








Evaluation du site nestle.com

Généré le 24 Octobre 2024 13:44

Le score est de 49/100




Optimisation du contenu

	Titre	<p>Nestlé: Good food, Good life Nestlé Global</p> <p>Longueur : 44</p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p>												
	Description	<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>Longueur : 167</p> <p>Idéalement, votre balise META description devrait contenir entre 70 et 160 caractères (espaces compris). Utilisez cet outil gratuit pour calculer la longueur du texte.</p>												
	Mots-clefs	<p>Nestlé, nutrition, health, wellness, food, beverages</p> <p>Bien, votre page contient une balise META keywords.</p>												
	Propriétés Open Graph	<p>Bien, cette page profite des balises META Open Graph.</p> <table border="1" data-bbox="544 1379 1481 1753"> <thead> <tr> <th>Propriété</th> <th>Contenu</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>	Propriété	Contenu	site_name	Nestlé Global	type	website	url	https://www.nestle.com/home	title	Home		
Propriété	Contenu													
site_name	Nestlé Global													
type	website													
url	https://www.nestle.com/home													
title	Home													
	Niveaux de titre	<table border="1" data-bbox="544 1783 1481 1854"> <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 1888 1086 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 	H1	H2	H3	H4	H5	H6	1	32	13	0	0	0
H1	H2	H3	H4	H5	H6									
1	32	13	0	0	0									





Optimisation du contenu

		<ul style="list-style-type: none">• [H2] Header persistent submenu• [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	Nous avons trouvé 84 image(s) sur cette page Web. Bien, la plupart ou la totalité de vos images possèdent un attribut alt
	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.

Optimisation du contenu

	Iframe	Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche.
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Liens

	Réécriture d'URLs	Bien. Vos liens sont optimisés!
	Tiret bas dans les URLs	Parfait! Aucuns soulignements détectés dans vos URLs.
	Liens dans la page	Nous avons trouvé un total de 392 lien(s) dont 4 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 0% Liens externes : Passing Juice 18.88% Liens internes 81.12%

Liens dans la page

Texte d'ancre	Type	Juice
Skip to main content	Interne	Passing Juice
=	Interne	Passing Juice
www.nestle.com	Interne	Passing Juice
Central-West Africa	Externe	Passing Juice
East & Southern Africa	Externe	Passing Juice
Iran	Externe	Passing Juice
Israel (Osem)	Externe	Passing Juice
Middle East & North Africa AR	Externe	Passing Juice
Middle East & North Africa EN	Externe	Passing Juice
Türkiye	Interne	Passing Juice
Argentina	Interne	Passing Juice

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

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

Liens dans la page

Cereals	Interne	Passing Juice
Hazelnuts	Interne	Passing Juice
Soy	Interne	Passing Juice
Coconut	Interne	Passing Juice
Supply chain disclosure	Interne	Passing Juice
People and communities	Interne	Passing Juice
Our vision and approach	Interne	Passing Juice
Empowering youth	Interne	Passing Juice
Empowering women	Interne	Passing Juice
Employee safety, health & well-being	Interne	Passing Juice
Community giving	Interne	Passing Juice
Responsible business	Interne	Passing Juice
Ethical business	Interne	Passing Juice
CARE Social Audit Program	Interne	Passing Juice
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Partnerships and collective action	Interne	Passing Juice
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Performance and reporting	Interne	Passing Juice
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Our approach	Interne	Passing Juice
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Tasty and nutritious food	Interne	Passing Juice
Transparency on our portfolio	Interne	Passing Juice
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Environment	Interne	Passing Juice
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Our company	Interne	Passing Juice
Products and brands	Interne	Passing Juice
Careers	Interne	Passing Juice
Log in	Externe	Passing Juice
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Information Technology	Interne	Passing Juice
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Internships & Apprenticeships	Interne	Passing Juice
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Research & Development	Interne	Passing Juice
Technical & Production	Interne	Passing Juice

Liens dans la page

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Supply chain & Procurement	Interne	Passing Juice
Students & graduates	Interne	Passing Juice
Diversity, equity & inclusion	Interne	Passing Juice
Recruitment journey	Interne	Passing Juice
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Investors	Interne	Passing Juice
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Strategy	Interne	Passing Juice
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Analysts and consensus	Interne	Passing Juice
Corporate governance	Interne	Passing Juice

Liens dans la page

Annual General Meeting	Interne	Passing Juice
Business Principles	Interne	Passing Juice
Code of business conduct	Interne	Passing Juice
Articles of Association	Interne	Passing Juice
Board and committees	Interne	Passing Juice
Chairman Emeritus	Interne	Passing Juice
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Board of Directors	Interne	Passing Juice
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Financial transactions	Interne	Passing Juice
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Shares & ADRs	Interne	Passing Juice
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Annual General Meeting	Interne	Passing Juice
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ADRs FAQs	Interne	Passing Juice
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Media	Interne	Passing Juice


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

Liens dans la page

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






Mots-clefs

	Nuage de mots-clefs	
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Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Descripti on	Niveaux de titre
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Ergonomie

	Url	Domaine : nestle.com Longueur : 10
	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 : 6 Avertissements : 54
	E-mail confidentialité	Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez une protection anti-spam gratuite 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"> Excellent, votre site n'utilise pas de tableaux imbriqués. Mauvais, votre site web utilise des styles css inline. Mauvais, votre site web contient trop de fichiers CSS (plus de 4). Mauvais, votre site web contient trop de fichiers javascript (plus de 6). Parfait : votre site tire parti de gzip.

Mobile

	Optimisation mobile	<ul style="list-style-type: none">✓ Icône Apple✓ Méta tags viewport✓ Contenu FLASH
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Optimisation

	Sitemap XML	<p>Votre site web dispose d'une sitemap XML, ce qui est optimal.</p> <p>https://www.nestle.com/sitemap.xml</p>
	Robots.txt	<p>http://nestle.com/robots.txt</p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>
	Mesures d'audience	<p>Manquant</p> <p>Nous n'avons trouvé aucun outil d'analytics sur ce site.</p> <p>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.</p>