







Website review onlythebrave.com

Generated on October 30 2024 16:51 PM

The score is **63/100**





SEO Content

|  | <p>Title</p> | <p>OTB Group – Only The Brave – OTB Group</p> <p>Length : 38</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | |
|--|---|--|----------|---------|-------|--|-------------|---|-------|---|
|  | <p>Description</p> | <p>OTB is an international fashion group, powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The group also controls and manages the Staff International and Brave Kid companies, and holds a stake in American brand Amiri.</p> <p>Length : 291</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>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p> | | | | | | | | |
|  | <p>Og Meta Properties</p> | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1413 1481 1989"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>OTB Group – Only The Brave – OTB Group</td> </tr> <tr> <td>description</td> <td>OTB is an international fashion group, powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The group also controls and manages the Staff International and Brave Kid companies, and holds a stake in American brand Amiri.</td> </tr> <tr> <td>image</td> <td>https://images.ctfassets.net/0p3ks596b6ik/6wfb6ygrFsMKUcEtZzFinhC/636508e8c0416df7404412de5f3f3858/homepage-video-preview.jpeg</td> </tr> </tbody> </table> | Property | Content | title | OTB Group – Only The Brave – OTB Group | description | OTB is an international fashion group, powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The group also controls and manages the Staff International and Brave Kid companies, and holds a stake in American brand Amiri. | image | https://images.ctfassets.net/0p3ks596b6ik/6wfb6ygrFsMKUcEtZzFinhC/636508e8c0416df7404412de5f3f3858/homepage-video-preview.jpeg |
| Property | Content | | | | | | | | | |
| title | OTB Group – Only The Brave – OTB Group | | | | | | | | | |
| description | OTB is an international fashion group, powering a range of global, unconventional brands, including Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. The group also controls and manages the Staff International and Brave Kid companies, and holds a stake in American brand Amiri. | | | | | | | | | |
| image | https://images.ctfassets.net/0p3ks596b6ik/6wfb6ygrFsMKUcEtZzFinhC/636508e8c0416df7404412de5f3f3858/homepage-video-preview.jpeg | | | | | | | | | |
| | <p>Headings</p> | <p>H1 H2 H3 H4 H5 H6</p> | | | | | | | | |



SEO Content

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- [H1] BUILDING BRANDS FOR A NEW BREED OF CONSUMERS
- [H2] Building brands for a new breed of consumers
- [H2] The unconventional fashion group. Enabling development, challenging the rules and fostering creativity.
- [H2] Sustainability Strategy
- [H2] Brave actions for a better world
- [H2] Maison Margiela has launched its iconic Tabi Boot as Digital Collectibles
- [H2] Made in Italy, Made Perfectly
- [H2] Diesel awarded for circular economy at the Camera della Moda Sustainable Fashion Awards
- [H2] EssilorLuxottica and Diesel announce a ten-year licensing agreement
- [H2] OTB Group and Chalhoub Group sign a joint venture agreement to expand OTB luxury brands' presence in the Middle East
- [H3]
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- [H3] OTB FOUNDATION
- [H3] Field of Intervention
- [H3]
- [H3]
- [H3]
- [H3]
- [H3]
- [H3] Digital Collectibles
- [H3] M.A.D.E.
- [H3] Sitemap
- [H3] Brands
- [H3] Legal
- [H3] Social
- [H3] WeChat

| | | |
|--|-----------------|---|
|  | Images | We found 20 images on this web page. Good, most or all of your images have alt attributes. |
|  | Text/HTML Ratio | Ratio : 2% 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 | Great, there are no Iframes detected on this page. |

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 26 links including 6 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 38.46% Internal Links 61.54% |

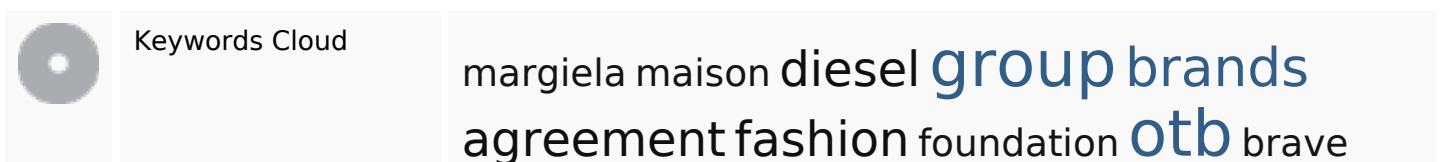
In-page links

| Anchor | Type | Juice |
|--------------------------------------|----------|---------------|
| Skip to main content | Internal | Passing Juice |
| The Group | Internal | Passing Juice |
| Brands | Internal | Passing Juice |
| Sustainability | Internal | Passing Juice |
| People | Internal | Passing Juice |
| Media | Internal | Passing Juice |
| Diesel | Internal | Passing Juice |
| Jil Sander | Internal | Passing Juice |
| Maison Margiela | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Marni | Internal | Passing Juice |
| Viktor&Rolf | Internal | Passing Juice |
| Amiri | Internal | Passing Juice |
| Staff International | Internal | Passing Juice |
| Brave Kid | Internal | Passing Juice |
| Code of Ethics | External | Passing Juice |
| Organizational Model | External | Passing Juice |
| Diversity, Equity & Inclusion | External | Passing Juice |
| HR Policy for gender equality | External | Passing Juice |
| Code of conduct | External | Passing Juice |
| Whistleblowing | Internal | Passing Juice |
| Instagram | External | Passing Juice |
| LinkedIn | External | Passing Juice |
| Weibo | External | Passing Juice |
| Youtube | External | Passing Juice |
| Legal Terms | Internal | Passing Juice |
| Cookie Policy | External | Passing Juice |

SEO Keywords



Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| group | 20 | ✓ | ✗ | ✓ | ✓ |
| otb | 19 | ✓ | ✗ | ✓ | ✓ |







Keywords Consistency

| | | | | | |
|---------|----|---|---|---|---|
| brands | 13 | ✘ | ✘ | ✔ | ✔ |
| fashion | 11 | ✘ | ✘ | ✔ | ✔ |
| diesel | 9 | ✘ | ✘ | ✔ | ✔ |

Usability

| | | |
|--|--------------|---|
|  | Url | Domain : onlythebrave.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 | This page does not take advantage of Dublin Core. |

Document

| | | |
|--|-----------------|--|
|  | Doctype | HTML 5 |
|  | Encoding | Perfect. Your declared charset is UTF-8. |
|  | W3C Validity | Errors : 26 Warnings : 22 |
|  | 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. |

Document

- ✔ Great, your website has few CSS files.
- ✘ Too bad, your website has too many JS files (more than 6).
- ✘ Too bad, your website does not take 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.otb.net/en>



Robots.txt

<http://onlythebrave.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.