








Website review hurtigruten.com

Generated on February 22 2023 14:28 PM





The score is 63/100







SEO Content

	Title	Antarctica & Arctic Expeditions Norway Coastal Cruises Hurtigruten Length : 70 Perfect, your title contains between 10 and 70 characters.												
	Description	Hurtigruten offers expeditions to Antarctica and the Arctic, as well as coastal cruises along the stunning Norwegian coast. Join our explorations of the world for an authentic and immersive experience. Length : 202 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><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>hurtigruten.com (US)</td></tr><tr><td>url</td><td>https://www.hurtigruten.com/</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://www.hurtigruten.com/globalassets/photos/sharing/hr-g-og_1200x630.jpg?width=1200& height=630&transform=DownFill</td></tr></tbody></table>	Property	Content	title	hurtigruten.com (US)	url	https://www.hurtigruten.com/	type	website	image	https://www.hurtigruten.com/globalassets/photos/sharing/hr-g-og_1200x630.jpg?width=1200& height=630&transform=DownFill		
Property	Content													
title	hurtigruten.com (US)													
url	https://www.hurtigruten.com/													
type	website													
image	https://www.hurtigruten.com/globalassets/photos/sharing/hr-g-og_1200x630.jpg?width=1200& height=630&transform=DownFill													
	Headings	<table><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>0</td><td>4</td><td>8</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H2] For explorers, by explorers• [H2] The Original since 1893• [H2] For explorers, by explorers• [H2] The Original since 1893• [H3] Please select your preferred country to continue	H1	H2	H3	H4	H5	H6	0	4	8	0	0	0
H1	H2	H3	H4	H5	H6									
0	4	8	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] Contact• [H3] About us• [H3] Our Brands• [H3] Social media• [H3] Privacy• [H3] Hurtigruten Expeditions• [H3] Norwegian Coastal Express
	Images	We found 8 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : 8% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 44 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 27.27% Internal Links 72.73%

In-page links

Anchor	Type	Juice
To main content	Internal	Passing Juice

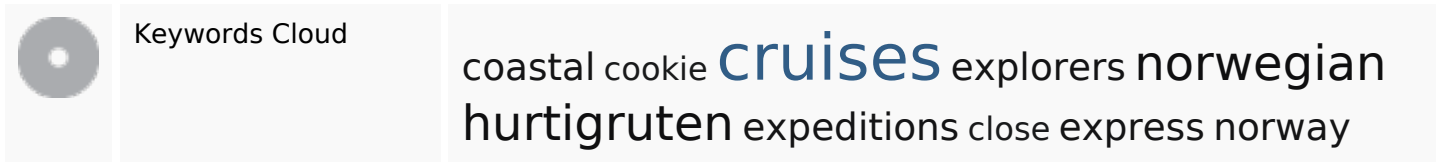
In-page links

cookie policy	Internal	Passing Juice
Global	Internal	Passing Juice
United Kingdom	External	Passing Juice
Australia	Internal	Passing Juice
Switzerland	External	Passing Juice
Norway	External	Passing Juice
Sweden	External	Passing Juice
Denmark	External	Passing Juice
France	External	Passing Juice
Germany	External	Passing Juice
United States	Internal	Passing Juice
Go to Hurtigruten Expeditions	Internal	Passing Juice
Go to Norwegian Coastal Express	Internal	Passing Juice
1505 Westlake Avenue North, Suite 125, Seattle, WA 98109	External	Passing Juice
Contact us	Internal	Passing Juice
Hurtigruten Group	Internal	Passing Juice
Hurtigruten Foundation	Internal	Passing Juice
1893 Ambassador Loyalty Program	Internal	Passing Juice
Press	Internal	Passing Juice
Travel Agent Portal	Internal	Passing Juice
Awards	Internal	Passing Juice
Hurtigruten Svalbard	External	Passing Juice
Facebook	External	Passing Juice
Instagram	External	Passing Juice
YouTube	External	Passing Juice
Statement of Privacy	Internal	Passing Juice
Expedition Cruises	Internal	Passing Juice
Alaska Cruises	Internal	Passing Juice

In-page links

Antarctica Cruises	Internal	Passing Juice
British Isles Cruises	Internal	Passing Juice
Cruise Cape Verde Islands	Internal	Passing Juice
Caribbean Cruises	Internal	Passing Juice
Europe Cruises	Internal	Passing Juice
Galapagos Islands Cruises	Internal	Passing Juice
Greenland Cruises	Internal	Passing Juice
Iceland Cruises	Internal	Passing Juice
North America Cruises	Internal	Passing Juice
Norway Cruises	Internal	Passing Juice
South America Cruises	Internal	Passing Juice
Svalbard Cruises	Internal	Passing Juice
Northwest Passage Cruises	Internal	Passing Juice
Transoceanic Cruises	Internal	Passing Juice
Northern Lights Cruise	Internal	Passing Juice

SEO Keywords








Keywords Consistency











Keyword	Content	Title	Keywords	Descripti on	Headings
cruises	19	✓	✗	✓	✗
hurtigruten	10	✓	✗	✓	✓
norwegian	8	✗	✗	✓	✓
expeditions	7	✓	✗	✓	✓
coastal	7	✓	✗	✓	✓

Keywords Consistency

Usability





	Url	Domain : hurtigruten.com Length : 15
	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 : 1 Warnings : 2
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Perfect, your website has few JavaScript files.</div> <div> Too bad, your website does not take advantage of gzip.</div>

Document

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	<p>Great, your website has an XML sitemap.</p> <div>https://www.hurtigruten.com/sitemap.xml https://www.hurtigruten.com/sitemap-expeditions.xml https://www.hurtigruten.com/group/sitemap.xml</div>
	Robots.txt	<p>http://hurtigruten.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>