Website review chevron.com

The score is 60/100

SEO Content

✅	Title	Chevron Corporation - Human Energy — Chevron **Length : 50** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Chevron works to meet the world's growing demand for energy by exploring for oil and natural gas; refining and marketing gasoline; producing chemicals and more. **Length : 164** 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.

Property	Content
title	Chevron Corporation - Human Energy
description	Chevron works to meet the world's growing demand for energy by exploring for oil and natural gas; refining and marketing gasoline; producing chemicals and more.
url	https://www.chevron.com
image	https://www.chevron.com/-/media/chevron/homepage/images/hero_slider_03_fallback_large.jpg?w=1200&h=630&hash=8EA63D3AE2DE77299F03E97983AE6A77
site_name	chevron.com

Headings	H1	H2	H3	H4	H5	H6
	0	7	2	6	0	0

SEO Content

		- [H2] a new deepwater frontier - [H2] moving towards a lower carbon future - [H2] seeking solutions using human ingenuity - [H2] evolving energy for today and tomorrow - [H2] critical thinkers collaborators innovators - [H2] energy that fuels the world - [H2] lower carbon solutions - [H3] carbon capture and storage - [H3] latest at chevron - [H4] 'tomorrow's world today' features chevron's technology and innovation - [H4] energy production is growing in new mexico - [H4] solar array to power biodiesel plant - [H4] wearable tech helps remind workers to stay hydrated - [H4] donations aid victims of new mexico fires - [H4] offshore projects boost support of US gulf of mexico production target
	Images	We found 24 images on this web page. 13 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 : **1%** 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 2 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

Internal Links 100%

In-page links

Anchor	Type	Juice
skip to main content	Internal	Passing Juice
sign up now	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	corporation clear energy human help chevron search

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
chevron	2	✔	✖	✔	✔
search	2	✖	✖	✖	✖
corporation	1	✔	✖	✖	✖
human	1	✔	✖	✖	✔
energy	1	✔	✖	✔	✔

Usability

	Url	Domain : chevron.com Length : 11
	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 : 39 Warnings : 17
✓	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	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✓ Great, your website has few CSS files. ✓ Perfect, your website has few JavaScript files. ✓ Perfect, your website takes advantage of gzip.

Mobile

○	Mobile Optimization	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap. https://www.chevron.com/sitemap.xml
✅	Robots.txt	http://chevron.com/robots.txt Great, your website has a robots.txt file.
❌	Analytics	Missing We didn't detect an analytics tool installed on this website. 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.