








# Website beoordeling givaudan.com

Gegeneerd op November 01 2024 14:00 PM





De score is 58/100







## SEO Content

	<p>Title</p>	<p>Givaudan   Flavours and fragrances to create for happier, healthier lives</p> <p><b>Lengte : 73</b></p> <p>Let op, uw title tag zou tussen de 10 en 70 karakters (spaties inbegrepen) moeten bevatten. Gebruik <a href="#">deze gratis tool</a> om tekst lengte te berekenen.</p>												
	<p>Description</p>	<p>Givaudan develops tastes and scents that delight consumers all over the world.</p> <p><b>Lengte : 78</b></p> <p>Perfect, uw meta description bevat tussen de 70 en 160 karakters.</p>												
	<p>Keywords</p>	<p>Erg slecht. We hebben geen meta keywords gevonden in uw website. Gebruik <a href="#">deze gratis online meta tags generator</a> om keywords te genereren.</p>												
	<p>Og Meta Properties</p>	<p>Deze pagina maakt geen gebruik van Og Properties. Deze tags maken het sociale crawlers makkelijker uw pagina te indexeren.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1514 1481 1581"> <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>9</td> <td>3</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1615 1433 2078" style="list-style-type: none"> <li>• [H1] Givaudan   Flavours and fragrances that engage your senses</li> <li>• [H2] Taste &amp; Wellbeing</li> <li>• [H2] Fragrance &amp; Beauty</li> <li>• [H2] Events calendar</li> <li>• [H2] Find us in our locations</li> <li>• [H2] About us</li> <li>• [H2] Sustainability</li> <li>• [H2] Stay informed</li> <li>• [H2] Services</li> <li>• [H2] Stock price</li> <li>• [H3] Our Company</li> <li>• [H3] Sustainability</li> <li>• [H3] Careers</li> </ul>	H1	H2	H3	H4	H5	H6	1	9	3	0	0	0
H1	H2	H3	H4	H5	H6									
1	9	3	0	0	0									

## SEO Content

	Afbeeldingen	We vonden 27 afbeeldingen in de pagina. Goed, de meeste of alle afbeeldingen hebben een alt tekst
	Text/HTML Ratio	Ratio : <b>31%</b> Ideaal! De ratio van text tot HTML code is tussen de 25 en 70 procent.
	Flash	Perfect, geen Flash content gevonden in uw website.
	Iframe	Jammer, u heeft Iframes in uw website, dit betekent dat deze content niet kan worden geïndexeerd.

## SEO Links

	Herschreven URL	Slecht. Uw links maken gebruik van een query string.
	Underscores in de URLs	We hebben underscores gevonden in uw URLs. U zou het minteken moeten gebruiken ten behoeven van SEO.
	In-page links	We vonden een totaal van 201 links inclusie 2 link(s) naar bestanden
	Statistics	Externe Links : noFollow 0.5% Externe Links : doFollow 0% Interne Links 99.5%

## In-page links

Ankertekst	Type	samenstelling
<a href="#">Skip to main content</a>	Intern	doFollow
<a href="#">Givaudan</a>	Intern	doFollow
<a href="#">Visit Our Company</a>	Intern	doFollow
<a href="#">About Givaudan</a>	Intern	doFollow
<a href="#">Our purpose</a>	Intern	doFollow
<a href="#">Our business activities</a>	Intern	doFollow

## In-page links

<a href="#">Our business model</a>	Intern	doFollow
<a href="#">Our global presence</a>	Intern	doFollow
<a href="#">Our culture</a>	Intern	doFollow
<a href="#">Our brand</a>	Intern	doFollow
<a href="#">Our leadership</a>	Intern	doFollow
<a href="#">Our 2025 strategy</a>	Intern	doFollow
<a href="#">Market trends</a>	Intern	doFollow
<a href="#">How to win</a>	Intern	doFollow
<a href="#">Corporate governance</a>	Intern	doFollow
<a href="#">Rich heritage</a>	Intern	doFollow
<a href="#">250-year Odyssey</a>	Intern	doFollow
<a href="#">Timeline</a>	Intern	doFollow
<a href="#">Responsible business</a>	Intern	doFollow
<a href="#">Ethics and compliance</a>	Intern	doFollow
<a href="#">Code of conduct</a>	Intern	doFollow
<a href="#">Human rights</a>	Intern	doFollow
<a href="#">Position statements, policies, rules, reports</a>	Intern	doFollow
<a href="#">Our stories</a>	Intern	doFollow
<a href="#">Visit Taste &amp; Wellbeing</a>	Intern	doFollow
<a href="#">‘Feel Good’ Food Experiences</a>	Intern	doFollow
<a href="#">TasteCollections</a>	Intern	doFollow
<a href="#">TasteEssentials®</a>	Intern	doFollow
<a href="#">TasteSolutions®</a>	Intern	doFollow
<a href="#">Sense Colour</a>	Intern	doFollow
<a href="#">Sense Texture</a>	Intern	doFollow
<a href="#">Sense Preservation</a>	Intern	doFollow
<a href="#">‘Does Good’ Food Experiences</a>	Intern	doFollow
<a href="#">Salt reduction solutions</a>	Intern	doFollow

## In-page links

<a href="#">Sugar reduction solutions</a>	Intern	doFollow
<a href="#">Fat reduction solutions</a>	Intern	doFollow
<a href="#">Nutri Essentials</a>	Intern	doFollow
<a href="#">Health Essentials</a>	Intern	doFollow
<a href="#">Wellness Essentials</a>	Intern	doFollow
<a href="#">‘Imagine’ Food Experiences</a>	Intern	doFollow
<a href="#">Integrated Solutions</a>	Intern	doFollow
<a href="#">Delivery systems</a>	Intern	doFollow
<a href="#">Tools</a>	Intern	doFollow
<a href="#">Programmes</a>	Intern	doFollow
<a href="#">Market drivers</a>	Intern	doFollow
<a href="#">Plant-based</a>	Intern	doFollow
<a href="#">Hydration and refreshment</a>	Intern	doFollow
<a href="#">Culinary</a>	Intern	doFollow
<a href="#">Health and wellness</a>	Intern	doFollow
<a href="#">Naturals</a>	Intern	doFollow
<a href="#">Solutions by segment</a>	Intern	doFollow
<a href="#">Snacks</a>	Intern	doFollow
<a href="#">Beverages</a>	Intern	doFollow
<a href="#">Savoury</a>	Intern	doFollow
<a href="#">Sweet goods</a>	Intern	doFollow
<a href="#">Dairy and cheese</a>	Intern	doFollow
<a href="#">Supplements and nutraceuticals</a>	Intern	doFollow
<a href="#">Givaudan Flavour Ingredients</a>	Intern	doFollow
<a href="#">Innovation</a>	Intern	doFollow
<a href="#">Platforms</a>	Intern	doFollow
<a href="#">Front-end innovation</a>	Intern	doFollow
<a href="#">Collaborations and partners</a>	Intern	doFollow

## In-page links

<a href="#">Flavourist School</a>	Intern	doFollow
<a href="#">Visit Fragrance &amp; Beauty</a>	Intern	doFollow
<a href="#">Consumer products</a>	Intern	doFollow
<a href="#">Personal care</a>	Intern	doFollow
<a href="#">Home care</a>	Intern	doFollow
<a href="#">Fabric care</a>	Intern	doFollow
<a href="#">Oral care</a>	Intern	doFollow
<a href="#">Fine fragrances</a>	Intern	doFollow
<a href="#">Artisanship</a>	Intern	doFollow
<a href="#">Inspiration</a>	Intern	doFollow
<a href="#">Creative leadership</a>	Intern	doFollow
<a href="#">Active Beauty</a>	Intern	doFollow
<a href="#">Products</a>	Intern	doFollow
<a href="#">Marketing concepts</a>	Intern	doFollow
<a href="#">Innovative technologies</a>	Intern	doFollow
<a href="#">Ingredients</a>	Intern	doFollow
<a href="#">Fragrance Ingredients Business</a>	Intern	doFollow
<a href="#">Naturals</a>	Intern	doFollow
<a href="#">Naturality Platform™</a>	Intern	doFollow
<a href="#">Fragrance molecules</a>	Intern	doFollow
<a href="#">Fragrance technologies</a>	Intern	doFollow
<a href="#">Delivery systems</a>	Intern	doFollow
<a href="#">Health and wellbeing</a>	Intern	doFollow
<a href="#">Perfumery School</a>	Intern	doFollow
<a href="#">Visit Careers</a>	Intern	doFollow
<a href="#">Why join Givaudan</a>	Intern	doFollow
<a href="#">How we do it</a>	Intern	doFollow
<a href="#">What we do</a>	Intern	doFollow

## In-page links

<a href="#">What you get personally</a>	Intern	doFollow
<a href="#">What you get professionally</a>	Intern	doFollow
<a href="#">Why it matters</a>	Intern	doFollow
<a href="#">Diversity, equity and inclusion</a>	Intern	doFollow
<a href="#">Professionals</a>	Intern	doFollow
<a href="#">Creation</a>	Intern	doFollow
<a href="#">Sales and marketing</a>	Intern	doFollow
<a href="#">Science &amp; Technology</a>	Intern	doFollow
<a href="#">Corporate functions</a>	Intern	doFollow
<a href="#">Manufacturing and operations</a>	Intern	doFollow
<a href="#">Our regions</a>	Intern	doFollow
<a href="#">Americas</a>	Intern	doFollow
<a href="#">Asia Pacific</a>	Intern	doFollow
<a href="#">Europe</a>	Intern	doFollow
<a href="#">Middle East, Africa and India</a>	Intern	doFollow
<a href="#">Life@Givaudan</a>	Intern	doFollow
<a href="#">Meet Ana</a>	Intern	doFollow
<a href="#">Meet Anastasia</a>	Intern	doFollow
<a href="#">Meet Anthony</a>	Intern	doFollow
<a href="#">Meet Barbora</a>	Intern	doFollow
<a href="#">Meet Bernhard</a>	Intern	doFollow
<a href="#">Students and graduates</a>	Intern	doFollow
<a href="#">Apprentices and interns</a>	Intern	doFollow
<a href="#">Trainee programmes</a>	Intern	doFollow
<a href="#">Flavourist School</a>	Intern	doFollow
<a href="#">Search jobs</a>	Intern	doFollow
<a href="#">Your journey towards us</a>	Intern	doFollow
<a href="#">Contact us</a>	Intern	doFollow

## In-page links

<a href="#">Visit Investors</a>	Intern	doFollow
<a href="#">Investor information</a>	Intern	doFollow
<a href="#">Dividend</a>	Intern	doFollow
<a href="#">Share price and calculator</a>	Intern	doFollow
<a href="#">Significant shareholders</a>	Intern	doFollow
<a href="#">Debt information</a>	Intern	doFollow
<a href="#">Investment case</a>	Intern	doFollow
<a href="#">Analysts coverage and consensus</a>	Intern	doFollow
<a href="#">Financial results</a>	Intern	doFollow
<a href="#">Key figures</a>	Intern	doFollow
<a href="#">Financial targets</a>	Intern	doFollow
<a href="#">Results centre</a>	Intern	doFollow
<a href="#">Governance structure</a>	Intern	doFollow
<a href="#">Group structure</a>	Intern	doFollow
<a href="#">Board of Directors</a>	Intern	doFollow
<a href="#">Executive Committee</a>	Intern	doFollow
<a href="#">Risk management</a>	Intern	doFollow
<a href="#">Auditors</a>	Intern	doFollow
<a href="#">Compliance helpline</a>	Intern	doFollow
<a href="#">Investor publications</a>	Intern	doFollow
<a href="#">2023 Digital integrated report</a>	Intern	doFollow
<a href="#">Ad hoc announcements</a>	Intern	doFollow
<a href="#">Other investor news</a>	Intern	doFollow
<a href="#">Corporate presentations</a>	Intern	doFollow
<a href="#">Investor presentation</a>	Intern	doFollow
<a href="#">Subscribe to news</a>	Intern	doFollow
<a href="#">Investor events</a>	Intern	doFollow
<a href="#">Annual General Meeting</a>	Intern	doFollow

## In-page links

<a href="#">Events calendar</a>	Intern	doFollow
<a href="#">Contact Investor Relations</a>	Intern	doFollow
<a href="#">ESG</a>	Intern	doFollow
<a href="#">Key non-financial figures</a>	Intern	doFollow
<a href="#">ESG reporting</a>	Intern	doFollow
<a href="#">ESG ratings</a>	Intern	doFollow
<a href="#">Visit Media</a>	Intern	doFollow
<a href="#">Company news</a>	Intern	doFollow
<a href="#">Ad hoc announcements</a>	Intern	doFollow
<a href="#">Publications</a>	Intern	doFollow
<a href="#">Media resources</a>	Intern	doFollow
<a href="#">Social media</a>	Intern	doFollow
<a href="#">Trade media</a>	Intern	doFollow
<a href="#">Events</a>	Intern	doFollow
<a href="#">Visit Sustainability</a>	Intern	doFollow
<a href="#">Creations</a>	Intern	doFollow
<a href="#">A heritage of action</a>	Intern	doFollow
<a href="#">Taste &amp; Wellbeing</a>	Intern	doFollow
<a href="#">Fragrance &amp; Beauty</a>	Intern	doFollow
<a href="#">Nature</a>	Intern	doFollow
<a href="#">Climate action</a>	Intern	doFollow
<a href="#">Plastics</a>	Intern	doFollow
<a href="#">Waste</a>	Intern	doFollow
<a href="#">Water</a>	Intern	doFollow
<a href="#">Biodiversity</a>	Intern	doFollow
<a href="#">People</a>	Intern	doFollow
<a href="#">Care</a>	Intern	doFollow
<a href="#">People and growth</a>	Intern	doFollow



## In-page links

<a href="#">Inclusion</a>	Intern	doFollow
<a href="#">Communities</a>	Intern	doFollow
<a href="#">Sourcing4Good</a>	Intern	doFollow
<a href="#">Our work at origin</a>	Intern	doFollow
<a href="#">Givaudan Foundation</a>	Intern	doFollow
<a href="#">Sustainable business</a>	Intern	doFollow
<a href="#">Double materiality approach</a>	Intern	doFollow
<a href="#">Sustainable governance</a>	Intern	doFollow
<a href="#">Position statements, policies, rules, reports</a>	Intern	doFollow
<a href="#">Stakeholders engagement</a>	Intern	doFollow
<a href="#">The sustainable development goals (SDGs)</a>	Intern	doFollow
<a href="#">United Nations Global Compact (UNGC)</a>	Intern	doFollow
<a href="#">Publications</a>	Intern	doFollow
<a href="#">☐☐</a>	Extern	noFollow
<a href="#">☐☐☐</a>	Intern	noFollow
<a href="#">Back to top</a>	Intern	doFollow
<a href="#">Contact</a>	Intern	doFollow
<a href="#">Legal</a>	Intern	doFollow
<a href="#">Locations</a>	Intern	doFollow
<a href="#">Privacy Notice</a>	Intern	doFollow
<a href="#">Sitemap</a>	Intern	doFollow
<a href="#">Latest stories</a>	Intern	doFollow
<a href="#">Australia Slavery Act</a>	Intern	doFollow
<a href="#">CA Supply Chains Act</a>	Intern	doFollow
<a href="#">Glossary</a>	Intern	doFollow
<a href="#">Story archive</a>	Intern	doFollow
<a href="#">RSS</a>	Intern	doFollow

## SEO Keywords



Keywords Cloud

see beauty investor post **instagram**  
wellbeing **givaudan** fragrance visit news

## Keywords Consistentie

Keyword	Content	Title	Keywords	Descripti on	Headings
instagram	53	✘	✘	✘	✘
givaudan	33	✔	✘	✔	✔
post	30	✘	✘	✘	✘
fragrance	24	✔	✘	✘	✔
see	24	✘	✘	✘	✘

## Bruikbaarheid

	Url	Domein : givaudan.com Lengte : 12
	Favicon	Goed, uw website heeft een favicon.
	Printbaarheid	Jammer. We vonden geen Print-Vriendelijke CSS.
	Taal	Goed. Uw ingestelde taal is en.
	Dublin Core	Deze pagina maakt geen gebruik van Dublin Core.





## Document

	Doctype	HTML 5
	Encoding	Perfect. Uw ingestelde Charset is UTF-8.

## Document

	W3C Validiteit	Fouten : 0 Waarschuwingen : 7
	E-mail Privacy	Waarschuwing! Er is op zijn minst 1 e-mailadres gevonden als platte tekst. (voorkom spam!). Gebruik <a href="#">deze gratis antispam protector</a> om e-mailadressen te verbergen voor spammers.
	Niet ondersteunde HTML	Geweldig! We hebben geen niet meer ondersteunde HTML tags gevonden in uw HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Geweldig, uw website heeft geen tabellen in een tabel.</li><li> Jammer, uw website maakt gebruik van inline styles.</li><li> Jammer, uw website heeft teveel CSS bestanden (meer dan 4).</li><li> Jammer, uw website heeft teveel JS bestanden (meer dan 6).</li><li> Perfect, uw website haalt voordeel uit gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimalisatie

	XML Sitemap	Geweldig, uw website heeft een XML sitemap.  <code>https://www.givaudan.com/sitemap.xml</code>
	Robots.txt	<code>http://givaudan.com/robots.txt</code> Geweldig uw website heeft een robots.txt bestand.
	Analytics	Ontbrekend  We hadden niet op te sporen van een analytics tool op deze website geplaatst.  Web Analytics laat u toe de bezoekersactiviteit op uw website te meten. U zou minstens 1 Analytics tool geïnstalleerd moeten hebben en een extra tool voor de bevestiging van de resultaten.