







Website review williambruce.org

Generated on September 20 2024 09:34 AM

The score is 58/100



SEO Content

	<p>Title</p>	<p>Everything about valuing, buying, or selling a business in one place. Click the &quot;Resources&quot; tab below to explore. William Bruce has been assisting clients with these issues since 1986. - Serving clients nationally from offices in Fairhope, Alabama and Baton Rouge, Louisiana. Contact William at Will@WilliamBruce.org or by phone at 251-990-5934 (Fairhope) or 225-465-5799 (Baton Rouge). We look forward to hearing from you!Everything about valuing, buying, or selling a business in one place. Click the &quot;Resources&quot; tab below to explore. William Bruce has been assisting clients with these issues since 1986. Serving clients nationally from offices in Fairhope, Alabama and Baton Rouge, Louisiana. Contact William at Will@WilliamBruce.org or by phone at 251-990-5934 (Fairhope) or 225-465-5799 (Baton Rouge). We look forward to hearing from you!</p> <p>Length : 871</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>						
	<p>Description</p>	<p>Information from William Bruce about valuing, buying and selling a privately-held business.</p> <p>Length : 91</p> <p>Great, your meta description contains between 70 and 160 characters.</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 1715 1481 1951"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website
Property	Content							
locale	en_US							
type	website							

SEO Content

title	Everything about valuing, buying, or selling a business in one place. Click the "Resources" tab below to explore. William Bruce has been assisting clients with these issues since 1986. William Bruce Business Sales & Acquisitions
description	Information from William Bruce about valuing, buying and selling a privately-held business.
url	https://williambruce.org/
site_name	Everything about valuing, buying, or selling a business in one place. Click the "Resources" tab below to explore. William Bruce has been assisting clients with these issues since 1986.
image	https://i0.wp.com/williambruce.org/wp-content/uploads/2020/05/Combined-Logos-from-Chamber-Ad2.jpg?fit=749%2C564&ssl=1
image:width	749
image:height	564
image:type	image/jpeg

Headings

H1	H2	H3	H4	H5	H6
8	33	38	15	2	0
<ul style="list-style-type: none"> • [H1] Everything about valuing, buying, or selling a business in one place. Click the "Resources" tab below to explore. William Bruce has been assisting clients with these issues since 1986. • [H1] Markets Studied • [H1] Valuation • [H1] Market Confidence • [H1] Financing Trends • [H1] Time to Close • [H1] The Buyers • [H1] In Summary • [H2] The 3 Most Critical Issues in Buying or Selling a Business • [H2] EBITDA Valuation Multiples Are Rebounding for Privately Held Businesses • [H2] The Critical Importance of Small Businesses to Our Country • [H2] Job Creation • [H2] Innovation and Competition • [H2] Economic Diversification • [H2] Community Development • [H2] Economic Growth • [H2] Opportunities for Entrepreneurship • [H2] Adaptability and Resilience • [H2] Conclusion • [H2] New Gallup Survey Says Most Americans Want to be Their Own Boss 					

SEO Content

- [H2] The Reasons
- [H2] The Obstacles
- [H2] In Summary
- [H2] An Insiders Report on the Business-for-Sale Marketplace
- [H2] Confusing Interest Rates Explained
- [H2] Here's How to Value and Sell a Manufacturing Business
- [H2] Selling a Business? Ask These 5 Questions to Separate Serious Buyers From Tire Kickers
- [H2] Why Some Small Businesses Don't Sell
- [H2] Unrealistic Price Expectations
- [H2] Sloppy Books & Records
- [H2] Lack of Proper Representation
- [H2] Negligible Earnings
- [H2] Lack of Acquisition Financing
- [H2] In Summary
- [H2] Selling Your Business? Be Aware of the Differences in a Financial Versus a Strategic Buyer.
- [H2] The Financial Buyer
- [H2] The Strategic Buyer
- [H2] In Summary
- [H2] It's Vacation Time. Here Are 3 Ways to Protect Your Data While Taking a Break.
- [H2]
- [H2]
- [H3] Critical Issue #1: Confidentiality
- [H3] Critical Issue #2: Valuation
- [H3] Critical Issue #3: Financing
- [H3] Share this:
- [H3] Like this:
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- [H3] Federal Funds Rate
- [H3] Average Lending Rate
- [H3] Prime Rate
- [H3] In Conclusion
- [H3] Share this:
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- [H3] Share this:
- [H3] Like this:
- [H3] Technology Setup
- [H3] The Connection, Virtual Private Network (VPN)
- [H3] Support for Small Business Owners and Employees to Stay Connected During Vacation
- [H3] Share this:

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- [H3] Like this:
- [H3] Please Click the Image Below to Review Our Businesses for Sale.
- [H3] Top articles ranked by number of visits.
- [H3] Contact William Bruce:
- [H3] A complimentary booklet for readers of this discussion. Contact William Bruce for your digital copy.
- [H3] (C) Copyright William Bruce 2024. All rights reserved.
- [H3]
- [H4] BANKS - Although most people seeking a loan to buy a business will think first of a traditional bank loan, I can tell you from years of business brokerage experience that banks generally do not make business acquisition loans. There are exceptions but they're rare.
- [H4] SBA - The SBA, through its approved lenders, provides business acquisition loans. The SBA does not make direct loans, but rather guarantees a portion of the loan that is made by the approved lender. It's known as the SBA 7(a) program. Wells Fargo Bank is currently the top volume SBA lender nationally.
- [H4] FAMILY - Many times the older generation in a family will loan the down payment or the entire amount needed to a promising member of the family's younger generation. If your family is willing to loan you the money, one word of advice is in order. Have a very clear understanding as to how the debt is to be handled and put it in writing in the form of a legal note.
- [H4] THE SELLER - In a significant percentage of the business transfers that I handle as a business broker, the owner of the business finances a portion of the purchase price for the buyer. Some sellers cannot offer owner financing for a variety of reasons, but when they can, it conveniently solves the problem of financing.
- [H4] 401(K) FUNDS AND IRA ACCOUNTS - The use of these funds to buy a business, without tax penalty, is a fairly recent development. Several national CPA and attorney groups have developed a plan, approved by the IRS, which allows you to use your funds for business acquisition. There are legal and accounting fees involved, but they are a small fraction of the tax penalty that would be assessed for cashing in these accounts early.
- [H4] # # #
- [H4] William Bruce is an Accredited Business Intermediary (ABI) and Senior Valuation Analyst (SVA) assisting buyers and sellers of privately held businesses in the transfer of ownership. He currently serves as president of the American Business Brokers Association. His practice includes consulting services nationally on issues of business valuation and transfer. With offices in Fairhope, Alabama and Baton Rouge, Louisiana, he may be reached at (251) 990-5934 (Fairhope), 225-465-5799 (Baton Rouge) or by email at Will@WilliamBruce.org. The firm's most recent closings can be viewed here.
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- [H4] William Bruce's undergraduate degree is in economics and he has served as a bank director. He is an Accredited Business Intermediary (ABI) and Senior Valuation Analyst (SVA) assisting buyers and sellers of privately held businesses in the transfer of ownership. William currently serves as president of the American Business Brokers Association. His practice includes consulting services nationally on issues of business valuation and transfer. With offices in Fairhope, Alabama and Baton Rouge, Louisiana, he may be reached at (251) 990-5934 (Fairhope), 225-465-5799 (Baton Rouge) or by email at Will@WilliamBruce.org.
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	Images	<p>We found 41 images on this web page.</p> <p>29 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 3%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>

SEO Links

	In-page links	We found a total of 86 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 1.16%</p> <p>External Links : Passing Juice 9.3%</p> <p>Internal Links 89.53%</p>

In-page links

Anchor	Type	Juice
Everything about valuing, buying, or selling a business in one place. Click the "Resources" tab below to explore. William Bruce has been assisting clients with these issues since 1986.	Internal	Passing Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Businesses for Sale	Internal	Passing Juice
Resources: Valuing, Buying, Selling a Business	Internal	Passing Juice
Better Business Bureau	External	Passing Juice
About / Contact William Bruce	Internal	Passing Juice
William Bruce	Internal	Passing Juice
Whether you're buying or selling, click here to see how a business broker can help you do it right.	External	Passing Juice
rules of thumb guidelines	Internal	Passing Juice
What are the "Discretionary Earnings" of a Business	Internal	Passing Juice
How to Analyze a Business You're Considering Buying	Internal	Passing Juice
How to Make a Written CONTINGENT Offer to Buy a Business	Internal	Passing Juice
Seven Negotiating Rules When Buying or Selling a Business	Internal	Passing Juice
How to Conduct Due Diligence When Buying a Business	Internal	Passing Juice
viewed here	External	Passing Juice
Business Valuation & Appraisal	Internal	Passing Juice

In-page links

Valuing, Buying or Selling a Business	Internal	Passing Juice
401(k) used for business purchase	Internal	Passing Juice
American Business Brokers Association	Internal	Passing Juice
business acquisition loan	Internal	Passing Juice
business appraisal valuation	Internal	Passing Juice
business broker	Internal	Passing Juice
buying a business	Internal	Passing Juice
IRA 401k used for buying a business	Internal	Passing Juice
SBA 7a	Internal	Passing Juice
SBA loan	Internal	Passing Juice
selling a business	Internal	Passing Juice
Small Business Administration	Internal	Passing Juice
Sunbelt Business Brokers	Internal	Passing Juice
Wells Fargo	Internal	Passing Juice
William Bruce Business Broker	Internal	Passing Juice
25 Comments	Internal	Passing Juice
EBITDA Valuation Multiples Are Rebounding for Privately Held Businesses	Internal	Passing Juice
please see our article here	Internal	Passing Juice
National economy	Internal	Passing Juice
EBITDA for HVAC businesses	Internal	Passing Juice
EBITDA for manufacturing businesses	Internal	Passing Juice
EBITDA valuation multiples	Internal	Passing Juice
Leave a comment	Internal	Passing Juice
The Critical Importance of Small Businesses to Our Country	Internal	Passing Juice
Small business	Internal	Passing Juice
Leave a comment	Internal	Passing Juice
New Gallup Survey Says Most Americans Want to be Their Own Boss	Internal	Passing Juice


In-page links

viewed here	External	Passing Juice
How to Find a Good Business For Sale	Internal	Passing Juice
Here Are the 6 Most Frequently Asked Questions When Buying a Business	Internal	Passing Juice
Considering Buying a Business of Your Own? What Size and Type is Right for You?	Internal	Passing Juice
Considering Buying a Small Business? Here's How to Analyze a Business for Sale	Internal	Passing Juice
What Are the Sellers' Discretionary Earnings of a Business?	Internal	Passing Juice
Leave a comment	Internal	Passing Juice
An Insiders Report on the Business-for-Sale Marketplace	Internal	Passing Juice
International Business Brokers Association	External	Passing Juice
M&A Source	External	Passing Juice
Condition of the business-for-sale marketplace	Internal	Passing Juice
small business valuation multiples	Internal	Passing Juice
Leave a comment	Internal	Passing Juice
Confusing Interest Rates Explained	Internal	Passing Juice
2 Comments	Internal	Passing Juice
Here's How to Value and Sell a Manufacturing Business	Internal	Passing Juice
Selling a Business? Ask These 5 Questions to Separate Serious Buyers From Tire Kickers	Internal	Passing Juice
What Is a Business Broker? What Do Business Brokers Do?	Internal	Passing Juice
Manufacturing business broker	Internal	Passing Juice
Selling a manufacturing business	Internal	Passing Juice
valuation of manufacturing businesses	Internal	Passing Juice
Leave a comment	Internal	Passing Juice
please click here	External	Passing Juice
1 Comment	Internal	Passing Juice
Why Some Small Businesses Don't Sell	Internal	Passing Juice

In-page links

Why some small businesses don't sell	Internal	Passing Juice
2 Comments	Internal	Passing Juice
Selling Your Business? Be Aware of the Differences in a Financial Versus a Strategic Buyer.	Internal	Passing Juice
Selling a Business: The Critical Question of Price	Internal	Passing Juice
Difference in financial and strategic buyer	Internal	Passing Juice
financial business buyer defined	Internal	Passing Juice
financial vs strategic business buyer	Internal	Passing Juice
strategic business buyer defined	Internal	Passing Juice
1 Comment	Internal	Passing Juice
It's Vacation Time. Here Are 3 Ways to Protect Your Data While Taking a Break.	Internal	Passing Juice
https://smallbiz-resources.com/optimize-work-cation/	External	noFollow
Leave a comment	Internal	Passing Juice
Here's How to Value a Retail Business	Internal	Passing Juice
Here's How to Value a Restaurant or Bar Business	Internal	Passing Juice
What Are the Rules of Thumb for Business Valuation?	Internal	Passing Juice
The Best and Worst Franchises Ranked by SBA Loan Default Rates	Internal	Passing Juice
Proudly powered by WordPress.	External	Passing Juice

SEO Keywords

 Keywords Cloud	william valuation posted business buying comment bruce selling tagged valuing
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
business	49	✓	✗	✓	✓







Keywords Consistency

william	26	✓	✗	✓	✓
bruce	23	✓	✗	✓	✓
posted	22	✗	✗	✗	✗
selling	21	✓	✗	✓	✓

Usability

	Url	Domain : williambruce.org 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 : 0 Warnings : 0
	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.

Document

- ✖ Too bad, your website is using inline styles.
- ✔ Great, your website has few CSS files.
- ✖ 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

Optimization



XML Sitemap

Great, your website has an XML sitemap.

```
https://williambruce.org/sitemap.xml
https://williambruce.org/news-sitemap.xml
https://williambruce.org/sitemap_index.xml
```



Robots.txt

<http://williambruce.org/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.