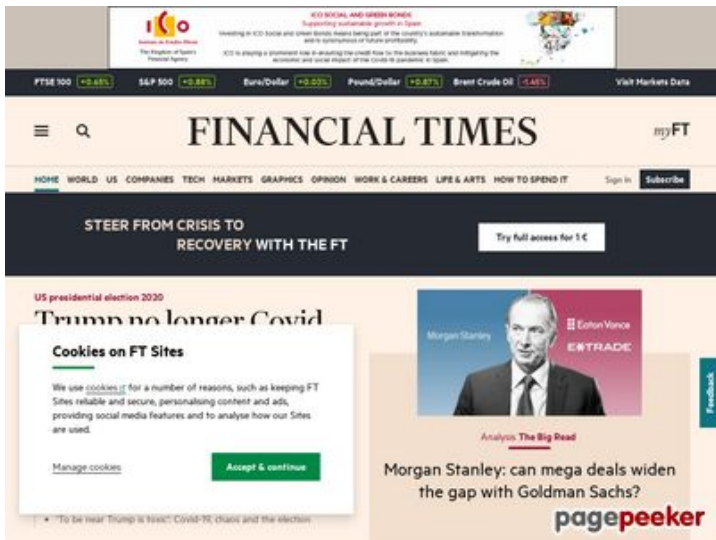


# Evaluation du site ft.com



Généré le 10 Novembre 2016 06:59

Le score est de 40/100



## Optimisation du contenu

	Titre	<p>Financial Times</p> <p>Longueur : 15</p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p>												
	Description	<p>Longueur : 0</p> <p>Très mauvais. Nous n'avons pas trouvé de balise META description sur votre page. Utilisez <a href="#">ce générateur gratuit de balises META en ligne</a> pour créer une description.</p>												
	Mots-clefs	<p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez <a href="#">ce générateur gratuit de balises META en ligne</a> pour créer des mots-clés.</p>												
	Propriétés Open Graph	<p>Cette page ne profite pas des balises META Open Graph. Cette balise permet de représenter de manière riche n'importe quelle page dans le graph social (environnement social). Utilisez <a href="#">ce générateur gratuit de balises META Open Graph</a> pour les créer.</p>												
	Niveaux de titre	<table border="1"> <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 style="list-style-type: none"> <li>• [H1] Financial Times Home</li> <li>• [H2] US Election 2016</li> <li>• [H2] fastFT</li> <li>• [H2] US news</li> <li>• [H2] Opinion</li> <li>• [H2] Video</li> <li>• [H2] Highlights</li> <li>• [H2] Most Read</li> <li>• [H2] Technology</li> <li>• [H2] Markets News</li> <li>• [H2] Life &amp; Arts</li> </ul>	H1	H2	H3	H4	H5	H6	1	10	76	13	0	6
H1	H2	H3	H4	H5	H6									
1	10	76	13	0	6									

## Optimisation du contenu

- [H3] Sections
- [H3] Most Read
- [H3] Sections
- [H3] Most Read
- [H3] Sections
- [H3] Most Read
- [H3] Sections
- [H3] Most Read
- [H3] Sections
- [H3] Most Read
- [H3] Sections
- [H3] Most Read
- [H3] Sections
- [H3] Most Read
- [H3] Wall Street eyes record following Trump victory
- [H3] Trump team moves to reassure world on transition
- [H3] Thousands protest in US cities over Trump election victory
- [H3] Trump's deregulatory stance expected to dilute financial reforms
- [H3] Welcome to Trumpworld
- [H3] Fed faces Trump glare ahead of policy shake-up
- [H3] 'Trumpflation' risk rattles bond markets
- [H3] Alibaba vice chairman warns Trump of 'trouble' from China relations
- [H3] UniCredit reports 12% drop in profit for Q3
- [H3] Logistics group Wincanton climbs after dividend reinstated
- [H3] US Treasury bonds slip to new post-vote low
- [H3] Trafigura executive resigns to fight bribery charges
- [H3] Trump victory: corporate winners and losers
- [H3] Marine Le Pen's hopes of French presidency bolstered by Trump
- [H3] Obama's oil and gas regulations face fire from Trump
- [H3] Tata accuses Cyrus Mistry of overseeing weak performance
- [H3] US expats struggle with homeland where voters have had 'enough'
- [H3] Hillary Clinton's defeat provides antidote for US drugmakers
- [H3] Japan ratifies doomed Trans-Pacific Partnership
- [H3] Southeast Asia's strongmen revel in Trump victory
- [H3] Nintendo retro console sells out in Tokyo
- [H3] IEA warns of 'relentless' oil supply growth without Opec accord
- [H3] Top high-frequency trader Teza to quit proprietary trading
- [H3] How Donald Trump won the US presidency — in pictures
- [H3] Trump victory breathes life into Keystone XL pipeline
- [H3] Voices from the Trump heartland make themselves heard
- [H3] Trump success could be populism's high-water mark
- [H3] China hawk or isolationist? Asia awaits the real Donald Trump
- [H3] Social media alone understood the Donald Trump story
- [H3] Scene set for summit of brash Donald Trump and guarded Xi Jinping
- [H3] Trump win means I'm investing in Russia, gold and avoiding US equities
- [H3] The Republicans are now the party of outsiders

## Optimisation du contenu




- [H3] America can survive Trump. Not so the west
- [H3] Investors: sit tight and look for Trump clues
- [H3] Autocrats of the world benefit from Donald Trump's win
- [H3] Donald Trump and the dangers of America First
- [H3] FEATURED SECTIONS
- [H3] How Qatar is feeling the heat
- [H3] Fake MBAs haunt CVs even in the internet age
- [H3] Trump election casts shadow over COP 22 climate change talks
- [H3] Cleaning up horrific scenes takes guts and empathy
- [H3] Values statements should be brief and short on cheese
- [H3] The oil price: what to watch at the end of a volatile year
- [H3] Seven Donald Trump policies that could change the US
- [H3] Donald Trump's scrupulously obedient acceptance speech
- [H3] Who are the team Trump players heading for Washington?
- [H3] Trump victory: corporate winners and losers
- [H3] Donald Trump seals historic US election victory
- [H3] Donald Trump's victory challenges the global liberal order
- [H3] Nintendo retro console sells out in Tokyo
- [H3] Yahoo admits some staff knew of hacking in 2014
- [H3] Twitter chief operating officer Adam Bain to depart
- [H3] Infineon breaks Rubik's Cube world record
- [H3] European stocks extend Trump rebound
- [H3] 'Trumpflation' risk rattles bond markets
- [H3] IEA warns of 'relentless' oil supply growth without Opec accord
- [H3] Wall Street eyes record following Trump victory
- [H3] The perils (and rewards) of buying property in the Maldives
- [H3] Can this man save the suit?
- [H3] Donald Trump's Lunch with the FT in 2013
- [H3] A journey through crocodile country
- [H3] Economics: a discipline in need of diversity
- [H4] Top Trump tips
- [H4] Trump's impact on world order
- [H4] Trump policies that could change US
- [H4] What's next for America?
- [H4] PunkFT: Trumponomics
- [H4] How the US voted
- [H4] Trump win shocks observers
- [H4] Clinton and Trump supporters await results
- [H4] US election sets Supreme Court future
- [H4] Trump and Clinton policies
- [H4] The ugliest US presidential race
- [H4] What's at stake in the US election
- [H4] Next Up
- [H6] Welcome to the new FT.com.
- [H6] Support
- [H6] Legal & Privacy
- [H6] Services
- [H6] Tools
- [H6] More from the FT Group







Images

Nous avons trouvé 45 image(s) sur cette page Web.

## Optimisation du contenu

		44 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.
	Ratio texte/HTML	Ratio : 0% le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.
	Flash	Parfait, aucun contenu FLASH n'a été détecté sur cette page.
	Iframe	Génial, il n'y a pas d'Iframes détectés sur cette page.

## Liens

	Réécriture d'URLs	Bien. Vos liens sont optimisés!
	Tiret bas dans les URLs	Nous avons détectés des soulignements dans vos URLs. Vous devriez plutôt utiliser des tirets pour optimiser votre référencement.
	Liens dans la page	Nous avons trouvé un total de 167 lien(s) dont 1 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 2.99% Liens internes 97.01%

## Liens dans la page

Texte d'ancre	Type	Juice
<a href="#">Skip to navigation</a>	Interne	Passing Juice
<a href="#">Skip to content</a>	Interne	Passing Juice
<a href="#">Visit Markets Data</a>	Interne	Passing Juice
<a href="#">Sign In</a>	Interne	Passing Juice
<a href="#">Subscribe</a>	Interne	Passing Juice

## Liens dans la page

<a href="#">Home</a>	Interne	Passing Juice
<a href="#">FastFT</a>	Interne	Passing Juice
<a href="#">World</a>	Interne	Passing Juice
<a href="#">World Economy</a>	Interne	Passing Juice
<a href="#">UK</a>	Interne	Passing Juice
<a href="#">US</a>	Interne	Passing Juice
<a href="#">China</a>	Interne	Passing Juice
<a href="#">Africa</a>	Interne	Passing Juice
<a href="#">Asia Pacific</a>	Interne	Passing Juice
<a href="#">Emerging Markets</a>	Interne	Passing Juice
<a href="#">Europe</a>	Interne	Passing Juice
<a href="#">Latin America</a>	Interne	Passing Juice
<a href="#">Middle East and North Africa</a>	Interne	Passing Juice
<a href="#">Seven Donald Trump policies that could change the US</a>	Interne	Passing Juice
<a href="#">Who are the team Trump players heading for Washington?</a>	Interne	Passing Juice
<a href="#">Donald Trump seals historic US election victory</a>	Interne	Passing Juice
<a href="#">Fed faces Trump glare ahead of policy shake-up</a>	Interne	Passing Juice
<a href="#">World reacts to Trump's win: allies dismayed, populists delighted</a>	Interne	Passing Juice
<a href="#">US Economy</a>	Interne	Passing Juice
<a href="#">US Politics &amp; Policy</a>	Interne	Passing Juice
<a href="#">US Companies</a>	Interne	Passing Juice
<a href="#">US Election 2016</a>	Interne	Passing Juice
<a href="#">Donald Trump's scrupulously obedient acceptance speech</a>	Interne	Passing Juice
<a href="#">Donald Trump's victory challenges the global liberal order</a>	Interne	Passing Juice
<a href="#">Companies</a>	Interne	Passing Juice
<a href="#">Energy</a>	Interne	Passing Juice
<a href="#">Financials</a>	Interne	Passing Juice
<a href="#">Health</a>	Interne	Passing Juice

## Liens dans la page

<a href="#">Industrials</a>	Interne	Passing Juice
<a href="#">Media</a>	Interne	Passing Juice
<a href="#">Retail &amp; Consumer</a>	Interne	Passing Juice
<a href="#">Technology</a>	Interne	Passing Juice
<a href="#">Telecoms</a>	Interne	Passing Juice
<a href="#">Transport</a>	Interne	Passing Juice
<a href="#">Trump victory: corporate winners and losers</a>	Interne	Passing Juice
<a href="#">How Trump could make the City great again</a>	Interne	Passing Juice
<a href="#">US expats struggle with homeland where voters have had 'enough'</a>	Interne	Passing Juice
<a href="#">Goldman promotes record number of women to top tier</a>	Interne	Passing Juice
<a href="#">Tech groups may bring cash piles home under Trump</a>	Interne	Passing Juice
<a href="#">Markets</a>	Interne	Passing Juice
<a href="#">Alphaville</a>	Interne	Passing Juice
<a href="#">Capital Markets</a>	Interne	Passing Juice
<a href="#">Commodities</a>	Interne	Passing Juice
<a href="#">Currencies</a>	Interne	Passing Juice
<a href="#">Equities</a>	Interne	Passing Juice
<a href="#">Fund Management</a>	Interne	Passing Juice
<a href="#">Trading</a>	Interne	Passing Juice
<a href="#">US stocks defy fears of panic after Trump win</a>	Interne	Passing Juice
<a href="#">Flight to safety unwinds after Trump win</a>	Interne	Passing Juice
<a href="#">Donald Trump and the bonfire of the certainties</a>	Interne	Passing Juice
<a href="#">Mexican peso hit as Trump takes US presidency</a>	Interne	Passing Juice
<a href="#">Traders grapple with Brexit déjà vu as Trump triumphs</a>	Interne	Passing Juice
<a href="#">Opinion</a>	Interne	Passing Juice
<a href="#">Columnists</a>	Interne	Passing Juice
<a href="#">FT View</a>	Interne	Passing Juice
<a href="#">The Big Read</a>	Interne	Passing Juice

## Liens dans la page

<a href="#">Instant Insight</a>	Interne	Passing Juice
<a href="#">Lex</a>	Interne	Passing Juice
<a href="#">Blogs</a>	Interne	Passing Juice
<a href="#">Obituaries</a>	Interne	Passing Juice
<a href="#">Letters</a>	Interne	Passing Juice
<a href="#">Donald Trump's win is a mandate to blow up Washington</a>	Interne	Passing Juice
<a href="#">Donald Trump shakes postwar liberal order</a>	Interne	Passing Juice
<a href="#">Work &amp; Careers</a>	Interne	Passing Juice
<a href="#">Business School Rankings</a>	Interne	Passing Juice
<a href="#">Business Education</a>	Interne	Passing Juice
<a href="#">Entrepreneurship</a>	Interne	Passing Juice
<a href="#">Recruitment</a>	Interne	Passing Juice
<a href="#">Business Books</a>	Interne	Passing Juice
<a href="#">The search for a better US election map</a>	Interne	Passing Juice
<a href="#">Joseph Heller's Catch-22 is the greatest of all business books</a>	Interne	Passing Juice
<a href="#">Fake MBAs haunt CVs even in the internet age</a>	Interne	Passing Juice
<a href="#">A crash course in technology for ageing and infirm bodies</a>	Interne	Passing Juice
<a href="#">Life &amp; Arts</a>	Interne	Passing Juice
<a href="#">House &amp; Home</a>	Interne	Passing Juice
<a href="#">Books</a>	Interne	Passing Juice
<a href="#">Food &amp; Drink</a>	Interne	Passing Juice
<a href="#">Travel</a>	Interne	Passing Juice
<a href="#">Style</a>	Interne	Passing Juice
<a href="#">Arts</a>	Interne	Passing Juice
<a href="#">FT Magazine</a>	Interne	Passing Juice
<a href="#">Donald Trump's Lunch with the FT in 2013</a>	Interne	Passing Juice
<a href="#">How Trump gave a voice to unheard America</a>	Interne	Passing Juice
<a href="#">Tadao Ando: inside the 'home' of Japan's most fabled architect</a>	Interne	Passing Juice

## Liens dans la page

<a href="#">How Qatar is feeling the heat</a>	Interne	Passing Juice
<a href="#">Economics: a discipline in need of diversity</a>	Interne	Passing Juice
<a href="#">US financial regulation</a>	Interne	Passing Juice
<a href="#">Election investment strategies</a>	Interne	Passing Juice
<a href="#">Shale Oil and Gas</a>	Interne	Passing Juice
<a href="#">Pharmaceuticals</a>	Interne	Passing Juice
<a href="#">Global Trade</a>	Interne	Passing Juice
<a href="#">US foreign policy</a>	Interne	Passing Juice
<a href="#">Oil</a>	Interne	Passing Juice
<a href="#">Derivatives</a>	Interne	Passing Juice
<a href="#">Martin Sandbu's Free Lunch</a>	Interne	Passing Juice
<a href="#">John Lloyd</a>	Interne	Passing Juice
<a href="#">Global Insight</a>	Interne	Passing Juice
<a href="#">Merryn Somerset Webb</a>	Interne	Passing Juice
<a href="#">Christopher Caldwell</a>	Interne	Passing Juice
<a href="#">Philip Stephens</a>	Interne	Passing Juice
<a href="#">The Exchange</a>	Interne	Passing Juice
<a href="#">Roula Khalaf</a>	Interne	Passing Juice
<a href="#">Gideon Rachman</a>	Interne	Passing Juice
<a href="#">Video</a>	Interne	Passing Juice
<a href="#">FT World</a>	Interne	Passing Juice
<a href="#">FT Comment</a>	Interne	Passing Juice
<a href="#">FirstFT</a>	Interne	Passing Juice
<a href="#">Simon Kuper</a>	Interne	Passing Juice
<a href="#">Recruitment</a>	Interne	Passing Juice
<a href="#">Climate change</a>	Interne	Passing Juice
<a href="#">UK employment</a>	Interne	Passing Juice
<a href="#">Justine Roberts</a>	Interne	Passing Juice



## Liens dans la page

<a href="#">The Art of Persuasion</a>	Interne	Passing Juice
<a href="#">International Property</a>	Interne	Passing Juice
<a href="#">Asian and Australian destinations</a>	Interne	Passing Juice
<a href="#">Undercover Economist</a>	Interne	Passing Juice
<a href="#">Feedback</a>	Interne	Passing Juice
<a href="#">Open in app</a>	Interne	Passing Juice
<a href="#">Open in app</a>	Interne	Passing Juice
<a href="#">Help Centre</a>	Interne	Passing Juice
<a href="#">About Us</a>	Interne	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Interne	Passing Juice
<a href="#">Privacy</a>	Interne	Passing Juice
<a href="#">Cookies</a>	Interne	Passing Juice
<a href="#">Copyright</a>	Interne	Passing Juice
<a href="#">Conferences &amp; Events</a>	Interne	Passing Juice
<a href="#">Individual Subscriptions</a>	Interne	Passing Juice
<a href="#">Group Subscriptions</a>	Interne	Passing Juice
<a href="#">Republishing</a>	Interne	Passing Juice
<a href="#">Contracts &amp; Tenders</a>	Externe	Passing Juice
<a href="#">Analysts Research</a>	Externe	Passing Juice
<a href="#">Executive Job Search</a>	Externe	Passing Juice
<a href="#">Advertise with the FT</a>	Externe	Passing Juice
<a href="#">Follow the FT on Twitter</a>	Externe	Passing Juice
<a href="#">Ebooks</a>	Interne	Passing Juice
<a href="#">Portfolio</a>	Interne	Passing Juice
<a href="#">ePaper</a>	Interne	Passing Juice
<a href="#">Alerts Hub</a>	Interne	Passing Juice
<a href="#">Lexicon</a>	Interne	Passing Juice
<a href="#">MBA Rankings</a>	Interne	Passing Juice

## Liens dans la page

<a href="#">Economic Calendar</a>	Interne	Passing Juice
<a href="#">News feed</a>	Interne	Passing Juice
<a href="#">Newsletters</a>	Interne	Passing Juice
<a href="#">Currency Converter</a>	Interne	Passing Juice
<a href="#">Press Cuttings</a>	Interne	Passing Juice
<a href="#">FT Editorial Code of Practice</a>	Interne	Passing Juice
<a href="#">International Edition</a>	Interne	Passing Juice
<a href="#">UK Edition</a>	Interne	Passing Juice
<a href="#">Personal Finance</a>	Interne	Passing Juice
<a href="#">Property &amp; Mortgages</a>	Interne	Passing Juice
<a href="#">Investments</a>	Interne	Passing Juice
<a href="#">Pensions</a>	Interne	Passing Juice
<a href="#">Tax</a>	Interne	Passing Juice
<a href="#">Banking &amp; Savings</a>	Interne	Passing Juice
<a href="#">Special Reports</a>	Interne	Passing Juice
<a href="#">Science &amp; Environment</a>	Interne	Passing Juice
<a href="#">EM Squared</a>	Interne	Passing Juice
<a href="#">Lunch with the FT</a>	Interne	Passing Juice
<a href="#">Podcasts</a>	Interne	Passing Juice
<a href="#">myFT</a>	Interne	Passing Juice
<a href="#">Crossword</a>	Interne	Passing Juice
<a href="#">Return to the old FT.com</a>	Interne	Passing Juice

## Mots-clefs








Nuage de mots-clefs










## Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
----------	---------	-------	------------	-------------	------------------

### Ergonomie

	Url	Domaine : ft.com Longueur : 6
	Favicon	Génial, votre site web dispose d'un favicon.
	Imprimabilité	Aucun style CSS pour optimiser l'impression n'a pu être trouvé.
	Langue	Bien. Votre langue est : en.
	Dublin Core	Cette page ne profite pas des métadonnées Dublin Core.

### Document

	Doctype	HTML 5
	Encodage	Parfait. Votre charset est UTF-8.
	Validité W3C	Erreurs : 304 Avertissements : 14
	E-mail confidentialité	Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez <a href="#">une protection anti-spam gratuite</a> pour cacher vos e-mails aux spammeurs.
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	<ul style="list-style-type: none"><li> Excellent, votre site n'utilise pas de tableaux imbriqués.</li><li> Parfait. Aucun style css inline n'a été trouvé dans vos tags HTML!</li><li> Génial, votre site web contient peu de fichiers CSS.</li></ul>

## Document

- ✔ Parfait, votre site web contient peu de fichiers javascript.
- ✘ Dommage, votre site n'est pas optimisé avec gzip.

## Mobile



### Optimisation mobile

- ✘ Icône Apple
- ✔ Méta tags viewport
- ✔ Contenu FLASH

## Optimisation



### Sitemap XML

Manquant

Votre site web ne dispose pas d'une sitemap XML, ce qui peut poser problème.

La sitemap recense les URLs que les moteurs de recherche peuvent indexer, tout en proposant d'éventuelles informations supplémentaires (comme la date de dernière mise à jour, la fréquence des changements, ainsi que leur niveau d'importance). Ceci permet aux moteurs de recherche de parcourir le site de façon plus efficace.



### Robots.txt

<http://ft.com/robots.txt>

Votre site dispose d'un fichier robots.txt, ce qui est optimal.



### Mesures d'audience

Manquant

Nous n'avons trouvé aucun outil d'analytics sur ce site.

Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier.