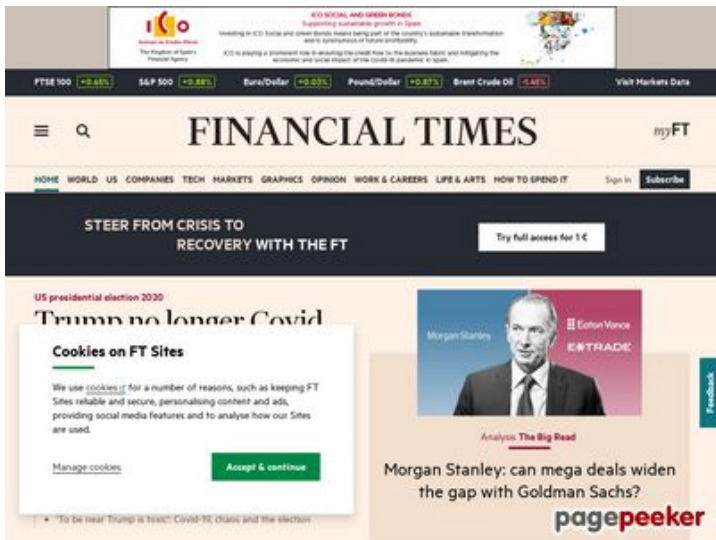







Website review ft.com

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The score is 40/100



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	<p>Headings</p>	<table border="1" data-bbox="544 1514 1481 1581"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>10</td> <td>76</td> <td>13</td> <td>0</td> <td>6</td> </tr> </tbody> </table> <ul data-bbox="616 1615 1007 2076" style="list-style-type: none"> • [H1] Financial Times Home • [H2] US Election 2016 • [H2] fastFT • [H2] US news • [H2] Opinion • [H2] Video • [H2] Highlights • [H2] Most Read • [H2] Technology • [H2] Markets News • [H2] Life & Arts • [H3] Sections • [H3] Most Read • [H3] Sections 	H1	H2	H3	H4	H5	H6	1	10	76	13	0	6
H1	H2	H3	H4	H5	H6									
1	10	76	13	0	6									

SEO Content

- [H3] Most Read
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We found 45 images on this web page.

44 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.

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	Text/HTML Ratio	Ratio : 0% 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	Great, there are no Iframes detected on this page.

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	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 167 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.99% Internal Links 97.01%

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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : ft.com Length : 6
	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 : 304 Warnings : 14
	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	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! Great, your website has few CSS files. Perfect, your website has few JavaScript files. Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>http://ft.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>