



Website review nestle.com

Generated on October 24 2024 13:44 PM

The score is 49/100



SEO Content

	<p>Title</p>	<p>Nestlé: Good food, Good life Nestlé Global</p> <p>Length : 44</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Nestlé is the world's largest food & beverage company. We unlock the power of food to enhance quality of life for everyone, today and for generations to come.</p> <p>Length : 167</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>Nestlé, nutrition, health, wellness, food, beverages</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1346 1481 1720"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Nestlé Global</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.nestle.com/home</td> </tr> <tr> <td>title</td> <td>Home</td> </tr> </tbody> </table>	Property	Content	site_name	Nestlé Global	type	website	url	https://www.nestle.com/home	title	Home		
Property	Content													
site_name	Nestlé Global													
type	website													
url	https://www.nestle.com/home													
title	Home													
	<p>Headings</p>	<table border="1" data-bbox="544 1749 1481 1821"> <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>32</td> <td>13</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1854 1085 2078" style="list-style-type: none"> • [H1] Home • [H2] Change location • [H2] Main navigation • [H2] Header persistent submenu • [H2] Header persistent submenu • [H2] Header persistent submenu • [H2] Header persistent submenu 	H1	H2	H3	H4	H5	H6	1	32	13	0	0	0
H1	H2	H3	H4	H5	H6									
1	32	13	0	0	0									

SEO Content

- [H2] Secondary menu
- [H2] Header persistent submenu
- [H2] Header persistent submenu
- [H2] Header persistent submenu
- [H2] Header persistent submenu
- [H2] Nine-month sales
- [H2] The Global Alliance for YOUth
- [H2] Cooking like a chef
- [H2] Shaping the future
- [H2] Childhood nutrition
- [H2] Latest news
- [H2] Discover how we're making a difference
- [H2] Explore a selection of our brands
- [H2] Mini Footer
- [H2] Nestlé
- [H2] Useful Links
- [H2] Useful Links
- [H2] Company
- [H2] Downloads
- [H2] Other Nestlé Businesses
- [H2] Media
- [H2] Investors
- [H2] SHARE INFORMATION
- [H2] Follow us on
- [H2] Report Concern form modal block
- [H2] Sub Footer Menu
- [H3] Global
- [H3] Africa & Middle East
- [H3] Americas
- [H3] Asia & Oceania
- [H3] Europe
- [H3] How the Nescafé Plan empowers female farmers
- [H3] Finding myself and my dream job
- [H3] Science-based solutions to improve nutritional value
- [H3] Packaging slices
- [H3] Embracing plant-based
- [H3] Nestlé news
- [H3] Compliance concerns
- [H3] Contact us



Images

We found 84 images on this web page.

Good, most or all of your images have alt attributes.



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.

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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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 392 links including 4 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 18.88% Internal Links 81.12%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
=	Internal	Passing Juice
www.nestle.com	Internal	Passing Juice
Central-West Africa	External	Passing Juice
East & Southern Africa	External	Passing Juice
Iran	External	Passing Juice
Israel (Osem)	External	Passing Juice
Middle East & North Africa AR	External	Passing Juice
Middle East & North Africa EN	External	Passing Juice
Türkiye	Internal	Passing Juice
Argentina	Internal	Passing Juice

In-page links

Bolivia	Internal	Passing Juice
Brazil	Internal	Passing Juice
Canada EN	External	Passing Juice
Canada FR	External	Passing Juice
Caribbean	External	Passing Juice
Central America	External	Passing Juice
Chile	External	Passing Juice
Colombia	Internal	Passing Juice
Dominican Republic	External	Passing Juice
Ecuador	Internal	Passing Juice
Mexico	Internal	Passing Juice
Paraguay	Internal	Passing Juice
Peru	Internal	Passing Juice
United States	External	Passing Juice
Uruguay	Internal	Passing Juice
Venezuela	Internal	Passing Juice
Australia	Internal	Passing Juice
Bangladesh	Internal	Passing Juice
China, Zone Greater China	Internal	Passing Juice
Hong Kong SAR, Zone Greater China EN	Internal	Passing Juice
Hong Kong SAR, Zone Greater China ZH	Internal	Passing Juice
India	External	Passing Juice
Indonesia	External	Passing Juice
Japan	External	Passing Juice
Korea	External	Passing Juice
Malaysia	Internal	Passing Juice
New Zealand	External	Passing Juice
Pakistan	External	Passing Juice

In-page links

Philippines	Internal	Passing Juice
Singapore	Internal	Passing Juice
Sri Lanka	External	Passing Juice
Taiwan, Zone Greater China	Internal	Passing Juice
Thailand EN	External	Passing Juice
Thailand TH	External	Passing Juice
Vietnam	Internal	Passing Juice
Austria	External	Passing Juice
Belgium FR	External	Passing Juice
Belgium NL	External	Passing Juice
Bosnia & Herzegovina	External	Passing Juice
Bulgaria	External	Passing Juice
Croatia	External	Passing Juice
Czech Republic	External	Passing Juice
Denmark	External	Passing Juice
Estonia	External	Passing Juice
Finland	External	Passing Juice
France	External	Passing Juice
Germany	External	Passing Juice
Greece	External	Passing Juice
Hungary	External	Passing Juice
Ireland	External	Passing Juice
Italy	External	Passing Juice
Latvia	External	Passing Juice
Lithuania	External	Passing Juice
Macedonia	External	Passing Juice
Malta	Internal	Passing Juice
Moldova RO	External	Passing Juice

In-page links

Moldova RU	External	Passing Juice
Netherlands	External	Passing Juice
Norway	External	Passing Juice
Poland	External	Passing Juice
Portugal	External	Passing Juice
Romania	External	Passing Juice
Russia	External	Passing Juice
Serbia	External	Passing Juice
Slovakia	External	Passing Juice
Slovenia	External	Passing Juice
Spain ES	External	Passing Juice
Spain CA	External	Passing Juice
Sweden	External	Passing Juice
Switzerland DE	External	Passing Juice
Switzerland FR	External	Passing Juice
UK	External	Passing Juice
Ukraine	External	Passing Juice
Contact us	Internal	Passing Juice
Find out more	Internal	Passing Juice
Home	Internal	Passing Juice
Back	Internal	Passing Juice
About us	Internal	Passing Juice
At a glance	Internal	Passing Juice
Global addresses	Internal	Passing Juice
Strategy	Internal	Passing Juice
How we do business	Internal	Passing Juice
Our purpose and values	Internal	Passing Juice
Our business principles	Internal	Passing Juice

In-page links

Report your concerns	Internal	Passing Juice
Innovation	Internal	Passing Juice
Nutritious and sustainable diets	Internal	Passing Juice
Speed to market	Internal	Passing Juice
Sustainable technologies	Internal	Passing Juice
Food safety and quality by design	Internal	Passing Juice
Innovation news	Internal	Passing Juice
Our R&D organization	Internal	Passing Juice
Partnerships	Internal	Passing Juice
Open innovation	Internal	Passing Juice
Our leadership	Internal	Passing Juice
Our history	Internal	Passing Juice
History timeline	Internal	Passing Juice
Logo evolution	Internal	Passing Juice
Henri Nestlé	Internal	Passing Juice
Virtual tour	Internal	Passing Juice
Quality and safety	Internal	Passing Juice
Documents and reports	Internal	Passing Juice
Our stories	Internal	Passing Juice
Brands	Internal	Passing Juice
Brands A-Z	Internal	Passing Juice
Family nutrition	Internal	Passing Juice
Cereals	Internal	Passing Juice
Breakfast cereals	Internal	Passing Juice
Chocolate & confectionery	Internal	Passing Juice
Aero	Internal	Passing Juice
Baci Perugina	Internal	Passing Juice
Fitness	Internal	Passing Juice

In-page links

KitKat	Internal	Passing Juice
Milkybar	Internal	Passing Juice
Nestlé Les Recettes de l'Atelier	Internal	Passing Juice
Quality Street	Internal	Passing Juice
Smarties	Internal	Passing Juice
Local brands	Internal	Passing Juice
Coffee	Internal	Passing Juice
Blue Bottle Coffee	Internal	Passing Juice
Nescafé	Internal	Passing Juice
Nescafé Dolce Gusto	Internal	Passing Juice
Nespresso	Internal	Passing Juice
Starbucks Coffee At Home	Internal	Passing Juice
Culinary, chilled & frozen food	Internal	Passing Juice
DiGiorno	Internal	Passing Juice
Garden Gourmet	Internal	Passing Juice
Maggi	Internal	Passing Juice
Sweet Earth	Internal	Passing Juice
Thomy	Internal	Passing Juice
Local brands	Internal	Passing Juice
Dairy	Internal	Passing Juice
Drinks	Internal	Passing Juice
Food service	Internal	Passing Juice
Coffee and beverages	Internal	Passing Juice
Food	Internal	Passing Juice
Healthcare nutrition	Internal	Passing Juice
Active lifestyle nutrition	Internal	Passing Juice
Medical nutrition	Internal	Passing Juice
Ice cream	Internal	Passing Juice

In-page links

Antica Gelateria Del Corso	Internal	Passing Juice
Drumstick	Internal	Passing Juice
Extrême	Internal	Passing Juice
Häagen-Dazs	Internal	Passing Juice
Maxibon	Internal	Passing Juice
Mövenpick	Internal	Passing Juice
Petcare	Internal	Passing Juice
Cat Chow	Internal	Passing Juice
Dentalife	Internal	Passing Juice
Dog Chow	Internal	Passing Juice
Fancy Feast	Internal	Passing Juice
Felix	Internal	Passing Juice
Friskies	Internal	Passing Juice
Gourmet	Internal	Passing Juice
Purina	Internal	Passing Juice
Purina ONE	Internal	Passing Juice
Purina Pro Plan	Internal	Passing Juice
Purina Pro Plan Veterinary Diets	Internal	Passing Juice
Local brands	Internal	Passing Juice
Water	Internal	Passing Juice
Acqua Panna	Internal	Passing Juice
Nestlé Pure Life	Internal	Passing Juice
Perrier	Internal	Passing Juice
S.Pellegrino	Internal	Passing Juice
Local brands	Internal	Passing Juice
Plant-based portfolio	Internal	Passing Juice
Recipes	Internal	Passing Juice
Sustainability	Internal	Passing Juice

In-page links

Our approach	Internal	Passing Juice
Our promise in action	Internal	Passing Juice
Contributing to the global goals	Internal	Passing Juice
Climate action	Internal	Passing Juice
Our Net Zero roadmap	Internal	Passing Juice
Action in our operations	Internal	Passing Juice
Actions in our brands	Internal	Passing Juice
Climate advocacy	Internal	Passing Juice
Regenerative agriculture	Internal	Passing Juice
Waste reduction	Internal	Passing Juice
Our packaging strategy	Internal	Passing Juice
Tackling plastic pollution	Internal	Passing Juice
Global Plastic Treaty	Internal	Passing Juice
Reducing food loss and waste	Internal	Passing Juice
Nature	Internal	Passing Juice
Our vision and approach	Internal	Passing Juice
Regenerative agriculture	Internal	Passing Juice
Forest positive strategy	Internal	Passing Juice
Deforestation-free supply chains	Internal	Passing Juice
Forest conservation and restoration	Internal	Passing Juice
Sustainable landscapes	Internal	Passing Juice
Biodiversity	Internal	Passing Juice
Water	Internal	Passing Juice
Our vision and approach	Internal	Passing Juice
Water in our operations	Internal	Passing Juice
Water in agriculture	Internal	Passing Juice
Water in communities	Internal	Passing Juice
Nestlé Waters Pledge	Internal	Passing Juice

In-page links

Human rights	Internal	Passing Juice
Our vision and approach	Internal	Passing Juice
Child labor and access to education	Internal	Passing Juice
Forced labor and responsible recruitment	Internal	Passing Juice
Living income, living wage	Internal	Passing Juice
Cocoa-farming communities	Internal	Passing Juice
Gender equity and non-discrimination	Internal	Passing Juice
Right to water and sanitation	Internal	Passing Juice
Right to food	Internal	Passing Juice
Indigenous Peoples and Local Communities's land rights	Internal	Passing Juice
Freedom of association and collective bargaining	Internal	Passing Juice
Data protection and privacy	Internal	Passing Juice
Safety and health at work	Internal	Passing Juice
Raw materials	Internal	Passing Juice
Our vision and approach	Internal	Passing Juice
Cocoa	Internal	Passing Juice
Coffee	Internal	Passing Juice
Dairy	Internal	Passing Juice
Palm oil	Internal	Passing Juice
Palm oil transparency dashboard	Internal	Passing Juice
Palm oil quiz	Internal	Passing Juice
Animal welfare	Internal	Passing Juice
Fish and seafood	Internal	Passing Juice
Meat, poultry and eggs	Internal	Passing Juice
Spices	Internal	Passing Juice
Pulp and paper	Internal	Passing Juice
Vegetables	Internal	Passing Juice
Sugar	Internal	Passing Juice

In-page links

Cereals	Internal	Passing Juice
Hazelnuts	Internal	Passing Juice
Soy	Internal	Passing Juice
Coconut	Internal	Passing Juice
Supply chain disclosure	Internal	Passing Juice
People and communities	Internal	Passing Juice
Our vision and approach	Internal	Passing Juice
Empowering youth	Internal	Passing Juice
Empowering women	Internal	Passing Juice
Employee safety, health & well-being	Internal	Passing Juice
Community giving	Internal	Passing Juice
Responsible business	Internal	Passing Juice
Ethical business	Internal	Passing Juice
CARE Social Audit Program	Internal	Passing Juice
Materiality	Internal	Passing Juice
Governance and policies	Internal	Passing Juice
Advocacy	Internal	Passing Juice
Stakeholder engagement	Internal	Passing Juice
Partnerships and collective action	Internal	Passing Juice
Taxation	Internal	Passing Juice
Performance and reporting	Internal	Passing Juice
External recognition	Internal	Passing Juice
BMS compliance record	Internal	Passing Juice
Independent assurance	Internal	Passing Juice
Downloads archive	Internal	Passing Juice
Nutrition	Internal	Passing Juice
Our approach	Internal	Passing Juice
Affordable nutrition	Internal	Passing Juice

In-page links

Tasty and nutritious food	Internal	Passing Juice
Transparency on our portfolio	Internal	Passing Juice
Responsible marketing	Internal	Passing Juice
Nestlé for Healthier Kids	Internal	Passing Juice
Ask Nestlé	Internal	Passing Juice
Environment	Internal	Passing Juice
Sustainable sourcing	Internal	Passing Juice
Health and nutrition	Internal	Passing Juice
Human rights	Internal	Passing Juice
Water	Internal	Passing Juice
Our company	Internal	Passing Juice
Products and brands	Internal	Passing Juice
Careers	Internal	Passing Juice
Log in	External	Passing Juice
Search jobs	Internal	Passing Juice
Working at Nestlé	Internal	Passing Juice
Career areas	Internal	Passing Juice
Administrative	Internal	Passing Juice
Communications	Internal	Passing Juice
Engineering	Internal	Passing Juice
Finance	Internal	Passing Juice
Human Resources	Internal	Passing Juice
Information Technology	Internal	Passing Juice
Legal	Internal	Passing Juice
Internships & Apprenticeships	Internal	Passing Juice
Marketing	Internal	Passing Juice
Research & Development	Internal	Passing Juice
Technical & Production	Internal	Passing Juice

In-page links

Sales	Internal	Passing Juice
Supply chain & Procurement	Internal	Passing Juice
Students & graduates	Internal	Passing Juice
Diversity, equity & inclusion	Internal	Passing Juice
Recruitment journey	Internal	Passing Juice
Locations	Internal	Passing Juice
FAQs	Internal	Passing Juice
Follow us	Internal	Passing Juice
Investors	Internal	Passing Juice
Understanding Nestlé	Internal	Passing Juice
Strategy	Internal	Passing Juice
Acquisitions & disposals	Internal	Passing Juice
Venture Capital funds	Internal	Passing Juice
Why invest in Nestlé	Internal	Passing Juice
Annual Report	Internal	Passing Juice
Facts and figures	Internal	Passing Juice
Shareholder letter	Internal	Passing Juice
Strategy	Internal	Passing Juice
Creating Shared Value	Internal	Passing Juice
Brands	Internal	Passing Juice
Results	Internal	Passing Juice
Publications	Internal	Passing Juice
Press releases	Internal	Passing Juice
Presentations	Internal	Passing Juice
Events	Internal	Passing Juice
Nestlé Investor Seminar	Internal	Passing Juice
Analysts and consensus	Internal	Passing Juice
Corporate governance	Internal	Passing Juice

In-page links

Annual General Meeting	Internal	Passing Juice
Business Principles	Internal	Passing Juice
Code of business conduct	Internal	Passing Juice
Articles of Association	Internal	Passing Juice
Board and committees	Internal	Passing Juice
Chairman Emeritus	Internal	Passing Juice
Management	Internal	Passing Juice
Board of Directors	Internal	Passing Juice
Executive Board	Internal	Passing Juice
Financial transactions	Internal	Passing Juice
ESG and sustainability	Internal	Passing Juice
Shares & ADRs	Internal	Passing Juice
Share information	Internal	Passing Juice
Share buyback	Internal	Passing Juice
Dividends	Internal	Passing Juice
Disclosure details	Internal	Passing Juice
Debt investors	Internal	Passing Juice
Private investors	Internal	Passing Juice
Understanding Nestlé	Internal	Passing Juice
Strategy	Internal	Passing Juice
Annual General Meeting	Internal	Passing Juice
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FAQs	Internal	Passing Juice
Investor FAQs	Internal	Passing Juice
Ralston Purina shares FAQs	Internal	Passing Juice
ADRs FAQs	Internal	Passing Juice
Investor contacts	Internal	Passing Juice
Media	Internal	Passing Juice


In-page links

Search all news	Internal	Passing Juice
Latest news	Internal	Passing Juice
Press releases	Internal	Passing Juice
Events	Internal	Passing Juice
Images	Internal	Passing Juice
Videos	Internal	Passing Juice
Media contacts	Internal	Passing Juice
Social media	Internal	Passing Juice
Nestlé announces changes to its organization and its Executive Board	Internal	Passing Juice
Nestlé reports nine-month sales for 2024	Internal	Passing Juice
Nestlé in Universum's World's Most Attractive Employers list for 16th consecutive year	Internal	Passing Juice
More stories	Internal	Passing Juice
To The Top	External	Passing Juice
-	Internal	Passing Juice
Nestlé news	Internal	Passing Juice
Search for jobs	Internal	Passing Juice
Annual Review (pdf, 11Mb)	Internal	Passing Juice
CSV and Sustainability Report (pdf, 19Mb)	Internal	Passing Juice
Responsible Sourcing Core Requirements (pdf, 2Mb)	Internal	Passing Juice
Nestlé Health Science	External	Passing Juice
Nestlé Nespresso	External	Passing Juice
Nestlé Purina Petcare	External	Passing Juice
Shares, ADRs, & Bonds	Internal	Passing Juice
Nestlé Corporate	External	Passing Juice
Nestlé Corporate	External	Passing Juice
Nestlé Careers	External	Passing Juice
Nestlé Corporate	External	Passing Juice

In-page links

Nestlé Corporate	External	Passing Juice
Nestlé Careers	External	Passing Juice
Nestlé Corporate	External	Passing Juice
Nestlé on Flickr	External	Passing Juice
Nestlé Careers	External	Passing Juice
Consumer Care	External	Passing Juice
Report Concern	Internal	Passing Juice
© 2024 Nestlé	Internal	Passing Juice
Site map	Internal	Passing Juice
Help	Internal	Passing Juice
Privacy	Internal	Passing Juice
Cookies	Internal	Passing Juice
Terms of use	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Suppliers	Internal	Passing Juice
Social media	Internal	Passing Juice
RSS	Internal	Passing Juice
Unsubscribe	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Usability

	Url	Domain : nestle.com Length : 10
	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 : 6 Warnings : 54
	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. 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	<p>Great, your website has an XML sitemap.</p> <p>https://www.nestle.com/sitemap.xml</p>
	Robots.txt	<p>http://nestle.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>