

Review of Mandiant.com

Generated on 2025-06-30

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Mobile

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Link Analysis

Usability

Technologies

Social

Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary

✔ **Title Tag** Threat Intelligence Solutions | Cyber Security Services & Training
⚙⚙⚙
Length: 66 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

✔ **Meta Description** Threat Intelligence Solutions. Mandiant is recognized as the leader in threat intelligence with expertise gained on the frontlines of cyber security.
⚙⚙⚙
Length: 149 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

⦿ **Meta Keywords** threat intelligence solutions
⚙⚙⚙

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



Google Preview



[Threat Intelligence Solutions | Cyber Security Services & Training](#) [mandiant.com/](#)

Threat Intelligence Solutions. Mandiant is recognized as the leader in threat intelligence with expertise gained on the frontlines of cyber security.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
2	11	14	0	0	0

<H1> M-Trends 2025 Report is now available </H1>

<H1> The Defender's Advantage: A guide to activating cyber defense </H1>

<H2> Top </H2>

<H2> Breadcrumb </H2>

<H2> Cybersecurity Forecast 2025 Report </H2>

<H2> Top Resources </H2>

<H2> Maximize your security effectiveness with Mandiant's industry-leading frontline expertise and threat intelligence </H2>

<H2> Combat attackers with experts in incident response, strategic threat readiness, and transformative cyber defense </H2>

<H2> Take decisive action with industry-leading intelligence </H2>

<H2> Secure your use of AI and use it to strengthen cyber defenses </H2>

<H2> Take the next step </H2>

<H2> Footer </H2>

<H2> Bottom </H2>

<H3> Mandiant Consulting </H3>

<H3> Threat Intelligence </H3>

<H3> Security Solutions </H3>

<H3> Mandiant Managed Services </H3>

<H3> Security Products </H3>

<H3> The Defender's Advantage </H3>

<H3> Cybersecurity Forecast </H3>

<H3> Defender's Advantage Cyber Snapshot Issue 7 </H3>

<H3> 400k+ </H3>

<H3> 2400+ </H3>

<H3> 65+ </H3>

<H3> 350+ </H3>

<H3> 550+ </H3>

<H3> 30+ </H3>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords Cloud

threat 33 cyber 22 security 19 intelligence 16 managed 16
 mandiant 14 incident 12 response 11 cybersecurity 10 risk 9
 expertise 8 threats 8 learn 8 consulting 8 services 7

This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency


Keywords	Freq	Title	Desc	<H>
threat	33	✓	✓	✓
cyber	22	✓	✓	✓
security	19	✓	✓	✓
intelligence	16	✓	✓	✓
managed	16	✗	✗	✓
mandiant	14	✗	✓	✓
incident	12	✗	✗	✓
response	11	✗	✗	✓
cybersecurity	10	✗	✗	✓
risk	9	✗	✗	✗
expertise	8	✗	✓	✓
threats	8	✗	✗	✗
learn	8	✗	✗	✗
consulting	8	✗	✗	✓
services	7	✓	✗	✓

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute



We found 21 images on this web page
 5 ALT attributes are empty or missing.

/sites/default/files/2024-09/banner-cta-arrow.png
/sites/default/files/2024-09/banner-cta-arrow.png
/sites/default/files/2024-09/banner-cta-arrow.png
/sites/default/files/2024-09/cybersecurity-forecast-300.jpg
/sites/default/files/2024-09/cyber-snapshot-issue-seven.jpg

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).
Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio



HTML to Text Ratio is: **11.63%**

Text content size 9981 bytes
Total HTML size 85828 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression



Wow! It's GZIP Enabled.
 Your webpage is compressed from 84 KB to 16 KB (81.2 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.
It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

 **IP Canonicalization** No your domain IP 162.159.240.125 does not redirect to mandiant.com
  

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.
Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.
If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

 **URL Rewrite** Good, all URLs look clean and friendly
  

Your site's URLs contain unnecessary elements that make them look complicated.
A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.
Clean URLs are also useful when shared on social media as they explain the page's content.

 **Underscores in the URLs** Great, you are not using underscores (these_are_underscores) in your URLs
  

Great, you are not using ?underscores (these_are_underscores) in your URLs.
While Google treats hyphens as word separators, it does not for underscores.

✓ **WWW Resolve** Great, a redirect is in place to redirect traffic from your non-preferred domain.



Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://mandiant.com/sitemap.xml>

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://mandiant.com/robots.txt>

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Embedded Objects

Perfect, no embedded objects has been detected on this page



Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Iframe

Oh no, iframe content has been detected on this page



Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.



Domain Registration

Exactly how many years and months



Domain Age: 19 Years, 201 Days

Created Date: 22nd-Dec-2005

Updated Date: 21st-Nov-2022

Expiry Date: 22nd-Dec-2026

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



Indexed Pages



Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



URL

http://mandiant.com
Length: 8 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Favicon

 Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.



Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



Page Size



84 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



Load Time



0.79 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to make your website run faster.



Language



Good, you have declared your language
Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
mandiant.net	Already Registered
mandiant.org	Already Registered
mandiant.biz	Already Registered
mandiant.us	Already Registered
mandiant.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
nandiant.com	Already Registered
handiant.com	Already Registered
jandiant.com	Already Registered
kandiant.com	Already Registered
landiant.com	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.



Email Privacy



Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



Safe Browsing



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



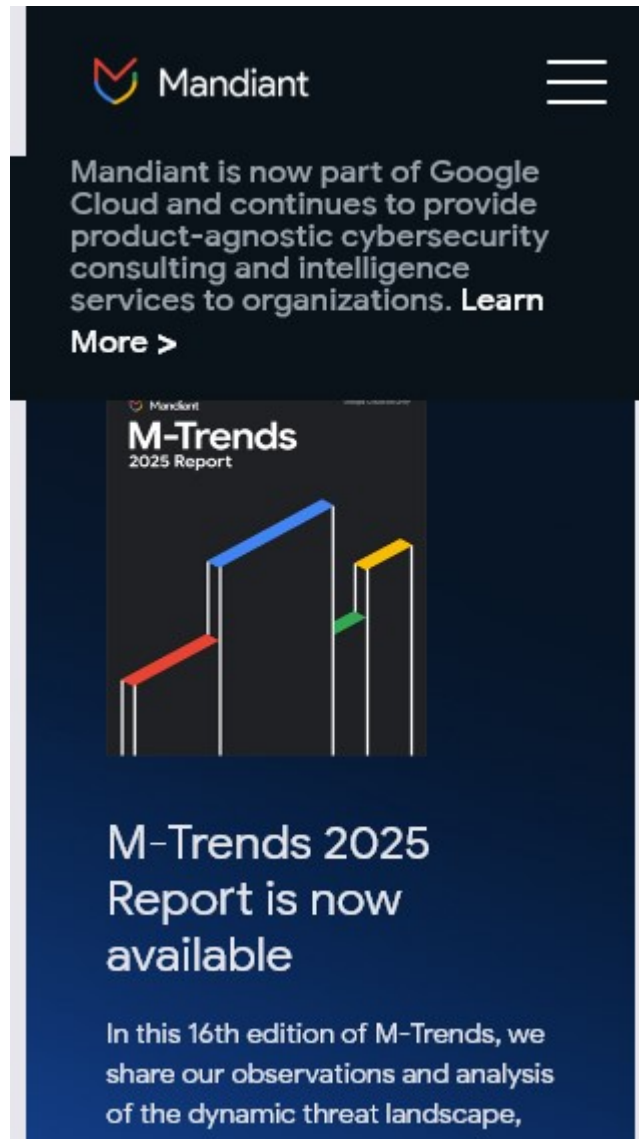
Mobile Compatibility



Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.



The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Server IP



Server IP	Server Location	Service Provider
162.159.241.125	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips



Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics



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.



Doc Type

Your Web Page doctype is HTML 5



The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.



W3C Validity

W3C not validated



W3C is a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.



Encoding

Great, language/character encoding is specified: UTF-8



Specifying language/character encoding can prevent problems with the rendering of special characters.

Social Data

Your social media status

 Facebook:  Mandiant

 Twitter:  Mandiant

 Instagram: 

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

\$10 USD

Just a estimated worth of your website based on Alexa Rank.



In-Page Links



We found a total of 84 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Ransomware Increase resilience against multifaceted extortion	Internal Links	Dofollow
Cyber Risk Management Advance your business approach to cyber security	Internal Links	Dofollow
Digital Risk Protection Prioritize and focus on threats that matter	Internal Links	Dofollow
Industrial Controls Strengthen OT and ICS security	Internal Links	Dofollow
Insider Threats Uncover and manage internal vulnerabilities	Internal Links	Dofollow
Skills Gap Close gaps with training and access to expertise	Internal Links	Dofollow
Finance New! Extend your security posture and operationalize resilience	Internal Links	Dofollow
Manufacturing New! Protect against cyber security threats to maintain business continuity	Internal Links	Dofollow
Election Security Focus on Election Infrastructure Protection	Internal Links	Dofollow
Government New! Protect national services and agencies	Internal Links	Dofollow
English	Internal Links	Dofollow
Get Started	Internal Links	Dofollow
See what's new at Mandiant	Internal Links	Dofollow
Incident Response Help	Internal Links	Dofollow
Contact Sales	Internal Links	Dofollow
Blog	Internal Links	Dofollow
Support	Internal Links	Dofollow
Contact us	Internal Links	Dofollow
report_problem Incident Response Assistance	Internal Links	Dofollow
Media Inquiries	Internal Links	Dofollow
Site Map	Internal Links	Dofollow
Learn more	External Links	Dofollow
Incident Response Tackle breaches confidently	External Links	Dofollow
AI Security Secure the use of AI	External Links	Dofollow
Strategic Readiness Increase resilience to risk	External Links	Dofollow
Cybersecurity Transformation Establish and activate cyber defenses	External Links	Dofollow
Technical Assurance Test your security program	External Links	Dofollow
Mandiant Academy Train your teams to protect effectively	External Links	Dofollow
Incident Response Retainer and Expertise on Demand Flexible access to Mandiant experts	External Links	Dofollow
View all Consulting Services	External Links	Dofollow
Learn more	External Links	Dofollow
Applied Intelligence Have direct access to threat intelligence experts	External Links	Dofollow
Cyber Threat Profile Get a composite picture of the threats that matter most to you	External Links	Dofollow
Intelligence Program Development Build a comprehensive threat intelligence program	External Links	Dofollow
Continuous Threat Exposure Management Reduce exposures before adversaries act	External Links	Dofollow
Digital Risk Protection Prioritize and focus on the threats that matter	External Links	Dofollow
Cyber Risk Management Advance your business approach to cybersecurity	External Links	Dofollow
Industrial Controls Strengthen OT and ICS security	External Links	Dofollow
Ransomware Increase resilience against multifaceted extortion	External Links	Dofollow
Insider Threats Uncover and manage internal vulnerabilities	External Links	Dofollow
Election Security Focus on Election Infrastructure Protection	External Links	Dofollow

Government Protect national services and agencies	External Links	Dofollow
Managed Detection and Response (MDR) 24x7 detection and response support	External Links	Dofollow
Managed Threat Hunting Continual threat hunting	External Links	Dofollow
Attack Surface Management Map your external environment	External Links	Dofollow
Digital Threat Monitoring Visibility into the deep, dark and open web	External Links	Dofollow
Security Validation Validate controls are working properly	External Links	Dofollow
Threat Intelligence In-depth security research and guidance	External Links	Dofollow
Transform Security topics for boards and executives	External Links	Dofollow
Google Security and Identity Company news and other security stories	External Links	Dofollow
Customer Success Cloud Security Customer Success	External Links	Dofollow
Technical Support Google Cloud Customer Care	External Links	Dofollow
Sign in to Advantage	External Links	Dofollow
Français	External Links	Dofollow
Deutsch	External Links	Dofollow
Italiano	External Links	Dofollow
🇧🇪	External Links	Dofollow
🇩🇪	External Links	Dofollow
Español	External Links	Dofollow
Learn More >	External Links	Dofollow
Get your copy	External Links	Dofollow
Get your Copy	External Links	Dofollow
Learn More	External Links	Dofollow
The Defender's Advantage	External Links	Dofollow
Cybersecurity Forecast	External Links	Dofollow
Defender's Advantage Cyber Snapshot Issue 7	External Links	Dofollow
Learn more arrow_forward	External Links	Dofollow
Learn more arrow_forward	External Links	Dofollow
Get Started	External Links	Dofollow
Start today arrow_forward	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Privacy & Cookies Policy	External Links	Dofollow
Terms & Conditions	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.



Broken Links



No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.