and Development
- [H2] CUSTOMER FEEDBACK
- [H2] KNOWLEDGE@HINCOL
- [H2] Microsurfacing: An Innovative Solution for Road Repair and Maintenance
- [H2] What is cold mix technology and its use in road construction
- [H2] What is Modified Bitumen Emulsion
- [H2] Hindustan Colas
- [H2] Our Location
- [H2] Quick Links
- [H4] Highways & Expressways
- [H4] Runways
- [H4] Race Track & Test Tracks
- [H5] Bitumen Emulsion
- [H5] Modified Bitumen
- [H5] Pothole Repair
- [H5] Special Products
- [H5] Microsurfacing
- [H5] Coldmix Design
- [H5] Material Testing
- [H5] Technical Consultancy
- [H6] Manufacturing Plants
- [H6] R&D Center
- [H6] Material Testing Laboratory (NABL accredited)
- [H6] Microsurfacing Projects
- [H6] Registered Office

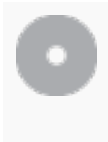|	Images	We found 69 images on this web page. 40 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : **2%** This page's ratio of text to HTML code is below 15 percent, this means that your website 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 15 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
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Partnering Customer	Internal	Passing Juice
Join Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Road Repair & Maintenance Services	Internal	Passing Juice
Microsurfacing: An Innovative Solution for Road Repair and Maintenance	Internal	Passing Juice
Bitumen Products	Internal	Passing Juice
What is cold mix technology and its use in road construction	Internal	Passing Juice
What is Modified Bitumen Emulsion	Internal	Passing Juice
Responsible Commitment	Internal	Passing Juice
Cookies Policy	Internal	Passing Juice
Jobs	Internal	Passing Juice
Tenders	Internal	Passing Juice
DUST-A-SIDE HINCOL	Internal	Passing Juice

SEO Keywords

Keywords Cloud

bitumen **more** repair services **road** **hincol** **products** rate quality **explore**

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	17	✖	✖	✖	✖
hincol	15	✔	✖	✔	✔
explore	13	✖	✖	✖	✖
products	13	✔	✖	✔	✔
road	12	✖	✖	✖	✔

Usability

	Url	Domain : hincol.in Length : 9
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✖	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.

Document

	W3C Validity	Errors : 167 Warnings : 22
❌	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✅	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). ✔ 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. https://hincol.in/sitemap_index.xml
✅	Robots.txt	http://hincol.in/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.