



# Evaluation du site williambruce.org

Généré le 20 Septembre 2024 11:42

Le score est de 58/100



## Optimisation du contenu

	<p>Titre</p>	<p>Everything about valuing, buying, or selling a business in one place. Click the &amp;quot;Resources&amp;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 &amp;quot;Resources&amp;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><b>Longueur : 871</b></p> <p>Idéalement, votre titre devrait contenir entre 10 et 70 caractères (espaces compris). Utilisez <a href="#">cet outil gratuit</a> pour calculer la longueur du texte.</p>						
	<p>Description</p>	<p>Information from William Bruce about valuing, buying and selling a privately-held business.</p> <p><b>Longueur : 91</b></p> <p>Génial, votre balise META description contient entre 70 et 160 caractères.</p>						
	<p>Mots-clefs</p>	<p>Très mauvais. Nous n'avons pas trouvé de balise META keywords sur votre page. Utilisez <a href="#">ce générateur gratuit de balises META en ligne</a> pour créer des mots-clés.</p>						
	<p>Propriétés Open Graph</p>	<p>Bien, cette page profite des balises META Open Graph.</p> <table border="1" data-bbox="539 1809 1481 2078"> <thead> <tr> <th>Propriété</th> <th>Contenu</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> </tbody> </table>	Propriété	Contenu	locale	en_US	type	website
Propriété	Contenu							
locale	en_US							
type	website							

## Optimisation du contenu

title	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. William Bruce Business Sales & Acquisitions
description	Information from William Bruce about valuing, buying and selling a privately-held business.
url	<a href="https://williambruce.org/">https://williambruce.org/</a>
site_name	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.
image	<a href="https://i0.wp.com/williambruce.org/wp-content/uploads/2020/05/Combined-Logos-from-Chamber-Ad2.jpg?fit=749%2C564&amp;ssl=1">https://i0.wp.com/williambruce.org/wp-content/uploads/2020/05/Combined-Logos-from-Chamber-Ad2.jpg?fit=749%2C564&amp;ssl=1</a>
image:width	749
image:height	564
image:type	image/jpeg

### Niveaux de titre

H1	H2	H3	H4	H5	H6
8	33	38	15	2	0

- [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

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- [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:
- [H3] Share this:
- [H3] Like this:
- [H3] Share this:
- [H3] Like this:
- [H3] Share this:
- [H3] Like this:
- [H3] Share this:
- [H3] Like this:
- [H3] Federal Funds Rate
- [H3] Average Lending Rate
- [H3] Prime Rate
- [H3] In Conclusion
- [H3] Share this:
- [H3] Like this:
- [H3] Share this:
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- [H3] Like this:
- [H3] Share this:
- [H3] Like this:
- [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:

## Optimisation du contenu





- [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>Nous avons trouvé 41 image(s) sur cette page Web.</p> <p>29 attribut(s) alt sont vides ou manquants. Ajouter un texte alternatif permet aux moteurs de recherche de mieux comprendre le contenu de vos images.</p>
	Ratio texte/HTML	<p>Ratio : <b>2%</b></p> <p>le ratio de cette page texte/HTML est au-dessous de 15 pour cent, ce qui signifie que votre site manque de contenu textuel.</p>
	Flash	<p>Parfait, aucun contenu FLASH n'a été détecté sur cette page.</p>
	Iframe	<p>Domage, vous avez des Iframes sur vos pages Web, cela signifie que son contenu ne peut pas être indexé par les moteurs de recherche.</p>

## Liens

	Réécriture d'URLs	<p>Bien. Vos liens sont optimisés!</p>
	Tiret bas dans les URLs	<p>Parfait! Aucuns soulignements détectés dans vos URLs.</p>

## Liens

	Liens dans la page	Nous avons trouvé un total de 86 lien(s) dont 1 lien(s) vers des fichiers
	Statistics	Liens externes : noFollow 1.16% Liens externes : Passing Juice 9.3% Liens internes 89.53%

### Liens dans la page

Texte d'ancre	Type	Juice
<a href="#">Everything about valuing, buying, or selling a business in one place. Click the &amp;quot;Resources&amp;quot; tab below to explore. William Bruce has been assisting clients with these issues since 1986.</a>	Interne	Passing Juice
<a href="#">Skip to content</a>	Interne	Passing Juice
<a href="#">Home</a>	Interne	Passing Juice
<a href="#">Businesses for Sale</a>	Interne	Passing Juice
<a href="#">Resources: Valuing, Buying, Selling a Business</a>	Interne	Passing Juice
<a href="#">Better Business Bureau</a>	Externe	Passing Juice
<a href="#">About / Contact William Bruce</a>	Interne	Passing Juice
<a href="#">William Bruce</a>	Interne	Passing Juice
<a href="#">Whether you&amp;#8217;re buying or selling, click here to see how a business broker can help you do it right.</a>	Externe	Passing Juice
<a href="#">rules of thumb guidelines</a>	Interne	Passing Juice
<a href="#">What are the &amp;#8220;Discretionary Earnings&amp;#8221; of a Business</a>	Interne	Passing Juice
<a href="#">How to Analyze a Business You&amp;#8217;re Considering Buying</a>	Interne	Passing Juice
<a href="#">How to Make a Written CONTINGENT Offer to Buy a Business</a>	Interne	Passing Juice
<a href="#">Seven Negotiating Rules When Buying or Selling a Business</a>	Interne	Passing Juice
<a href="#">How to Conduct Due Diligence When Buying a Business</a>	Interne	Passing Juice
<a href="#">viewed here</a>	Externe	Passing Juice
<a href="#">Business Valuation &amp; Appraisal</a>	Interne	Passing Juice

## Liens dans la page

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



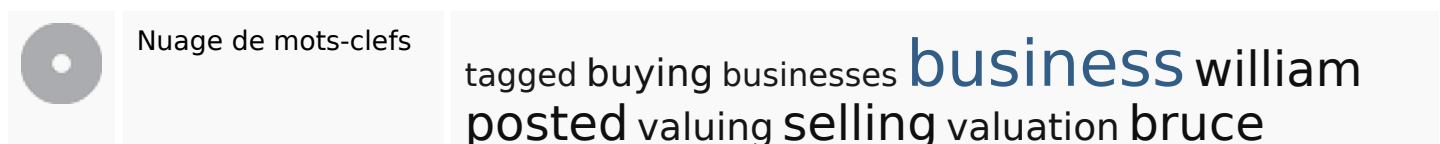
## Liens dans la page

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

## Liens dans la page

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

## Mots-clefs








## Cohérence des mots-clefs

Mot-clef	Contenu	Titre	Mots-clefs	Description	Niveaux de titre
business	49	✓	✗	✓	✓
william	26	✓	✗	✓	✓







## Cohérence des mots-clefs

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

## Ergonomie

	Url	Domaine : williambruce.org Longueur : 16
	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 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 spameurs.
	HTML obsolètes	Génial! Nous n'avons pas trouvé de balises HTML obsolètes dans votre code.
	Astuces vitesse	<ul style="list-style-type: none"><li>✓ Excellent, votre site n'utilise pas de tableaux imbriqués.</li><li>✗ Mauvais, votre site web utilise des styles css inline.</li></ul>

## Document

- ✓ Génial, votre site web contient peu de fichiers CSS.
- ✗ Mauvais, votre site web contient trop de fichiers javascript (plus de 6).
- ✓ Parfait : votre site tire parti de gzip.

## Mobile



### Optimisation mobile

- ✓ Icône Apple
- ✗ Méta tags viewport
- ✓ Contenu FLASH

## Optimisation



### Sitemap XML

Votre site web dispose d'une sitemap XML, ce qui est optimal.

<https://williambruce.org/sitemap.xml>

<https://williambruce.org/news-sitemap.xml>

[https://williambruce.org/sitemap\\_index.xml](https://williambruce.org/sitemap_index.xml)



### Robots.txt

<http://williambruce.org/robots.txt>

Votre site dispose d'un fichier robots.txt, ce qui est optimal.



### Mesures d'audience

Manquant

Nous n'avons trouvé aucun outil d'analytics sur ce site.

Un outil de mesure d'audience vous permet d'analyser l'activité des visiteurs sur votre site. Vous devriez installer au moins un outil Analytics. Il est souvent utile d'en rajouter un second, afin de confirmer les résultats du premier.