



Seo Analyzer afpglobal.org

Generated on February 27 2022 14:08 PM

The score is 57/100



SEO Content

	Title	<p>Association of Fundraising Professionals</p> <p>Length : 40</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1249 1481 1563"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Association of Fundraising Professionals</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Association of Fundraising Professionals</td> </tr> </tbody> </table>	Property	Content	site_name	Association of Fundraising Professionals	type	website	title	Association of Fundraising Professionals				
Property	Content													
site_name	Association of Fundraising Professionals													
type	website													
title	Association of Fundraising Professionals													
	Headings	<table border="1" data-bbox="544 1592 1481 1659"> <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>1</td> <td>15</td> <td>27</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1693 1374 2056" style="list-style-type: none"> • [H1] Register for AFP ICON 2022 and See Allyson Felix • [H2] Universal navigation • [H2] User account menu • [H2] Main navigation • [H2] Callout menu • [H2] Why You Should Join AFP • [H2] What's New • [H2] Register for AFP ICON 2022 and See Allyson Felix • [H2] The New AFP Career Center • [H2] Our Right To Heal • [H2] Featured Fundraising Jobs 	H1	H2	H3	H4	H5	H6	1	15	27	1	0	0
H1	H2	H3	H4	H5	H6									
1	15	27	1	0	0									





SEO Content

		<ul style="list-style-type: none">• [H2] AFP Strategic Partners• [H2] AFP Impact Partners• [H2] AFP Development Partners• [H2] AFP Media Partners• [H2] Footer menu• [H3] Membership Installments• [H3] Micro-Learning Videos• [H3] AFP Webinars & Recordings• [H3] The Legacy of MLK: Being Vocal and Taking Action• [H3] AP Perspectives: Risk Reset• [H3] Falling Into Fundraising: A Targeted Approach• [H3] Mike’s Monday Message: Mental Wellness and the Holidays• [H3] AFP Webinar: Active Listening for the Win!• [H3] AFP Webinar: Spark Greater Donor Affinity Using the Ladder of Engagement• [H3] AFP Webinar: A Better Fundraising Feasibility Study Method: How to Plan and Ensure a Successful Campaign• [H3] Travel Stipend Program / Programme d’allocation de déplacement• [H3] Philanthropic Research: Call for Proposals! / RECHERCHE EN PHILANTHROPIE : Appel de propositions!• [H3] AFP Announces 2022 Class of Distinguished Fellows• [H3] How Nonprofits Can Work With the Private Sector to Scale Impact• [H3] Falling Into Fundraising: A Targeted Approach• [H3] Monday Message: Embracing Opportunity, Abundance, and the Joy of Giving this GivingTuesday• [H3] Philanthropic Officer• [H3] Director of Reunions, Alumni Recognition & Special Projects• [H3] Major Gifts Officer• [H3] Chief Development Officer• [H3] Senior Development Officer• [H3] Development Operations Coordinator• [H3] Associate Director of Development• [H3] Executive Director Health Equity Philanthropy• [H3] Vice President, Donor Engagement• [H3] Executive Director• [H3] Recommended for You• [H4] Members: Sign in to view your personalized recommendations!
	Images	<p>We found 36 images on this web page.</p> <p>8 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 : 29%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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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 129 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.3% Internal Links 90.7%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
afpglobal.org	Internal	Passing Juice
AFP Canada	Internal	Passing Juice
AFP Canada - Français	Internal	Passing Juice
AFP México y Puerto Rico	Internal	Passing Juice
AFP Chapters	Internal	Passing Juice
AFP Foundation - US	Internal	Passing Juice
AFP Foundation - Canada	Internal	Passing Juice
AFP Foundation - Mexico	Internal	Passing Juice
AFP PAC	Internal	Passing Juice
National Philanthropy Day	Internal	Passing Juice

In-page links

AFP International Conference	External	Passing Juice
AFP LEAD	External	Passing Juice
AFP IDEA	External	Passing Juice
AFP Connect	Internal	Passing Juice
The Fundraising Effectiveness Project	Internal	Passing Juice
ACFRE	External	Passing Juice
AFP Career Center	Internal	Passing Juice
About AFP	Internal	Passing Juice
Calendar	Internal	Passing Juice
Sign in	Internal	Passing Juice
In-Person Professional Development	Internal	Passing Juice
Classroom Learning	Internal	Passing Juice
Conferences	Internal	Passing Juice
AFP Faculty Training Academy	Internal	Passing Juice
Course Hosting & Licensing	Internal	Passing Juice
Online Learning	Internal	Passing Juice
Webinars & Recordings	Internal	Passing Juice
Deep Dives	External	Passing Juice
Micro-Learning Videos	Internal	Passing Juice
AFP Podcasts	Internal	Passing Juice
E-Courses	Internal	Passing Juice
Certifications	Internal	Passing Juice
ACFRE	Internal	Passing Juice
CFRE	Internal	Passing Juice
Guides & Resources	Internal	Passing Juice
Fundraising Dictionary	Internal	Passing Juice
AFP Books & Series	Internal	Passing Juice
AFP Bookstore	External	Passing Juice

In-page links

News & Perspectives	Internal	Passing Juice
Advancing Philanthropy Magazine	Internal	Passing Juice
AP Perspectives	Internal	Passing Juice
Mike's Monday Message	Internal	Passing Juice
AFP News & Press Releases	Internal	Passing Juice
AFP Newsletters	Internal	Passing Juice
Member Stories	Internal	Passing Juice
Research & Reports	Internal	Passing Juice
Reports	Internal	Passing Juice
Research Initiatives	Internal	Passing Juice
AFP/Skystone Partners Research Prize	Internal	Passing Juice
Fundraising Effectiveness Project	External	Passing Juice
Directories	Internal	Passing Juice
Member Directory	Internal	Passing Juice
Consultants Directory	External	Passing Juice
Mentor Directory	Internal	Passing Juice
Browse All Jobs	Internal	Passing Juice
Tools, Templates & Sample Documents	Internal	Passing Juice
Ethics	Internal	Passing Juice
Ethics Awareness Month	Internal	Passing Juice
Code of Ethics	Internal	Passing Juice
Standards & Guidelines	Internal	Passing Juice
Ethical Standard Deep Dives	Internal	Passing Juice
Enforcement & Sanctions	Internal	Passing Juice
Donor Bill of Rights	Internal	Passing Juice
Ethics FAQ	Internal	Passing Juice
Initiatives	Internal	Passing Juice
AFP IDEA - Diversity & Inclusion	Internal	Passing Juice

In-page links

Fundraising & Workplace Climate	Internal	Passing Juice
AFP Emerging Leaders	Internal	Passing Juice
AFP Foundations	Internal	Passing Juice
Case for Support	Internal	Passing Juice
Policy & Advocacy	Internal	Passing Juice
Issues & Positions	Internal	Passing Juice
Lobbying and Advocacy Tools	Internal	Passing Juice
Awards & Honors	Internal	Passing Juice
AFP360°	Internal	Passing Juice
AAUW Negotiation Workshops	Internal	Passing Juice
Mentorship	Internal	Passing Juice
AFP Chapters	Internal	Passing Juice
Collegiate Chapters	Internal	Passing Juice
Chapter Resources	Internal	Passing Juice
Hot Topics	Internal	Passing Juice
Free Members-Only Webinars	Internal	Passing Juice
Micro-Learning Video Archive	Internal	Passing Juice
Member Benefits	Internal	Passing Juice
Volunteer Opportunities	Internal	Passing Juice
SIGN IN	Internal	Passing Juice
JOIN AFP	Internal	Passing Juice
Donate	Internal	Passing Juice
SIGN IN	Internal	Passing Juice
Register Now	External	Passing Juice
Learn More	External	Passing Juice
The Legacy of MLK: Being Vocal and Taking Action	Internal	Passing Juice
AP Perspectives: Risk Reset	Internal	Passing Juice
Falling Into Fundraising: A Targeted Approach	Internal	Passing Juice


In-page links

Mike's Monday Message: Mental Wellness and the Holidays	Internal	Passing Juice
Read Mike's Message	Internal	Passing Juice
Read Their Stories	Internal	Passing Juice
AFP Webinar: Active Listening for the Win!	Internal	Passing Juice
AFP Webinar: Spark Greater Donor Affinity Using the Ladder of Engagement	Internal	Passing Juice
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How Nonprofits Can Work With the Private Sector to Scale Impact	Internal	Passing Juice
Monday Message: Embracing Opportunity, Abundance, and the Joy of Giving this GivingTuesday	Internal	Passing Juice
Philanthropic Officer	Internal	Passing Juice
Director of Reunions, Alumni Recognition & Special Projects	Internal	Passing Juice
Major Gifts Officer	Internal	Passing Juice
Chief Development Officer	Internal	Passing Juice
Senior Development Officer	Internal	Passing Juice
Development Operations Coordinator	Internal	Passing Juice
Associate Director of Development	Internal	Passing Juice
Executive Director Health Equity Philanthropy	Internal	Passing Juice
Vice President, Donor Engagement	Internal	Passing Juice
Executive Director	Internal	Passing Juice
Post A Job	Internal	Passing Juice
Sign Up Now!	Internal	Passing Juice
International Alliances & Partners	Internal	Passing Juice
Leadership, Board & Staff	Internal	Passing Juice

In-page links

Policies & Permissions	Internal	Passing Juice
Logo Usage & Brand Protection	Internal	Passing Juice
Work With AFP!	Internal	Passing Juice
Contact Us	Internal	Passing Juice
AFP Career Center	Internal	Passing Juice
AFP Merchandise	External	Passing Juice
Advertise/Market with AFP	Internal	Passing Juice
The AFP Partners Program	Internal	Passing Juice
Message Agency	External	Passing Juice



SEO Keywords

	Keywords Cloud	development fundraising news united center member states partners sign afp
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
afp	62	✘	✘	✘	✔
fundraising	13	✔	✘	✘	✔
states	11	✘	✘	✘	✘
news	11	✘	✘	✘	✘
united	11	✘	✘	✘	✘












Usability

	Url	Domain : afpglobal.org Length : 13
	Favicon	Great, your website has a favicon.





Usability

	Printability	Great. We have found 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	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. Too bad, your website is using inline styles. Great, your website has few CSS files. Perfect, your website has few JavaScript files. 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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Mobile

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>http://afpglobal.org/robots.txt</p> <p>Great, your website has a robots.txt file.</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>