






Website review independentbank.com

Generated on March 26 2025 15:32 PM

The score is 50/100



SEO Content

	Title	Independent Bank Personal & Business Banking in Michigan Since 1864												
		Length : 73												
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.												
	Description	Independent Bank is a Michigan-based bank that offers loans, mortgages, personal & business banking across Grand Rapids, Bay City, Lansing, Traverse City & Metro Detroit.												
		Length : 178												
		Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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.												
		<table><tr><th>Property</th><th>Content</th></tr><tr><td>description</td><td>Independent Bank is a Michigan-based bank that offers loans, mortgages, personal & business banking across Grand Rapids, Bay City, Lansing, Traverse City & Metro Detroit.</td></tr><tr><td>title</td><td>Independent Bank Personal & Business Banking in Michigan Since 1864</td></tr><tr><td>url</td><td>https://www.independentbank.com</td></tr></table>					Property	Content	description	Independent Bank is a Michigan-based bank that offers loans, mortgages, personal & business banking across Grand Rapids, Bay City, Lansing, Traverse City & Metro Detroit.	title	Independent Bank Personal & Business Banking in Michigan Since 1864	url	https://www.independentbank.com
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description	Independent Bank is a Michigan-based bank that offers loans, mortgages, personal & business banking across Grand Rapids, Bay City, Lansing, Traverse City & Metro Detroit.													
title	Independent Bank Personal & Business Banking in Michigan Since 1864													
url	https://www.independentbank.com													
	Headings	H1 6	H2 11	H3 222	H4 96	H5 10	H6 0							
		• [H1] No-Fee* Home Equity Line of Credit												

SEO Content

- [H1] Named the Best Bank in Michigan
- [H1] Earn up to 5.00% APY** and a \$200 bonus!*
- [H1]
- [H1]
- [H1]
- [H2] Disclaimer
- [H2] Log In To
- [H2] How can we help you?
- [H2] Business Banking at its Best
- [H2] Start Saving with our CD Specials
- [H2] Bank anytime, with ONE Wallet
- [H2] Independent Bank in our CommunitiesBeing the difference in the communities we serve.
- [H2] Junior Achievement of the Michigan Great Lakes
- [H2] Annual Be TheDifference Day
- [H2] Affordable Housing Development in Grand Rapids
- [H2] Call, meet, or stop by a branch!
- [H3] Location
- [H3] Contact Information
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Office
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- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Schedule an appointment
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Office
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
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SEO Content

- [H3] Office
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- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3]
- [H3] Office
- [H3]
- [H3] Loan Center
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] 24 Hour ATM Service
- [H3] Contact Information
- [H3] Office
- [H3] Contact Information
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
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- [H3] Contact Information
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- [H3] Drive-Up

SEO Content

- [H3] Contact Information
- [H3] Contact Information
- [H3] Schedule an appointment
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
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- [H3] 24 Hour ATM Service
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- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Contact Information
- [H3] LobbyMonday - Friday 9:00 am - 4:30 pmSaturday - closed
- [H3] Drive-UpMonday - Friday 9:00 am - 5:00 pmSaturday 9:00 am - 12:00 pm
- [H3] Contact Information
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- [H3] Drive-Up
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- [H3] Contact Information
- [H3] 24 Hour ATM Service





SEO Content

- [H3] Contact Information
- [H3] 24 Hour ATM Service
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- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3] Office
- [H3] Drive-Up
- [H3] Contact Information
- [H3]
- [H3] Call us at 800.355.0641Hours of operation
- [H3]
- [H3] Schedule an AppointmentVideo, phone, or in-person
- [H3]
- [H3] BranchesSearch Locations
- [H3] Need Help?
- [H3] Join Our Email List
- [H4] Midland Mortgage Loan Center | Independent Bank
- [H4] Carson City | Independent Bank
- [H4] Auburn | Independent Bank
- [H4] Big Rapids | Independent Bank
- [H4] Howard City | Independent Bank
- [H4] Saginaw Mortgage Loan Center | Independent Bank
- [H4] Saginaw - Center | Independent Bank
- [H4] Belding | Independent Bank
- [H4] Saginaw - State St. | Independent Bank
- [H4] Saginaw - Fashion Square Mall | Independent Bank
- [H4] Ann Arbor Mortgage Loan Center | Independent Bank
- [H4] Auburn | Independent Bank
- [H4] Bad Axe | Independent Bank
- [H4] Bay City - Euclid | Independent Bank
- [H4] Bay City - Washington Ave. | Independent Bank
- [H4] Belding | Independent Bank
- [H4] Bellevue | Independent Bank
- [H4] Beverly Hills | Independent Bank
- [H4] Big Rapids | Independent Bank
- [H4] Brighton | Independent Bank
- [H4] Mortgage Loan Center - Cadillac | Independent Bank
- [H4] Caro | Independent Bank
- [H4] Carson City | Independent Bank
- [H4] Caseville | Independent Bank
- [H4] Cass City | Independent Bank
- [H4] Cedar Springs | Independent Bank
- [H4] Charlotte | Independent Bank
- [H4] Clinton Township | Independent Bank
- [H4] Clio | Independent Bank
- [H4] Croton - Hardy ATM Only | Independent Bank
- [H4] Dearborn Mortgage Loan Center | Independent Bank
- [H4] Detroit Mortgage Loan Center | Independent Bank
- [H4] East Lansing | Independent Bank
- [H4] East Lansing - West Road Loan Center | Independent Bank
- [H4] Eaton Rapids | Independent Bank
- [H4] Essexville | Independent Bank
- [H4] Fairlawn Mortgage Loan Center | Independent Bank
- [H4] Farmington Hills | Independent Bank
- [H4] Grand Haven Mortgage Loan Center | Independent Bank





SEO Content

- [H4] Grand Rapids - Cascade | Independent Bank
- [H4] Grand Rapids - Commercial Loan Center | Independent Bank
- [H4] Grand Rapids - East Beltline | Independent Bank
- [H4] Grand Rapids - Monroe Center | Independent Bank
- [H4] Grand Rapids - Plainfield | Independent Bank
- [H4] Grand Rapids - Standale | Independent Bank
- [H4] Grand Rapids Beltline Mortgage Loan Center | Independent Bank
- [H4] Holland | Independent Bank
- [H4] Howard City | Independent Bank
- [H4] Ionia ATM Only | Independent Bank
- [H4] Ionia - Point | Independent Bank
- [H4] Kalamazoo Mortgage Loan Center | Independent Bank
- [H4] Kingston ATM Only | Independent Bank
- [H4] Leslie | Independent Bank
- [H4] Livonia | Independent Bank
- [H4] Marlette | Independent Bank
- [H4] Mason | Independent Bank
- [H4] Midland Mortgage Loan Center | Independent Bank
- [H4] Muskegon | Independent Bank
- [H4] Newaygo | Independent Bank
- [H4] Newaygo ATM Only - River Valley | Independent Bank
- [H4] North Branch | Independent Bank
- [H4] North Branch Drive-Up | Independent Bank
- [H4] Okemos | Independent Bank
- [H4] Olivet ATM Only | Independent Bank
- [H4] Pigeon ATM Only | Independent Bank
- [H4] Pinconning | Independent Bank
- [H4] Pleasant Lake | Independent Bank
- [H4] Portland | Independent Bank
- [H4] Potterville ATM Only | Independent Bank
- [H4] Rives Junction ATM Only | Independent Bank
- [H4] Rockford | Independent Bank
- [H4] Rockford Mortgage Loan Center | Independent Bank
- [H4] Saginaw - Center | Independent Bank
- [H4] Saginaw - Dixie Hwy | Independent Bank
- [H4] Saginaw - Fashion Square Mall | Independent Bank
- [H4] Saginaw - State St. | Independent Bank
- [H4] Saginaw Mortgage Loan Center | Independent Bank
- [H4] Sand Lake | Independent Bank
- [H4] Saranac | Independent Bank
- [H4] Sebawaing | Independent Bank
- [H4] Shelby Township | Independent Bank
- [H4] South Haven Mortgage Loan Center | Independent Bank
- [H4] Sparta | Independent Bank
- [H4] Standish | Independent Bank
- [H4] Suttons Bay | Independent Bank
- [H4] Traverse City - Copper Ridge | Independent Bank
- [H4] Traverse City - Downtown | Independent Bank
- [H4] Traverse City - Garfield | Independent Bank
- [H4] Troy - Columbia Center | Independent Bank
- [H4] Troy Mortgage Loan Center | Independent Bank
- [H4] Unionville ATM Only | Independent Bank
- [H4] Vermontville ATM Only | Independent Bank
- [H4] White Cloud | Independent Bank

SEO Content

		<ul style="list-style-type: none">• [H4] Williamston Independent Bank• [H4] Zeeland Mortgage Loan Center Independent Bank• [H4] Top• [H5] Mortgage & Loan Center• [H5] Bank Branch• [H5] Bank Branch• [H5] Bank Branch• [H5] Bank Branch• [H5] Mortgage & Loan Center• [H5] Bank Branch• [H5] Bank Branch• [H5] Bank Branch• [H5] Bank Branch
	Images	We found 28 images on this web page. Good, most or all of your images have alt attributes.
	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 219 links including 2 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 45.21% Internal Links 54.79%

In-page links

Anchor	Type	Juice
x	Internal	Passing Juice
Personal	Internal	Passing Juice
Current Rates	Internal	Passing Juice
Checking	External	Passing Juice
Compare Checking Accounts	Internal	Passing Juice
ONE Account	Internal	Passing Juice
Opportunity One	Internal	Passing Juice
Compare Savings Accounts	Internal	Passing Juice
HSA	Internal	Passing Juice
CDs	Internal	Passing Juice
Loans	Internal	Passing Juice
Mortgage	Internal	Passing Juice
Auto	Internal	Passing Juice
Boat & RV	Internal	Passing Juice
HELOC	Internal	Passing Juice
Credit Cards	Internal	Passing Juice
Student Loans	Internal	Passing Juice
Loan Payments	Internal	Passing Juice
Debit & Credit Cards	Internal	Passing Juice
Private Banking	Internal	Passing Juice
Services	Internal	Passing Juice
ATM Finder	External	Passing Juice
ClickSWITCH	External	Passing Juice
Mobile Deposit	Internal	Passing Juice
ONE Wallet	Internal	Passing Juice
ONE Wallet +	Internal	Passing Juice
Overdraft Services	Internal	Passing Juice

In-page links

Schedule an Appointment	External	Passing Juice
Zelle	Internal	Passing Juice
Financial Calculators	Internal	Passing Juice
Refer a Friend	Internal	Passing Juice
Commercial	Internal	Passing Juice
SBA Loans	Internal	Passing Juice
Floorplan Lending	Internal	Passing Juice
Business Loan Express	Internal	Passing Juice
Credit Cards	Internal	Passing Juice
Checking	Internal	Passing Juice
Savings	Internal	Passing Juice
SurePayroll	External	Passing Juice
Treasury Services	Internal	Passing Juice
Treasury ONE	Internal	Passing Juice
Government Banking	Internal	Passing Juice
Merchant Services	External	Passing Juice
Business Financial Calculators	Internal	Passing Juice
Testimonials	Internal	Passing Juice
IB Wealth Management	External	Passing Juice
Apply	Internal	Passing Juice
Contact	Internal	Passing Juice
Find a Location	Internal	Passing Juice
Mortgage Loan Officers	Internal	Passing Juice
Commercial Bankers	Internal	Passing Juice
Treasury Reps	Internal	Passing Juice
Financial Advisors	External	Passing Juice
ONE Wallet (log in on homepage)	Internal	Passing Juice
Credit Cards	External	Passing Juice

In-page links

New Mortgage/Check Status	Internal	Passing Juice
Personal Loans	External	Passing Juice
Club Checking Benefits	Internal	Passing Juice
Express Loan Pay	Internal	Passing Juice
Check Re-Order	Internal	Passing Juice
IB Wealth Management	Internal	Passing Juice
ONE Wallet (log in on homepage)	Internal	Passing Juice
Remote Deposit Capture	Internal	Passing Juice
SurePayroll	Internal	Passing Juice
Merchant Services	Internal	Passing Juice
SBAM	Internal	Passing Juice
TreasuryONE	Internal	Passing Juice
Business	Internal	Passing Juice
Loans	Internal	Passing Juice
eServices	Internal	Passing Juice
Why Independent	Internal	Passing Juice
Corporate Social Responsibility	Internal	Passing Juice
In The News	Internal	Passing Juice
Giving Back	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
Careers	Internal	Passing Juice
Info Center	Internal	Passing Juice
Blog	Internal	Passing Juice
Money Management	Internal	Passing Juice
Homewner Assistance	Internal	Passing Juice
Safety & Security Center	Internal	Passing Juice
Legal Notices	Internal	Passing Juice
Find A Location	Internal	Passing Juice

In-page links

[illegible]

In-page links

[illegible]

In-page links

[illegible]

In-page links

Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Schedule an appointment	Internal	Passing Juice
Get Directions	External	Passing Juice
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Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Schedule an appointment	Internal	Passing Juice
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Schedule an appointment	Internal	Passing Juice
Get Directions	External	Passing Juice
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Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Get Directions	External	Passing Juice
Personal Banking	External	Passing Juice
Credit Cards	Internal	Passing Juice

In-page links

Club Checking Benefits	Internal	Passing Juice
Express Loan Pay	Internal	Passing Juice
Check Re-Order	Internal	Passing Juice
IB Wealth Management	Internal	Passing Juice
Remote Deposit Capture	Internal	Passing Juice
SurePayroll	Internal	Passing Juice
Merchant Services	Internal	Passing Juice
SBAM	Internal	Passing Juice
TreasuryONE	Internal	Passing Juice
Terms & Conditions Apply.	Internal	Passing Juice
See Rate Details.&nbsp;	Internal	Passing Juice
=	External	Passing Juice
Schedule	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
Holiday Hours	Internal	Passing Juice
Opt back in here!&nbsp;	External	Passing Juice
Refer a Business	Internal	Passing Juice
Why Independent	Internal	Passing Juice
Financial Services	Internal	Passing Juice
IB Wealth Management	Internal	Passing Juice
Independent Title Services	External	Passing Juice
FAQs	Internal	Passing Juice
Accessibility Statement	Internal	Passing Juice

SEO Keywords



Keywords Cloud

independent drive-up 900 get bank
information monday services friday






SEO Keywords

directions



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
900	168	✖	✖	✖	✖
monday	122	✖	✖	✖	✔
drive-up	109	✖	✖	✖	✔
independent	102	✔	✖	✔	✔
bank	100	✔	✖	✔	✔










Usability

	Url	Domain : independentbank.com Length : 19
	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 : 46 Warnings : 3






Document

		
	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	<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	<div>Great, your website has an XML sitemap.</div> <div>https://www.independentbank.com/sitemap.xml</div>
	Robots.txt	<div>http://independentbank.com/robots.txt</div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Great, your website has an analytics tool.</div> <div><div> Google Analytics</div><div> Quantcast</div></div>