Website review msi-vs-pmi.com

Generated on March 27 2025 05:44 AM

The score is 49/100

SEO Content

✓	Title	MSI vs PMI **Length : 10** Perfect, your title contains between 10 and 70 characters.
⚠	Description	MSI vs PMI **Length : 10** 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	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>0</td><td>0</td><td>3</td><td>4</td><td>0</td><td>0</td></tr></table> [H3] MSI and PMI [H3] The dispute [H3] The context [H4] Most read articles [H4] Latest news [H4] Useful links [H4]
✗	Images	We found 9 images on this web page. 1 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 : **25%** Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.

SEO Content

✓	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	Bad. Your links have query string.
✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 16 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 6.25% Internal Links 93.75%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
MSIntelligence	Internal	Passing Juice
The complaint	Internal	Passing Juice
Press	Internal	Passing Juice
Latest news	Internal	Passing Juice
English	Internal	Passing Juice
MSI and PMI	Internal	Passing Juice
Industry insider complaint threatens to upset Big Tobacco's applecart	Internal	Passing Juice
Complaint: Philip Morris Smuggled Smokes, Distorted Data	Internal	Passing Juice

In-page links

E-cigarette Website, a real danger for personal data	Internal	Passing Juice
Notice from MSIntelligence to the tobacco industry	Internal	Passing Juice
Contact us	Internal	Passing Juice
MSIvsPMI	External	Passing Juice
MSIntelligence.com	Internal	Passing Juice
Pollock Cohen LLP	Internal	Passing Juice
Court Case Documents	Internal	Passing Juice

SEO Keywords

Keywords Cloud	years company from pmi number msi market site msintelligence tobacco

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
pmi	12	✔	✖	✔	✔
msi	6	✔	✖	✔	✔
tobacco	6	✖	✖	✖	✖
msintelligence	5	✖	✖	✖	✖
site	4	✖	✖	✖	✖

Usability

	Url	Domain : msi-vs-pmi.com Length : 14
	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 : 10 Warnings : 17
❌	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). ✖ Too bad, your website does not take advantage of gzip.

Mobile

⊙	Mobile Optimization	✖ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

Optimization

	XML Sitemap	Missing
		Your website does not have an XML sitemap - this can be problematic.
		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://msi-vs-pmi.com/robots.txt
		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.
		Google Analytics