

SEO Content

		20000	• [H1] We help the daring build legendary companies. • [H1] Get the best stories from the Sequoia community.
	Images		We found 0 images on this web page. Good, most or all of your images have alt attributes.
	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		Great, there are no Iframes detected on this page.

SEO Links

	URL Rewrite		Good. Your links looks friendly!
	Underscores in the URLs		We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links		We found a total of 15 links including 0 link(s) to files
	Statistics		External Links : noFollow 0% External Links : Passing Juice 6.67% Internal Links 93.33%

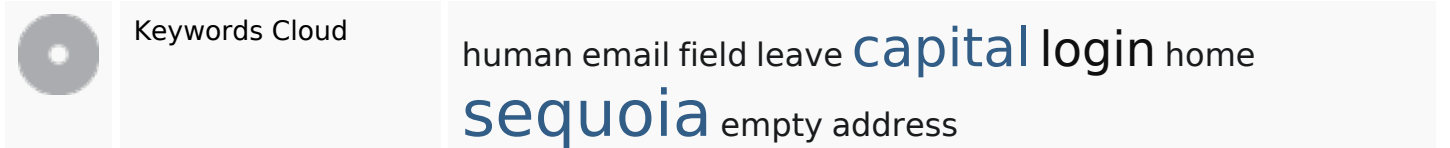
In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Our Founders	Internal	Passing Juice
Our Companies	Internal	Passing Juice

In-page links

Our Team	Internal	Passing Juice
Stories	Internal	Passing Juice
Arc	Internal	Passing Juice
Our Ethos	Internal	Passing Juice
Our History	Internal	Passing Juice
Jobs	Internal	Passing Juice
Legal	Internal	Passing Juice
Sequoia Capital	Internal	Passing Juice
Sequoia Heritage	External	Passing Juice
Sequoia Capital Global Equities	Internal	Passing Juice
LP Login	Internal	Passing Juice
Sequoia Ampersand Login	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sequoia	6	✓	✗	✗	✓
capital	4	✓	✗	✗	✗
login	3	✗	✗	✗	✗
home	1	✓	✗	✗	✗
email	1	✗	✗	✗	✗

Usability

	Url	Domain : sequoiacap.com Length : 14
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 27 Warnings : 31
	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	 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	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://sequoiacap.com/sitemap_index.xml https://www.sequoiacap.com/scge/sitemap_index.xml https://schf.com/sitemap_index.xml https://atlas.sequoiacap.com/sitemap_index.xml https://outlierspath.com/sitemap_index.xml
	Robots.txt	http://sequoiacap.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.