



Seo Analyzer adavsociety.org

Generated on February 25 2022 11:48 AM

The score is 53/100



SEO Content

	Title	<p>Animal Defence and Anti-Vivisection Society</p> <p>Length : 43</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table border="1" data-bbox="544 1377 1481 1451"> <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>168</td> <td>1</td> <td>15</td> <td>1</td> <td>1</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1480 1501 2076" style="list-style-type: none"> • [H1] Animal Defence and Anti-Vivisection Society • [H1] Big Thank You • [H1] Protest Monkey Deaths During Transport • [H1] Support C-247 to End Fur Farming in Canada • [H1] Disney's Animal Kingdom "has the opportunity to present visitors with a magical, meat-free menu." • [H1] On Now with New Items Daily: Valentine's Sale for Year of the Tiger - Proceeds to Help Get Animals Out of Labs • [H1] Valentine Gift for Your Year of the Tiger! Proceeds to get animals out of labs in favour of more humane and modern alternatives! • [H1] Save Cruelty-Free Cosmetics in Europe • [H1] Four Lab-Bound Monkeys Escaped Highway Crash - With Viruses? • [H1] Dog Killed in Spring Loaded Trap • [H1] Remember Animals in Labs for the Betty White Donation Challenge • [H1] Petition to Government of Canada to Phase out Biomedical 	H1	H2	H3	H4	H5	H6	168	1	15	1	1	0
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- [H1] Major Progress for Animals in Laboratories in 2021 Signals a More Humane Future
- [H1] ADAV takes to the Streets to Protest the Animal Labs Planned for the New St. Paul's Hospital Building
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- [H1] New Restrictions on Rodenticide Use in BC to Help Save Wildlife
- [H1] Super Saturday Sale: All Proceeds to Animal Welfare
- [H1] Jan Hajek: We Should Avoid Causing Animals Unnecessary

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Pain and Suffering

- [H1] Urgent: BEFORE AUG 30, 2021 -Tell Wake Forest School of Medicine: Stop Killing Animals to Train Surgeons
- [H1] Say No to Forcing Animals to Inhale Chlorine Gas!
- [H1] Remembering the suffering of the indigenous Peoples of British Columbia
- [H1] Animal Free Research UK Welcomes Government Review to End Animal Experiments
- [H1] European Pharmacopoeia to Put an End to the Rabbit Pyrogen Test
- [H1] Garage Sale - For the Animals
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- [H1] Milestones of Progress for Alternatives to Animal Use in Research
- [H1] Americans, Animals, Morals
- [H1] Lobsters' Feelings Loom Large as British Parliament Debates Animal Welfare Bill
- [H1] The University of British Columbia (UBC) Holds First Animal-Free Essential Surgical Skills Course
- [H1] Peter Fricker Bids Farewell to Vancouver Humane Society
- [H1] The Push to Protect Lab Animals in Canada
- [H1] From Imported Wildlife to Farms, Canada's Cruelty Laws Run Thin to None
- [H1] Remembering John on his Birthday
- [H1] Israel Becomes First Country in the World to Completely Ban the Sale of Fur
- [H1] CNN Segment Alleges "Meat is Making The Planet Sick"
- [H1] Animal Alternatives in Research Contest
- [H1] Art Sale: June 12, 2021
- [H1] BC's Wildlife is Being Poisoned
- [H1] Safer Medicines Reports Good News on it's Work in Human Relevant Life Sciences
- [H1] Do Not Euthanize Bear & Her Cubs
- [H1] Stop Tormenting Barn Owls
- [H1] Speak out to end the Inhumane Live Export of Horses
- [H1] Stop the Baby Trade
- [H1] Investigation at Vivotecnica Testing Facility Exposes Extreme Animal Cruelty
- [H1] NAVS Science First Highlights the work of Aline Zbinden
- [H1] First Human-Monkey Embryos Created - A Small Step Towards a Huge Ethical Problem
- [H1] Hawaii to Become Sixth State in the U.S. to End Cosmetic Animal Testing
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- [H1] Israelis Create Cancer Drug without Animal Tests, by Using

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Human-Simulating Chip

- [H1] China Will No Longer Require Animal Testing on Imported Cosmetics
- [H1] People angry as over 1,000 macaques imported to Canada from Cambodia in 2020 for research
- [H1] Petition Regarding Puppy Mills (closes March 15 at 11:45 am).
- [H1] Young Horse Killed by Fireworks
- [H1] Ghost Mice: The Plight of Invisible Lab Animals
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- [H1] Ten Ways Animals are Traumatized in PTSD Experiments
- [H1] Thoughtful letter on autism and trying to "cure" it with animals
- [H1] URGENT, BEFORE MARCH 1: Tell Taiwan to Stop Horrific Animal Tests
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- [H1] EPA Chief just pardoned lab rabbits from animal testing
- [H1] The Vivisector Cycle
- [H1] Animal Justice Academy
- [H1] Reflections as We Enter a New Year: Animal Research is on the Way Out!
- [H1] ITR Laboratories
- [H1] A Holiday Wish
- [H1] Remembering John
- [H1] News 11:30 reports: Petition demands no animal research at new St. Paul's Hospital
- [H1] Christmas gifts that support animals
- [H1] Jane Goodall Releases Chimp
- [H1] Remembering Animals on International Animal Rights Day: Dec. 10
- [H1] Humane Charities Billboards Up in Vancouver, BC
- [H1] Petition for No Animal Labs at the New St. Paul's Hospital
- [H1] Cruel treatment of horses destined for human consumption being challenged by the Canadian Horse Defense Coalition. You can help.
- [H1] Kamala Harris' Record on Animal Rights
- [H1] Animal "Shortage" not a Problem, but an Opportunity for Change
- [H1] Cruel and Unnecessary COVID-19 Research on Primates
- [H1] Islamabad High Court Holds that Animals Have legal Rights
- [H1] Human Skin Models as Alternatives to Animal Use
- [H1] AstraZeneca begins final trials of Oxford University coronavirus vaccine, enrolling 50,000 people worldwide
- [H1] Animals may no longer be used for the production of antibodies
- [H1] Intelligence Test: Humans versus Chimps
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- [H1] Ontario Bill will make it illegal to expose cruelty on farms
- [H1] Surgeons use glowing dye in dogs to improve mammary

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- [H1] When life becomes worthless
- [H1] Challenge Animal Research in Alzheimer's: Today, May 31 is IG Wealth Management's Walk for Alzheimers
- [H1] Moving away from animal derived anti-bodies
- [H1] Help save the Alberta Ponies
- [H1] Urge protection for animals in Canada's research labs - petition
- [H1] National Institute of Allergy and Infectious Disease misses the boat when it comes to animal studies and COVID-19
- [H1] Douglas Todd: Hope that COVID-19 crisis reins in wild-animal trafficking
- [H1] We are not an experiment
- [H1] Stop the Swedish Monkey Experiments!
- [H1] Air France: Stop Shipping Monkeys to Labs for COVID-19 or any other reason
- [H1] Dr Marjorie Cramer about Plastic Surgery
- [H1] Friday's Action: A bit of everything, letters, petitions, what you support to end cruelty to lab animals
- [H1] World Week for Animals in Laboratories - Thursday's Action: Shine a (tea)light for the animals: Create a Paper Lantern
- [H1] World Week for Animals in Laboratories - Wednesday's Action
- [H1] World Week for Animals in Laboratories: Tuesdays Action - developing affinity by coloring!
- [H1] World Week for Animals in Laboratories
- [H1] Mass Killing of Lab Animals During Pandemic Calls into Question Necessity and Cost of Animal Models
- [H1] Online resources so kids can learn biology at home
- [H1] Shezhen becomes first Chinese city to ban the sale and consumption of dog and cat meat - BUT CHINA APPROVES USE OF BEAR BILE TO TREAT CORONAVIRUS PATIENTS
- [H1] Shenzhen becomes first Chinese city to ban consumption of cats and dogs
- [H1] Bill & Melinda Gates Foundation, Welcome, and Mastercard Launch Initiative to Speed Development and Access to Therapies for COVID-19
- [H1] Fighting COVID-19 without animal tests
- [H1] Researchers race to develop corona virus without wasteful use of animal tests
- [H1] Physicians Committee for responsible medicine urges shift away from animal mental health experiments
- [H1] STOP bill 156
- [H1] Don't let the center for disease control test vaping on animals!
- [H1] "Project Lightup": Cruel Research on 6 Macaques. Research has been suspended!
- [H1] Lush announces those shortlisted for the cruelty free "Lush Prize"
- [H1] Cruelty free beauty and household shopping
- [H1] Urgent: Before Jan. 15: Tell NIMH to Stop Animal Testing
- [H1] May the new year be filled with compassion

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- [H1] Help stop cruel experimentation on six live macaques
- [H1] Experimenter Painfully Cut Spines of Newborns on the Taxpayers' Dime
- [H1] New Blood Bank Invention Could Help Eliminate Animal Testing
- [H1] Sign our Petition Calling on BC Fire Fighters to Stop Funding Cruel & Outdated Research on Animals
- [H1] Our Petition Calling for a Scientific Review and Debate on the Use of Animals in Research and Testing Presented to the House of Commons
- [H1] Humane Charities Canada Billboard Campaign Launched in Vancouver!
- [H1] Did you know your tax dollars are being used to fund outdated animal research?
- [H1] We're a LUSH Charity Pot Partner!
- [H1] HCC is Proud to Present "Beyond Animal Testing: New Approaches in Medical Research"
- [H1] THANK YOU!
- [H1] ADAV Executive Director, Laura-Leah Shaw, Discusses Humane Charities Canada on Roundhouse Radio
- [H1] Lights of Hope - For Animals and People
- [H1] Help Stop New Animal Research Labs At St. Paul's Hospital! (PETITION)
- [H1] Official Launch of the Canadian Centre for Alternatives to Animal Methods
- [H1] Please Sign Our Petition To Protect Animals in Labs
- [H1] An Evening with Writer and Professor John Gluck
- [H2]
- [H3] PETITION: NO ANIMAL LABS AT THE NEW ST. PAUL'S HOSPITAL
- [H3] Support Us
- [H3] For 2022! The Daily Online Calendar by Graham Harrop
- [H3] Watch: The Medical Illusion Documentary - Full Film
- [H3] ADAV Home Page
- [H3] Ditch Dissection: Students, You Don't have to Dissect
- [H3] Ditch Dissection for Veterinary & Life Sciences Students
- [H3] Help Animals by Collecting Bottles
- [H3] MAKE A DIFFERENCE: CONSIDER A LEGACY DONATION
- [H3] ADAV's Bookshelf
- [H3] Anti-Vivisection Ethics Resource Tank! Coming Soon!
- [H3] Learn about our Humane Charities Canada campaign
- [H3] Learn more about our Stop UBC Animal Research Campaign
- [H3] ADAV is a proud supporter of the Rezoning for Animals campaign
- [H3] Visit Our Online Valentine's Day Sale - Open Until Feb 15 (8 pm PST)
- [H4]
- [H5] IVFF 2020 Official Selection






Images





We found 177 images on this web page.

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

SEO Content

	Text/HTML Ratio	Ratio : 20% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 253 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0.4% Internal Links 99.6%

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Douglas Todd: Hope that COVID-19 crisis reins in wild-animal trafficking	Internal	Passing Juice
We are not an experiment	Internal	Passing Juice
Stop the Swedish Monkey Experiments!	Internal	Passing Juice
Air France: Stop Shipping Monkeys to Labs for COVID-19 or any other reason	Internal	Passing Juice
Dr Marjorie Cramer about Plastic Surgery	Internal	Passing Juice
Friday's Action: A bit of everything, letters, petitions, what you support to end cruelty to lab animals	Internal	Passing Juice
World Week for Animals in Laboratories & Thursday's Action: Shine a (tea)light for the animals: Create a Paper Lantern	Internal	Passing Juice
World Week for Animals in Laboratories & Wednesday's Action	Internal	Passing Juice
World Week for Animals in Laboratories: Tuesdays Action & developing affinity by coloring!	Internal	Passing Juice
World Week for Animals in Laboratories	Internal	Passing Juice
Mass Killing of Lab Animals During Pandemic Calls into Question Necessity and Cost of Animal Models	Internal	Passing Juice
Online resources so kids can learn biology at home	Internal	Passing Juice
Shezhen becomes first Chinese city to ban the sale and consumption of dog and cat meat & BUT CHINA	Internal	Passing Juice

In-page links

APPROVES USE OF BEAR BILE TO TREAT CORONAVIRUS PATIENTS		
Shenzhen becomes first Chinese city to ban consumption of cats and dogs	Internal	Passing Juice
Bill #038: Melinda Gates Foundation, Welcome, and Mastercard Launch Initiative to Speed Development and Access to Therapies for COVID-19	Internal	Passing Juice
Fighting COVID-19 without animal tests	Internal	Passing Juice
Researchers race to develop corona virus without wasteful use of animal tests	Internal	Passing Juice
Physicians Committee for responsible medicine urges shift away from animal mental health experiments	Internal	Passing Juice
STOP bill 156	Internal	Passing Juice
Don't let the center for disease control test vaping on animals!	Internal	Passing Juice
Project Lightup: Cruel Research on 6 Macaques. Research has been suspended!	Internal	Passing Juice
Lush announces those shortlisted for the cruelty free Lush Prize:	Internal	Passing Juice
Cruelty free beauty and household shopping	Internal	Passing Juice
Urgent: Before Jan. 15: Tell NIMH to Stop Animal Testing	Internal	Passing Juice
May the new year be filled with compassion	Internal	Passing Juice
Help stop cruel experimentation on six live macaques	Internal	Passing Juice
Experimenter Painfully Cut Spines of Newborns on the Taxpayers' Dime	Internal	Passing Juice
New Blood Bank Invention Could Help Eliminate Animal Testing	Internal	Passing Juice
Sign our Petition Calling on BC Fire Fighters to Stop Funding Cruel #038: Outdated Research on Animals	Internal	Passing Juice
animal research	Internal	Passing Juice
burn	Internal	Passing Juice
Dr. Aziz Ghahary	Internal	Passing Juice
Fire Fighters	Internal	Passing Juice
Our Petition Calling for a Scientific Review and Debate on the Use of Animals in Research and Testing Presented to the House of Commons	Internal	Passing Juice

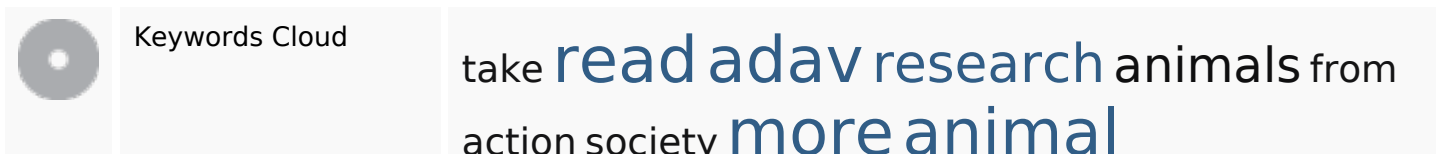
In-page links

animal testing	Internal	Passing Juice
Canada	Internal	Passing Juice
e-1689	Internal	Passing Juice
e-petition	Internal	Passing Juice
Elizabeth May	Internal	Passing Juice
House of Commons	Internal	Passing Juice
Humane Charities Canada Billboard Campaign Launched in Vancouver!	Internal	Passing Juice
billboard	Internal	Passing Juice
charities	Internal	Passing Juice
donation	Internal	Passing Juice
health	Internal	Passing Juice
humane	Internal	Passing Juice
Vancouver	Internal	Passing Juice
Did you know your tax dollars are being used to fund outdated animal research?	Internal	Passing Juice
charity	Internal	Passing Juice
government	Internal	Passing Juice
petition	Internal	Passing Juice
tax dollars	Internal	Passing Juice
We're a LUSH Charity Pot Partner!	Internal	Passing Juice
Charity Pot Partner	Internal	Passing Juice
Humane Charities Canada	Internal	Passing Juice
LUSH	Internal	Passing Juice
HCC is Proud to Present "Beyond Animal Testing: New Approaches in Medical Research"	Internal	Passing Juice
Canadian Centre for Alternatives to Animal Methods	Internal	Passing Juice
Dr. Chandrasekera	Internal	Passing Juice
presentation	Internal	Passing Juice
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THANK YOU!	Internal	Passing Juice
ADAV Executive Director, Laura-Leah Shaw, Discusses Humane Charities Canada on Roundhouse Radio	Internal	Passing Juice
Lights of Hope #8211: For Animals and People	Internal	Passing Juice
Help Stop New Animal Research Labs At St. Paul's Hospital! (PETITION)	Internal	Passing Juice
Official Launch of the Canadian Centre for Alternatives to Animal Methods	Internal	Passing Juice
Please Sign Our Petition To Protect Animals in Labs	Internal	Passing Juice
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labs	Internal	Passing Juice
An Evening with Writer and Professor John Gluck	Internal	Passing Juice
Animals in Science Policy Institute	Internal	Passing Juice
John Gluck	Internal	Passing Juice
&larr; Previous	Internal	Passing Juice
www.themedicalillusion.com	External	Passing Juice






SEO Keywords









Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
animal	198	✓	✗	✗	✓
adav	183	✗	✗	✗	✓
more	175	✗	✗	✗	✓
read	167	✗	✗	✗	✗
research	152	✗	✗	✗	✓


Usability

	Url	Domain : adavsociety.org 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 : 13 Warnings : 198
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none">✔ Apple Icon✔ Meta Viewport Tag✔ Flash content
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Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>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.</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>