








# Website review onewestbank.com

Generated on September 18 2024 12:27 PM

The score is 66/100



## SEO Content

	Title	<p>Personal Banking, Credit Cards, Loans   First Citizens Bank</p> <p><b>Length : 59</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>First Citizens provides a full range of banking products and services to meet your individual or business financial needs. Learn more about our products and services such as checking, savings, credit cards, mortgages and investments.</p> <p><b>Length : 233</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1379 1481 1697"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>image</td> <td><a href="https://www.firstcitizens.com/etc.clientlibs/firstcitizens/clientlibs/clientlib-aem/resources/images/fcb-logo-og-teaser-2020.png">https://www.firstcitizens.com/etc.clientlibs/firstcitizens/clientlibs/clientlib-aem/resources/images/fcb-logo-og-teaser-2020.png</a></td> </tr> <tr> <td>url</td> <td><a href="https://www.firstcitizens.com/personal">https://www.firstcitizens.com/personal</a></td> </tr> </tbody> </table>	Property	Content	image	<a href="https://www.firstcitizens.com/etc.clientlibs/firstcitizens/clientlibs/clientlib-aem/resources/images/fcb-logo-og-teaser-2020.png">https://www.firstcitizens.com/etc.clientlibs/firstcitizens/clientlibs/clientlib-aem/resources/images/fcb-logo-og-teaser-2020.png</a>	url	<a href="https://www.firstcitizens.com/personal">https://www.firstcitizens.com/personal</a>						
Property	Content													
image	<a href="https://www.firstcitizens.com/etc.clientlibs/firstcitizens/clientlibs/clientlib-aem/resources/images/fcb-logo-og-teaser-2020.png">https://www.firstcitizens.com/etc.clientlibs/firstcitizens/clientlibs/clientlib-aem/resources/images/fcb-logo-og-teaser-2020.png</a>													
url	<a href="https://www.firstcitizens.com/personal">https://www.firstcitizens.com/personal</a>													
	Headings	<table border="1" data-bbox="539 1727 1481 1800"> <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>21</td> <td>28</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1832 1469 2063" style="list-style-type: none"> <li>• [H1] Personal</li> <li>• [H2] Control your portfolio</li> <li>• [H2] Help us help teens with cancer</li> <li>• [H2] Help us help teens with cancer</li> <li>• [H2] Your trusted financial partner for personal, business and wealth management needs</li> <li>• [H2] Elevate your checking options</li> </ul>	H1	H2	H3	H4	H5	H6	1	21	28	0	0	0
H1	H2	H3	H4	H5	H6									
1	21	28	0	0	0									

# SEO Content

- [H2] Fast access to funds for your remodel project
- [H2] Now it's even easier to earn more
- [H2] Bank from anywhere with your mobile devices
- [H2] Bank from anywhere with your mobile devices
- [H2] Bank from anywhere with your mobile devices
- [H2] Bank from anywhere with your mobile devices
- [H2] Open an Account Today
- [H2] A few financial insights for your life
- [H2] Travel Rewards Card
- [H2] Rewards Card
- [H2] Cash Rewards Card
- [H2] Smart Option Card
- [H2] Free Checking
- [H2] Premier Checking
- [H2] Prestige Checking
- [H2] Do you have a First Citizens checking account?
- [H3] Mortgages
- [H3] Start your mortgage journey
- [H3] Try Self-Directed Investing
- [H3] Try Self-Directed Investing
- [H3] Savings
- [H3] Discover ways to save
- [H3] Loans
- [H3] Apply for a loan
- [H3] Choose a credit card
- [H3] Choose a credit card
- [H3] Open an account
- [H3] Open a checking account
- [H3] Open an Account
- [H3] Find a Branch
- [H3] Call Us
- [H3] Comparing Loans for Home Improvement
- [H3] How Do Home Construction Loans Work?
- [H3] Ages and Stages of Saving for Retirement
- [H3] Account Questions
- [H3] Other Questions
- [H3] Account Questions
- [H3] Other Questions
- [H3] Account Questions
- [H3] Other Questions
- [H3] Based on your answers, here's what we recommend
- [H3] Based on your answers, here's what we recommend
- [H3] Yes
- [H3] No



Images

We found 21 images on this web page.

14 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.





Text/HTML Ratio





Ratio : **39%**

Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.

## SEO 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 247 links including 2 link(s) to files
	Statistics	External Links : noFollow 8.1% External Links : Passing Juice 1.62% Internal Links 90.28%

## In-page links

Anchor	Type	Juice
<a href="#">Wealth INTEL</a>	Internal	Passing Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Checking</a>	Internal	Passing Juice
<a href="#">Free Checking</a>	Internal	Passing Juice
<a href="#">Premier Checking</a>	Internal	Passing Juice
<a href="#">Prestige Checking</a>	Internal	Passing Juice
<a href="#">Compare</a>	Internal	Passing Juice
<a href="#">Savings</a>	Internal	Passing Juice
<a href="#">Certificates of Deposit</a>	Internal	Passing Juice

## In-page links

<a href="#">Money Market</a>	Internal	Passing Juice
<a href="#">Online Savings</a>	Internal	Passing Juice
<a href="#">Credit Cards</a>	Internal	Passing Juice
<a href="#">Compare</a>	Internal	Passing Juice
<a href="#">Cash Rewards</a>	Internal	Passing Juice
<a href="#">Rewards</a>	Internal	Passing Juice
<a href="#">Secured Cash Back</a>	Internal	Passing Juice
<a href="#">Smart Option</a>	Internal	Passing Juice
<a href="#">Travel Rewards</a>	Internal	Passing Juice
<a href="#">Mortgages</a>	Internal	Passing Juice
<a href="#">Adjustable-Rate Mortgages</a>	Internal	Passing Juice
<a href="#">Fixed-Rate Mortgages</a>	Internal	Passing Juice
<a href="#">Home Construction Loans</a>	Internal	Passing Juice
<a href="#">Jumbo Loans</a>	Internal	Passing Juice
<a href="#">Medical Professional Mortgages</a>	Internal	Passing Juice
<a href="#">Mortgage Refinancing</a>	Internal	Passing Juice
<a href="#">Renovation Loans</a>	Internal	Passing Juice
<a href="#">VA, FHA and USDA Loans</a>	Internal	Passing Juice
<a href="#">Loans</a>	Internal	Passing Juice
<a href="#">Auto Loans</a>	Internal	Passing Juice
<a href="#">Home Equity</a>	Internal	Passing Juice
<a href="#">Home Improvement Loans</a>	Internal	Passing Juice
<a href="#">Lot Loans</a>	Internal	Passing Juice
<a href="#">Money Saver Mortgages</a>	Internal	Passing Juice
<a href="#">Specialized Lending</a>	Internal	Passing Juice
<a href="#">Retirement</a>	Internal	Passing Juice
<a href="#">Traditional IRA</a>	Internal	Passing Juice
<a href="#">Roth IRA</a>	Internal	Passing Juice

## In-page links

<a href="#">SEP IRA</a>	Internal	Passing Juice
<a href="#">SIMPLE IRA</a>	Internal	Passing Juice
<a href="#">Investments</a>	Internal	Passing Juice
<a href="#">Self-Directed Investing</a>	Internal	Passing Juice
<a href="#">Education Savings Accounts</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Accident Insurance</a>	Internal	Passing Juice
<a href="#">Life Insurance</a>	Internal	Passing Juice
<a href="#">Pet Insurance</a>	Internal	Passing Juice
<a href="#">Property Insurance</a>	Internal	Passing Juice
<a href="#">Umbrella Insurance Policy</a>	Internal	Passing Juice
<a href="#">Vehicle Insurance</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Banking</a>	Internal	Passing Juice
<a href="#">Budgeting</a>	Internal	Passing Juice
<a href="#">Calculators</a>	Internal	Passing Juice
<a href="#">Career</a>	Internal	Passing Juice
<a href="#">College</a>	Internal	Passing Juice
<a href="#">Credit</a>	Internal	Passing Juice
<a href="#">Debt</a>	Internal	Passing Juice
<a href="#">Family</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Investing</a>	Internal	Passing Juice
<a href="#">Retirement</a>	Internal	Passing Juice
<a href="#">Saving</a>	Internal	Passing Juice
<a href="#">Security</a>	Internal	Passing Juice
<a href="#">Taxes</a>	Internal	Passing Juice

## In-page links

<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Cash Management</a>	Internal	Passing Juice
<a href="#">Payables</a>	Internal	Passing Juice
<a href="#">Receivables</a>	Internal	Passing Juice
<a href="#">Liquidity Management</a>	Internal	Passing Juice
<a href="#">Reconciliation and Reporting</a>	Internal	Passing Juice
<a href="#">Fraud Prevention</a>	Internal	Passing Juice
<a href="#">ACH Services</a>	Internal	Passing Juice
<a href="#">Merchant Services</a>	Internal	Passing Juice
<a href="#">Expertise</a>	Internal	Passing Juice
<a href="#">Agribusiness</a>	Internal	Passing Juice
<a href="#">Healthcare</a>	Internal	Passing Juice
<a href="#">Manufacturing &amp; Distribution</a>	Internal	Passing Juice
<a href="#">Nonprofits</a>	Internal	Passing Juice
<a href="#">Professional Services</a>	Internal	Passing Juice
<a href="#">Property Management</a>	Internal	Passing Juice
<a href="#">Skilled Trades</a>	Internal	Passing Juice
<a href="#">Deposits</a>	Internal	Passing Juice
<a href="#">Checking</a>	Internal	Passing Juice
<a href="#">Savings</a>	Internal	Passing Juice
<a href="#">Bank at Work Program</a>	Internal	Passing Juice
<a href="#">Risk Management</a>	Internal	Passing Juice
<a href="#">Auto Insurance</a>	Internal	Passing Juice
<a href="#">Business Bonds</a>	Internal	Passing Juice
<a href="#">Buy-Sell Agreement</a>	Internal	Passing Juice
<a href="#">Business Interruption</a>	Internal	Passing Juice
<a href="#">Liability Insurance</a>	Internal	Passing Juice
<a href="#">Life and Disability Insurance</a>	Internal	Passing Juice

## In-page links

<a href="#">Management Liability</a>	Internal	Passing Juice
<a href="#">Property Insurance</a>	Internal	Passing Juice
<a href="#">Succession Planning</a>	Internal	Passing Juice
<a href="#">Umbrella Insurance</a>	Internal	Passing Juice
<a href="#">Workers' Compensation</a>	Internal	Passing Juice
<a href="#">Credit &amp; Financing</a>	Internal	Passing Juice
<a href="#">Credit Cards</a>	Internal	Passing Juice
<a href="#">Business Loans &amp; Financing</a>	Internal	Passing Juice
<a href="#">Business Equipment Finance</a>	Internal	Passing Juice
<a href="#">SBA Term Loans</a>	Internal	Passing Juice
<a href="#">International Banking</a>	Internal	Passing Juice
<a href="#">Commercial Letters of Credit</a>	Internal	Passing Juice
<a href="#">Foreign Currency Exchange Services</a>	Internal	Passing Juice
<a href="#">International Paying &amp; Receiving</a>	Internal	Passing Juice
<a href="#">Documentary Collections</a>	Internal	Passing Juice
<a href="#">International Wire Transfers</a>	Internal	Passing Juice
<a href="#">Standby Letters of Credit</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Accounting</a>	Internal	Passing Juice
<a href="#">Banking</a>	Internal	Passing Juice
<a href="#">Calculators</a>	Internal	Passing Juice
<a href="#">Cash Management</a>	Internal	Passing Juice
<a href="#">Credit</a>	Internal	Passing Juice
<a href="#">Finance</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Management</a>	Internal	Passing Juice
<a href="#">Planning</a>	Internal	Passing Juice
<a href="#">Security</a>	Internal	Passing Juice

## In-page links

<a href="#">Skilled Trades</a>	Internal	Passing Juice
<a href="#">Starting a Business</a>	Internal	Passing Juice
<a href="#">Taxes</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Success Stories</a>	Internal	Passing Juice
<a href="#">Solutions</a>	Internal	Passing Juice
<a href="#">Asset-Based Lending</a>	Internal	Passing Juice
<a href="#">Capital Markets</a>	Internal	Passing Juice
<a href="#">Commercial Bank Accounts</a>	Internal	Passing Juice
<a href="#">Commercial Real Estate</a>	Internal	Passing Juice
<a href="#">Community Association Banking</a>	Internal	Passing Juice
<a href="#">Credit &amp; Financing</a>	Internal	Passing Juice
<a href="#">International Banking</a>	Internal	Passing Juice
<a href="#">Merchant Services</a>	Internal	Passing Juice
<a href="#">Middle Market Banking</a>	Internal	Passing Juice
<a href="#">Risk Management &amp; Insurance</a>	Internal	Passing Juice
<a href="#">Sponsor Finance</a>	Internal	Passing Juice
<a href="#">Treasury Management Services</a>	Internal	Passing Juice
<a href="#">Expertise</a>	Internal	Passing Juice
<a href="#">Aerospace, Defense &amp; Government</a>	Internal	Passing Juice
<a href="#">Agribusiness</a>	Internal	Passing Juice
<a href="#">Cannabis &amp; Hemp Banking</a>	Internal	Passing Juice
<a href="#">Energy</a>	Internal	Passing Juice
<a href="#">Entertainment &amp; Media</a>	Internal	Passing Juice
<a href="#">Healthcare</a>	Internal	Passing Juice
<a href="#">Manufacturing &amp; Distribution</a>	Internal	Passing Juice
<a href="#">Maritime</a>	Internal	Passing Juice
<a href="#">Nonprofits</a>	Internal	Passing Juice



## In-page links

<a href="#">Professional Services</a>	Internal	Passing Juice
<a href="#">Property Management</a>	Internal	Passing Juice
<a href="#">Railcar Leasing &amp; Financing</a>	Internal	Passing Juice
<a href="#">Tech &amp; Telecom</a>	Internal	Passing Juice
<a href="#">Trade Associations</a>	Internal	Passing Juice
<a href="#">Transportation &amp; Logistics</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Accounting</a>	Internal	Passing Juice
<a href="#">Community Association Banking &amp; HOA</a>	Internal	Passing Juice
<a href="#">Credit</a>	Internal	Passing Juice
<a href="#">Finance</a>	Internal	Passing Juice
<a href="#">Industry Expertise</a>	Internal	Passing Juice
<a href="#">International Business Banking</a>	Internal	Passing Juice
<a href="#">Management</a>	Internal	Passing Juice
<a href="#">Operations</a>	Internal	Passing Juice
<a href="#">Risk Management</a>	Internal	Passing Juice
<a href="#">Taxes</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Treasury Management</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Who We Help</a>	Internal	Passing Juice
<a href="#">Individuals &amp; Families</a>	Internal	Passing Juice
<a href="#">Businesses &amp; Corporations</a>	Internal	Passing Juice
<a href="#">Entrepreneurs, Founders &amp; Investors</a>	Internal	Passing Juice
<a href="#">Nonprofits</a>	Internal	Passing Juice
<a href="#">Trust &amp; Fiduciary Services</a>	Internal	Passing Juice
<a href="#">Investment Solutions</a>	Internal	Passing Juice
<a href="#">Professional Investment Advisory</a>	Internal	Passing Juice

## In-page links

<a href="#">Private Banking</a>	Internal	Passing Juice
<a href="#">Deposit Solutions</a>	Internal	Passing Juice
<a href="#">Private Mortgage Lending</a>	Internal	Passing Juice
<a href="#">Securities-Backed Lines of Credit</a>	Internal	Passing Juice
<a href="#">Customized Lending</a>	Internal	Passing Juice
<a href="#">Institutional Trust Services</a>	Internal	Passing Juice
<a href="#">Institutional Asset Management</a>	Internal	Passing Juice
<a href="#">Retirement Plan Services</a>	Internal	Passing Juice
<a href="#">Charitable Advising Services</a>	Internal	Passing Juice
<a href="#">Institutional Custody Services</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Wealth &amp; Business Planning</a>	Internal	Passing Juice
<a href="#">Estate Planning</a>	Internal	Passing Juice
<a href="#">Charitable Planning</a>	Internal	Passing Juice
<a href="#">Tax Planning</a>	Internal	Passing Juice
<a href="#">Retirement Planning</a>	Internal	Passing Juice
<a href="#">Market Outlook</a>	Internal	Passing Juice
<a href="#">Subscribe</a>	Internal	Passing Juice
<a href="#">Meet Brent and Phil</a>	Internal	Passing Juice
<a href="#">Submit a Question</a>	Internal	Passing Juice
<a href="#">Video Archive</a>	Internal	Passing Juice
<a href="#">Commentary Archive</a>	Internal	Passing Juice
<a href="#">Insights</a>	Internal	Passing Juice
<a href="#">Business Owner Interest</a>	Internal	Passing Juice
<a href="#">Estate Planning</a>	Internal	Passing Juice
<a href="#">Insurance</a>	Internal	Passing Juice
<a href="#">Liquidity</a>	Internal	Passing Juice
<a href="#">Philanthropic and Charitable</a>	Internal	Passing Juice

## In-page links

<a href="#">Planning</a>	Internal	Passing Juice
<a href="#">Retirement</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Archive</a>	Internal	Passing Juice
<a href="#">Call Us</a>	Internal	Passing Juice
<a href="#">Email Us</a>	Internal	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Routing Number</a>	Internal	Passing Juice
<a href="#">Privacy &amp; Security</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Investor Relations</a>	External	Passing Juice
<a href="#">Newsroom</a>	External	Passing Juice
<a href="#">Community Support</a>	Internal	Passing Juice
<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">Personal</a>	Internal	Passing Juice
<a href="#">Small Business</a>	Internal	Passing Juice
<a href="#">Commercial</a>	Internal	Passing Juice
<a href="#">Wealth</a>	Internal	Passing Juice
<a href="#">First Citizens Rewards®</a>	External	noFollow
<a href="#">Online Brokerage</a>	External	noFollow
<a href="#">Portfolio Online</a>	External	noFollow
<a href="#">Retirement Plan Access</a>	External	noFollow
<a href="#">Financial Planning Tool</a>	External	noFollow
<a href="#">Stellar Technology - Fund</a>	External	noFollow
<a href="#">First Citizens Receivables</a>	External	noFollow
<a href="#">Lockbox - Online Treasury Solutions</a>	External	noFollow

## In-page links

<a href="#">Commercial Online Banking</a>	External	noFollow
<a href="#">Remote Deposit Capture</a>	External	noFollow
<a href="#">Integrated Payables</a>	External	noFollow
<a href="#">eReceivables Payment</a>	External	noFollow
<a href="#">Lockbox Portal</a>	External	noFollow
<a href="#">ChecXchange</a>	External	noFollow
<a href="#">FXEnvoy</a>	External	noFollow
<a href="#">Equipment Finance</a>	Internal	noFollow
<a href="#">My Insurance Center</a>	External	noFollow
<a href="#">American Express Supplies</a>	External	noFollow
<a href="#">Purchasing Card</a>	External	Passing Juice
<a href="#">Electronic Bill Presentment &amp; Payment</a>	External	noFollow
<a href="#">Profile Manager</a>	External	noFollow
<a href="#">Commercial Image Archive</a>	External	noFollow






## SEO Keywords













## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
back	41	✘	✘	✘	✘
more	38	✘	✘	✔	✔
banking	32	✔	✘	✔	✘
learn	30	✘	✘	✔	✘
checking	26	✘	✘	✔	✔

## Usability

	Url	Domain : onewestbank.com Length : 15
	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 : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> 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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of 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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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p><a href="https://www.firstcitizens.com/">https://www.firstcitizens.com/</a></p>
	Robots.txt	<p><a href="http://onewestbank.com/robots.txt">http://onewestbank.com/robots.txt</a></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>