






Website review thermofisher.com

Generated on December 01 2016 04:48 AM

The score is 41/100





SEO Content

	<p>Title</p>	<p>Thermo Fisher Scientific</p> <p>Length : 24</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Thermo Fisher Scientific is dedicated to improving the human condition through systems, consumables, and services for researchers.</p> <p>Length : 130</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>life,science,research,products,bioproduction,clinical,hid,cell,protein,molecular,biology</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>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.</p>												
	<p>Headings</p>	<table border="1" data-bbox="542 1568 1468 1646"> <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>5</td> <td>13</td> <td>17</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="606 1668 1356 2072" style="list-style-type: none"> • [H1] Neurobiology research. • [H2] Thermo Scientific products that every lab needs • [H2] Learning & tools • [H2] Promotions • [H2] New products • [H2] Applications & brands • [H3] Lab Plasticware and Supplies > • [H3] Lab Equipment > • [H3] Chromatography > • [H3] Join the fight • [H3] Free handbook • [H3] Gibco Neurobiology Protocol Handbook 	H1	H2	H3	H4	H5	H6	1	5	13	17	0	0
H1	H2	H3	H4	H5	H6									
1	5	13	17	0	0									



SEO Content

		<ul style="list-style-type: none"> • [H3] We're joining the White House-led Cancer Moonshot initiative as a partner in the Blood Profiling Atlas pilot. • [H3] Save Online* • [H3] Bundle and save 20%* • [H3] Save 35%* • [H3] SMART Digest Trypsin Kits • [H3] Pre-Weigh Culture Media: Simplify media preparation • [H3] New LentiArray CRISPR Libraries • [H4] BioProduction • [H4] Cell Analysis • [H4] Cell Culture • [H4] Clinical • [H4] Cloning • [H4] DNA & RNA Purification • [H4] Human Identification • [H4] PCR • [H4] Protein Biology • [H4] Real-time PCR • [H4] Sequencing • [H4] Synthetic Biology • [H4] Thermo Scientific™ • [H4] Applied Biosystems™ • [H4] Invitrogen™ • [H4] Gibco™ • [H4] Ion Torrent™
	Images	<p>We found 44 images on this web page.</p> <p>16 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 5%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.

SEO Links

	In-page links	We found a total of 186 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
Contact Us	Internal	Passing Juice
Register	Internal	Passing Juice
Quick Order	Internal	Passing Juice
Applications & Techniques	Internal	Passing Juice
Chemicals	Internal	Passing Juice
Lab Automation	Internal	Passing Juice
Lab Data Management & Analysis Software	Internal	Passing Juice
Lab Equipment	Internal	Passing Juice
Lab Plasticware & Supplies	Internal	Passing Juice
Thermo Scientific™	Internal	Passing Juice
Applied Biosystems™	Internal	Passing Juice
Invitrogen™	Internal	Passing Juice
Gibco™	Internal	Passing Juice
Ion Torrent™	Internal	Passing Juice
Antibodies	Internal	Passing Juice
Cell Analysis	Internal	Passing Juice
Cell Culture & Transfection	Internal	Passing Juice
Cloning	Internal	Passing Juice
Synthetic Biology	Internal	Passing Juice
DNA & RNA Purification	Internal	Passing Juice

In-page links

Epigenetics	Internal	Passing Juice
Flow Cytometry	Internal	Passing Juice
Gene Expression Analysis	Internal	Passing Juice
Genome Editing	Internal	Passing Juice
PCR	Internal	Passing Juice
Real-time PCR	Internal	Passing Juice
Protein Biology	Internal	Passing Juice
RNAi	Internal	Passing Juice
Sequencing	Internal	Passing Juice
Stem Cell Research	Internal	Passing Juice
Agricultural Biotechnology	Internal	Passing Juice
Animal Health	Internal	Passing Juice
Bioproduction	Internal	Passing Juice
Cement, Coal & Minerals	Internal	Passing Juice
Chromatography	Internal	Passing Juice
Drug Discovery & Development	Internal	Passing Juice
Environmental	Internal	Passing Juice
Food & Beverage	Internal	Passing Juice
Forensics	Internal	Passing Juice
Manufacturing & Processing	Internal	Passing Juice
Mass Spectrometry	Internal	Passing Juice
Microbiology	Internal	Passing Juice
Pharma & Biopharma	Internal	Passing Juice
Radiation Detection & Measurement	Internal	Passing Juice
Spectroscopy, Elemental & Isotope Analysis	Internal	Passing Juice
Anatomical Pathology	Internal	Passing Juice
Cancer Research	Internal	Passing Juice
Clinical Microbiology	Internal	Passing Juice

In-page links

Clinical & Translational Research	Internal	Passing Juice
Diagnostic Development	Internal	Passing Juice
Diagnostic Testing	Internal	Passing Juice
Preclinical to Companion Diagnostic Development	Internal	Passing Juice
Public Health	Internal	Passing Juice
Product Selection Guides	Internal	Passing Juice
Services	Internal	Passing Juice
New Products	Internal	Passing Juice
Promotions	Internal	Passing Juice
Learning Centers	Internal	Passing Juice
OEM & Commercial Supply	Internal	Passing Juice
Shop All Products	Internal	Passing Juice
Beakers	Internal	Passing Juice
Lab Centrifuges	Internal	Passing Juice
Ultra Low-Temperature Freezers	Internal	Passing Juice
Lipofectamine™ Reagents	Internal	Passing Juice
Nalgene™ Labware	Internal	Passing Juice
Oligos, Primers, Probes & Nucleotides	Internal	Passing Juice
Pipettes & Pipette Tips	Internal	Passing Juice
SuperScript™ Reverse Transcriptase	Internal	Passing Juice
TaqMan® Real-Time PCR Assays	Internal	Passing Juice
TRIzol™ Reagents	Internal	Passing Juice
Antibodies & Immunoassays	Internal	Passing Juice
Cell Culture & Transfection Reagents	Internal	Passing Juice
Chromatography Columns, Resins, & Spin Filters	Internal	Passing Juice
Drug Discovery Assays	Internal	Passing Juice
Gels & Membranes	Internal	Passing Juice
Instruments & Equipment	Internal	Passing Juice

In-page links

Lab Reagents & Chemicals	Internal	Passing Juice
Lab Supplies, Plastics & Glassware	Internal	Passing Juice
Primers/Oligos, Cloning & Gene Synthesis	Internal	Passing Juice
Software & Digital Storage	Internal	Passing Juice
How to Order	Internal	Passing Juice
Quick Order	Internal	Passing Juice
Track Your Order	Internal	Passing Juice
Order Support	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Services & Support	Internal	Passing Juice
Certificates of Analysis and Conformance	Internal	Passing Juice
Chemical Structures	Internal	Passing Juice
Citations & References	Internal	Passing Juice
Manufacturing Site ISO Certifications	Internal	Passing Juice
Manuals	Internal	Passing Juice
Media Formulations	Internal	Passing Juice
Newsletters & Journals	Internal	Passing Juice
Product Literature	Internal	Passing Juice
RoHS Certificates	Internal	Passing Juice
SDSs	Internal	Passing Juice
Spectral Data	Internal	Passing Juice
Supplemental Protocols	Internal	Passing Juice
Vector Maps	Internal	Passing Juice
Custom Services	Internal	Passing Juice
Enterprise-Level Lab Informatics	Internal	Passing Juice
Enterprise Services	Internal	Passing Juice
Financial and Leasing Services	Internal	Passing Juice
Instrument Services	Internal	Passing Juice

In-page links

Events	Internal	Passing Juice
How To & Educational Videos	Internal	Passing Juice
Training Services	Internal	Passing Juice
Webinars	Internal	Passing Juice
Instrument Support	Internal	Passing Juice
Knowledge Base/Product FAQs	Internal	Passing Juice
Life Sciences Support Centers	Internal	Passing Juice
Biotinylation Reagent Selection Tool	Internal	Passing Juice
Cell Staining Tool	Internal	Passing Juice
Crosslinker Selection Tool	Internal	Passing Juice
ELISA Kits by Target Tool	Internal	Passing Juice
Fluorescence SpectraViewer	Internal	Passing Juice
Lab Apps	Internal	Passing Juice
Restriction Enzyme Finder	Internal	Passing Juice
Spectra Data	Internal	Passing Juice
Thermo Scientific Molecular Biology Tools	Internal	Passing Juice
Vector Selection Tool	Internal	Passing Juice
About Us	Internal	Passing Juice
Partnering	Internal	Passing Juice
Learn more &rsquo;	Internal	Passing Juice
Cell Culture Plastics >	Internal	Passing Juice
Pipettes and Pipette Tips >	Internal	Passing Juice
See more >	Internal	Passing Juice
Centrifuges >	Internal	Passing Juice
pH, Ion, Conductivity & Oxygen Measurement >	Internal	Passing Juice
See more >	Internal	Passing Juice
HPLC and UHPLC Columns >	Internal	Passing Juice
Autosampler Vials & Closures >	Internal	Passing Juice

In-page links

See more >	Internal	Passing Juice
Learn more >	Internal	Passing Juice
Learn more >	Internal	Passing Juice
Download now >	Internal	Passing Juice
Learn more >	Internal	Passing Juice
Save Online*	Internal	Passing Juice
Bundle and save 20%*	Internal	Passing Juice
Save 35%*	Internal	Passing Juice
View more &rsaquo;	Internal	Passing Juice
SMART Digest Trypsin Kits	Internal	Passing Juice
Learn more >	Internal	Passing Juice
New LentiArray CRISPR Libraries	Internal	Passing Juice
View more &rsaquo;	Internal	Passing Juice
BioProduction	Internal	Passing Juice
Cell Analysis	Internal	Passing Juice
Cell Culture	Internal	Passing Juice
Clinical	Internal	Passing Juice
Cloning	Internal	Passing Juice
DNA & RNA Purification	Internal	Passing Juice
Human Identification	Internal	Passing Juice
PCR	Internal	Passing Juice
Protein Biology	Internal	Passing Juice
Real-time PCR	Internal	Passing Juice
Sequencing	Internal	Passing Juice
Synthetic Biology	Internal	Passing Juice
Thermo Scientific™	Internal	Passing Juice
Applied Biosystems™	Internal	Passing Juice
Invitrogen™	Internal	Passing Juice

In-page links

Gibco™	Internal	Passing Juice
Ion Torrent™	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Price & Freight Policy	Internal	Passing Juice
Popularity	Internal	Passing Juice
Our Choices	Internal	Passing Juice
Favorites	Internal	Passing Juice
Category	Internal	Passing Juice
Title	Internal	Passing Juice
Popularity	Internal	Passing Juice
Favorites	Internal	Passing Juice
Price	Internal	Passing Juice
Brand	Internal	Passing Juice
Title	Internal	Passing Juice
Popularity	Internal	Passing Juice
Our Choices	Internal	Passing Juice
Favorites	Internal	Passing Juice
Category	Internal	Passing Juice
Title	Internal	Passing Juice
Popularity	Internal	Passing Juice
Favorites	Internal	Passing Juice
Price	Internal	Passing Juice
Brand	Internal	Passing Juice
Title	Internal	Passing Juice

SEO Keywords



Keywords Cloud

products favorites save
popularity order learn
neurobiology view title more

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	5	✘	✘	✘	✘
view	5	✘	✘	✘	✘
learn	4	✘	✘	✘	✔
popularity	4	✘	✘	✘	✘
title	4	✘	✘	✘	✘










Usability

	Url	Domain : thermofisher.com Length : 16
	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	Great. This page take advantage of Dublin Core.





Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.




Document

	W3C Validity	Errors : 25 Warnings : 8
	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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>http://thermofisher.com/sitemap.xml</pre> <pre>http://www.thermofisher.com/sitemap-a.xml</pre>
	Robots.txt	<pre>http://thermofisher.com/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>
	Analytics	Missing <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>

Optimization