



# Evaluation du site bajajallianzlife.com

Généré le 20 Septembre 2024 09:36

**Le score est de 60/100**



## Optimisation du contenu

|             | Titre   | <p>Life Insurance Policy   Bajaj Allianz Life Insurance Company In India</p> <p><b>Longueur : 69</b></p> <p>Parfait, votre titre contient entre 10 et 70 caractères.</p>   |           |         |      |         |       |   |             |   |     |                                   |       |   |
|-------------|---|--|-----------|---------|------|---------|-------|---|-------------|---|-----|-----------------------------------|-------|---|
|             | Description   | <p>Life insurance policy from Bajaj Allianz Life Insurance company in India that offers all types of insurance policies at affordable premiums to protect your life goals.</p> <p><b>Longueur : 167</b></p> <p>Idéalement, votre balise META description devrait contenir entre 70 et 160 caractères (espaces compris). Utilisez <a href="#">cet outil gratuit</a> pour calculer la longueur du texte.</p>   |           |         |      |         |       |   |             |   |     |                                   |       |   |
|             | Mots-clefs  | <p>Life Insurance Plans, Life Insurance In India, Best Life Insurance Policy, Life Insurance Companies, Types of Life Insurance, Life Insurance</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="539 1413 1481 2011"> <thead> <tr> <th>Propriété</th> <th>Contenu</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>product</td> </tr> <tr> <td>title</td> <td>Life Insurance Policy   Bajaj Allianz Life Insurance Company In India</td> </tr> <tr> <td>description</td> <td>Life insurance policy from Bajaj Allianz Life Insurance company in India that offers all types of insurance policies at affordable premiums to protect your life goals.</td> </tr> <tr> <td>url</td> <td>https://www.bajajallianzlife.com/</td> </tr> <tr> <td>image</td> <td>https://www.bajajallianzlife.com/content/dam/balic/homepage/BajajAllianzGoal-Assure.png</td> </tr> </tbody> </table> | Propriété | Contenu | type | product | title | Life Insurance Policy   Bajaj Allianz Life Insurance Company In India | description | Life insurance policy from Bajaj Allianz Life Insurance company in India that offers all types of insurance policies at affordable premiums to protect your life goals. | url | https://www.bajajallianzlife.com/ | image | https://www.bajajallianzlife.com/content/dam/balic/homepage/BajajAllianzGoal-Assure.png |
| Propriété   | Contenu   |  |           |         |      |         |       |   |             |   |     |                                   |       |   |
| type        | product   |  |           |         |      |         |       |   |             |   |     |                                   |       |   |
| title       | Life Insurance Policy   Bajaj Allianz Life Insurance Company In India   |  |           |         |      |         |       |   |             |   |     |                                   |       |   |
| description | Life insurance policy from Bajaj Allianz Life Insurance company in India that offers all types of insurance policies at affordable premiums to protect your life goals. |  |           |         |      |         |       |   |             |   |     |                                   |       |   |
| url         | https://www.bajajallianzlife.com/   |  |           |         |      |         |       |   |             |   |     |                                   |       |   |
| image       | https://www.bajajallianzlife.com/content/dam/balic/homepage/BajajAllianzGoal-Assure.png   |  |           |         |      |         |       |   |             |   |     |                                   |       |   |
|             | Niveaux de titre  | <p><b>H1</b>      <b>H2</b>      <b>H3</b>      <b>H4</b>      <b>H5</b>      <b>H6</b></p>  |           |         |      |         |       |   |             |   |     |                                   |       |   |

# Optimisation du contenu





1 42 42 15 0 0

- [H1] Life Insurance Company in India
- [H2] Life Insurance Plans
- [H2]
- [H2]
- [H2]
- [H2]
- [H2] What is a term insurance plan & how does it work?
- [H2] How do I determine my suitable term insurance coverage amount?
- [H2] What are the documents required for buying term insurance plan?
- [H2] Is ULIP a suitable investment?
- [H2] What is the difference between Sum Assured and Maturity Benefit in a ULIP?
- [H2] How do I choose my preferred ULIP?
- [H2] Can I include my spouse in the annuity plan?
- [H2] What is the best time to buy a child plan?
- [H2] If both the parents are working, who should ideally buy a child plan?
- [H2] What is the suitable policy term/premium paying term for a child plan?
- [H2] Can I get regular income from savings plans?
- [H2] What kind of riders are available in a savings plan?
- [H2] Can I avail loan under a savings policy?
- [H2] What is life insurance?
- [H2] When should I buy life insurance policy?
- [H2] What is Life Insurance premium?
- [H2] How much premium will I have to pay?
- [H2] How much coverage amount do I need?
- [H2] Is It Safe to Buy Term Insurance Online?
- [H2] What are the tax benefits on buying a life insurance policy?
- [H2] What are the different types of life insurance plans available in India?
- [H2] Is it possible to do KYC Online?
- [H2] How to raise a claim?
- [H2] Can I complete the whole policy purchase process online?
- [H2] Can I buy multiple policies?
- [H2] What are the different Premium payments option?
- [H2] How can I get my policy serviced digitally?
- [H2] Can I modify/ change any personal details and how?
- [H2] How can I switch funds in my portfolio digitally?
- [H2] What are the benefits of premium Auto-payment and how can I register for it?
- [H2] Contact Us
- [H2] Find Us Online
- [H2] ULIPs
- [H2] Term Life Insurance
- [H2] Group Life Insurance
- [H2] Child Plans
- [H2] Retirement Plans
- [H3] Quick Links
- [H3] Bajaj Allianz Life eTouch
- [H3] Bajaj Allianz Life Goal Assure III





## Optimisation du contenu

- [H3] Bajaj Allianz Life ACE
- [H3] Bajaj Allianz Life Guaranteed Pension Goal II
- [H3] Bajaj Allianz Invest Assure
- [H3] Bajaj Allianz Life Assured Wealth Goal
- [H3] Easy to use Tools & Calculators to plan for your Life Goals!
- [H3] Why Bajaj Allianz Life Insurance
- [H3] Life Insurance Guide
- [H3] Is Term Insurance Good?
- [H3] How Does Term Insurance Work?
- [H3] Benefits of Term Insurance
- [H3] How To Read A ULIP Benefit Illustration
- [H3] Staggered ULIP Payouts - How It Safeguards Your ULIP Investment
- [H3] ULIP Investment Plans - Frequently Asked Question
- [H3] 5 Investment Tips For Working Women
- [H3] Don't Let COVID-19 Derail Your Long-Term Investment Plans
- [H3] Investment Plans In India For FY 20-21
- [H3] How to Choose the Best Critical Illness Cover for Yourself
- [H3] Everything You Need To Know About Critical Illness Health Insurance Plans
- [H3] Know 4 Different Types of Health Insurance Plans
- [H3] 3 Signs You Need To Update Your Retirement Planning Strategy
- [H3] Types Of Pension Plans In India
- [H3] Mistakes To Avoid While Calculating Retirement Savings
- [H3] What Is A Child Plan?
- [H3] What Is Life Insurance Policy?
- [H3] Types Of Life Insurance Policies In India
- [H3] Benefits Of Life Insurance Plans
- [H3] Investment Update
- [H3] Trending @ Bajaj Allianz Life
- [H3] Happy Smart Assist Clients
- [H3] Frequently Ask Questions?
- [H3]
- [H3] Types of Plans
- [H3] Life Insurance
- [H3] Life Insurance processes
- [H3] Servicing
- [H3] Types of Plans
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- [H3] Servicing
- [H4] Underinsurance Calculator
- [H4] Term Insurance Calculator
- [H4] Life Goal Calculator
- [H4] Child Education Planning Tool
- [H4] Savings to Life Goals Convertor
- [H4] Financial Fitness Calculator
- [H4] Immunity Score Calculator
- [H4] ULIP Calculator
- [H4] Power of Compounding Calculator
- [H4] Income Tax Calculator
- [H4] Child Plan Calculator
- [H4] Retirement Calculator
- [H4] Investment Calculator

## Optimisation du contenu

|  |                  |  |
|--|------------------|--|
|  |                  | <ul style="list-style-type: none"><li>• [H4] Body Mass Index (BMI) Calculator</li><li>• [H4] Become a Life Insurance Consultant with Us</li></ul>  |
|  | Images           | Nous avons trouvé 276 image(s) sur cette page Web.<br><br>192 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images. |
|  | Ratio texte/HTML | Ratio : <b>55%</b><br><br>Idéal! le ratio de cette page texte/HTML est entre 25 et 70 pour cent.   |
|  | Flash            | Parfait, aucun contenu FLASH n'a été détecté sur cette page.   |
|  | 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.   |

## Liens

|  |                         |  |
|--|-------------------------|--|
|  | Réécriture d'URLs       | Bien. Vos liens sont optimisés!  |
|  | Tiret bas dans les URLs | Nous avons détectés des soulignements dans vos URLs. Vous devriez plutôt utiliser des tirets pour optimiser votre référencement. |
|  | Liens dans la page      | Nous avons trouvé un total de 190 lien(s) dont 17 lien(s) vers des fichiers  |
|  | Statistics              | Liens externes : noFollow 11.05%<br><br>Liens externes : Passing Juice 7.37%<br><br>Liens internes 81.58%                        |

## Liens dans la page

| Texte d'ancre                                  | Type    | Juice         |
|--|---------|---------------|
| <a href="#">About Us</a>                       | Interne | Passing Juice |
| <a href="#">Become an Insurance Consultant</a> | Interne | Passing Juice |
| <a href="#">Careers</a>                        | Interne | noFollow      |
|  |         |               |

## Liens dans la page

|  |         |               |
|--|---------|---------------|
| <a href="#">Contact Us</a>             | Interne | Passing Juice |
| <a href="#">NRI</a>                    | Interne | Passing Juice |
| <a href="#">Retrieve Saved Quote</a>   | Externe | noFollow      |
| <a href="#">Application Tracker</a>    | Externe | noFollow      |
| <a href="#">CALCULATE NOW</a>          | Interne | Passing Juice |
| <a href="#">WATCH VIDEO</a>            | Externe | noFollow      |
| <a href="#">KNOW MORE</a>              | Interne | Passing Juice |
| <a href="#">START NOW</a>              | Interne | noFollow      |
| <a href="#">WATCH VIDEO</a>            | Externe | Passing Juice |
| <a href="#">KNOW MORE</a>              | Interne | Passing Juice |
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| <a href="#">Know More</a>              | Interne | Passing Juice |
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| <a href="#">Know More</a>              | Interne | Passing Juice |
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| <a href="#">Calculate Now</a>          | Interne | Passing Juice |
| <a href="#">Saral Jeevan Bima</a>      | Interne | Passing Juice |
| <a href="#">Buy Now</a>                | Externe | noFollow      |
| <a href="#">View All Plans</a>         | Interne | Passing Juice |
| <a href="#">Buy now</a>                | Externe | noFollow      |
| <a href="#">Magnum Fortune Plus II</a> | Interne | Passing Juice |
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| <a href="#">Goal Based Savings II</a>  | Interne | Passing Juice |
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| <a href="#">Future Wealth Gain III</a>               | Interne | Passing Juice |
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| <a href="#">Elite Assure</a>                         | Interne | Passing Juice |
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| <a href="#">Sara Pension</a>                         | Interne | Passing Juice |
|  |         |               |

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| <a href="#">View All Plans</a>                              | Interne | Passing Juice |
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| <a href="#">Investment Corner</a>                           | Interne | Passing Juice |
| <a href="#">Fund Pro</a>                                    | Interne | Passing Juice |
| <a href="#">Fund Switching</a>                              | Interne | noFollow      |
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| <a href="#">Claim Assistance</a>                            | Interne | Passing Juice |
| <a href="#">Digital Services</a>                            | Interne | Passing Juice |
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| <a href="#">Grievance Redressal Mechanism</a>               | Interne | Passing Juice |
| <a href="#">Grievance Redressal Application</a>             | Externe | Passing Juice |
| <a href="#">Online Grievance Tracking</a>                   | Externe | Passing Juice |
| <a href="#">Customer Services (TAT)</a>                     | Interne | Passing Juice |
| <a href="#">Branch Locator</a>                              | Interne | Passing Juice |
| <a href="#">Certificate of Existence (Life Certificate)</a> | Interne | Passing Juice |
| <a href="#">e-Insurance Account</a>                         | Interne | Passing Juice |
| <a href="#">Bima Bharosa</a>                                | Externe | Passing Juice |
|   |         |               |

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| <a href="#">Tools &amp; Calculators</a>   | Interne | Passing Juice |
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| <a href="#">Savings to Life Goals Convertor</a>   | Interne | Passing Juice |
| <a href="#">ULIP Calculator</a>   | Interne | Passing Juice |
| <a href="#">Financial Fitness Calculator</a>  | Interne | Passing Juice |
| <a href="#">Power of Compounding</a>  | Interne | Passing Juice |
| <a href="#">Pension Calculator</a>  | Interne | Passing Juice |
| <a href="#">Investment Calculator</a>   | Interne | Passing Juice |
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| <a href="#">Income Tax Calculator</a>   | Interne | Passing Juice |
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| <a href="#">Covid 19 Optimism Score Tool</a>  | Interne | Passing Juice |
| <a href="#">Immunity Score Calculator</a>   | Interne | Passing Juice |
| <a href="#">Life Goals Preparedness Calculator</a>  | Interne | Passing Juice |
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| <a href="#">Register</a>  | Interne | noFollow      |
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| <a href="#">Read More</a>   | Interne | Passing Juice |





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| <a href="#">IRDAI's Call Centre Feedback Survey</a>      | Externe | noFollow      |
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| <a href="#">Happy Life Goal Clients</a>                  | Interne | Passing Juice |

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| <a href="#">Policy Bonus Rate</a>  | Interne | Passing Juice |
| <a href="#">Bajaj Allianz Life Videos</a>  | Interne | Passing Juice |
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| <a href="#">Sitemap</a>  | Interne | Passing Juice |
| <a href="#">Insurance coverage to People affected by HIV/AIDS</a>                | Interne | Passing Juice |
| <a href="#">Insurance coverage to Persons with Disability and Mental Illness</a> | Interne | Passing Juice |
| <a href="#">Health Insurance Coverage to Transgender persons</a>                 | Interne | Passing Juice |
| <a href="#">Pay Premium</a>  | Interne | Passing Juice |
| <a href="#">Grievance Redressal Mechanism</a>                                    | Interne | Passing Juice |
| <a href="#">Account Aggregator</a>   | Interne | Passing Juice |
| <a href="#">Agents terminated due to malpractices</a>                            | Interne | Passing Juice |
| <a href="#">Do Not Disturb</a>   | Interne | noFollow      |
| <a href="#">Need Analysis Calculator</a>   | Interne | noFollow      |
| <a href="#">Mobile App-Life Assist</a>   | Interne | Passing Juice |
| <a href="#">Life Insurance Guide</a>   | Interne | Passing Juice |

## Mots-clefs








Nuage de mots-clefs

plans **life** bajaj policy more allianz term premium  
plan **insurance**





## Cohérence des mots-clefs

| Mot-clef  | Contenu | Titre | Mots-clefs | Description | Niveaux de titre |
|-----------|---------|-------|------------|-------------|------------------|
| life      | 320     | ✓     | ✓          | ✓           | ✓                |
| insurance | 242     | ✓     | ✓          | ✓           | ✓                |
| plan      | 128     | ✗     | ✓          | ✗           | ✓                |
| policy    | 121     | ✓     | ✓          | ✓           | ✓                |
| premium   | 119     | ✗     | ✗          | ✓           | ✓                |





## Ergonomie

|  |               |   |
|--|---------------|---|
|    | Url           | Domaine : bajajallianzlife.com<br>Longueur : 20                 |
|    | 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 : 0<br>Avertissements : 0  |
|  | E-mail confidentialité | Attention! Au moins une adresse e-mail a été trouvée en texte clair. Utilisez <a href="#">une protection anti-spam gratuite</a> pour cacher vos e-mails aux spammeurs. |
|  |                        |  |



## Document

|  | HTML obsolètes  | <table><thead><tr><th>Tags obsolètes</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;u&gt;</td><td>6</td></tr></tbody></table> <p>Les balises HTML obsolètes sont des balises qui ne sont plus utilisés. Il est recommandé de supprimer ou de remplacer ces balises HTML, car elles sont désormais obsolètes.</p>   | Tags obsolètes | Occurrences | <u> | 6 |
|---|-----------------|---|----------------|-------------|-----|---|
| Tags obsolètes  | Occurrences     |   |                |             |     |   |
| <u>   | 6               |   |                |             |     |   |
|   | Astuces vitesse | <ul style="list-style-type: none"><li> Attention! Essayez d'éviter les tableaux imbriqués au format HTML.</li><li> Mauvais, votre site web utilise des styles css inline.</li><li> Mauvais, votre site web contient trop de fichiers CSS (plus de 4).</li><li> Mauvais, votre site web contient trop de fichiers javascript (plus de 6).</li><li> Parfait : votre site tire parti de gzip.</li></ul> |                |             |     |   |

## Mobile

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

## Optimisation

|  |                    |  |
|--|--------------------|--|
|  | Sitemap XML        | <p>Votre site web dispose d'une sitemap XML, ce qui est optimal.</p> <p><a href="https://www.bajajallianzlife.com/">https://www.bajajallianzlife.com/</a></p>                          |
|  | Robots.txt         | <p><a href="http://bajajallianzlife.com/robots.txt">http://bajajallianzlife.com/robots.txt</a></p> <p>Votre site dispose d'un fichier robots.txt, ce qui est optimal.</p>              |
|  | Mesures d'audience | <p>Votre site web dispose d'une outil d'analytics, ce qui est optimal.</p> <p> Google Analytics</p> |