





The score is 61/100







## SEO Content

	Title	<p>AMP - a web component framework to easily create user-first web experiences - amp.dev</p> <p><b>Length : 85</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>Whether you are a publisher, e-commerce company, storyteller, advertiser or email sender, AMP makes it easy to create great experiences on the web. Use AMP to build websites, stories, ads and emails.</p> <p><b>Length : 199</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>AMP - a web component framework to easily create user-first web experiences</td></tr><tr><td>url</td><td>https://amp.dev/index-2021/</td></tr><tr><td>image</td><td>https://amp.dev/static/img/sharing/default-600x314.png</td></tr><tr><td>image:width</td><td>600</td></tr><tr><td>image:height</td><td>314</td></tr></tbody></table>	Property	Content	title	AMP - a web component framework to easily create user-first web experiences	url	https://amp.dev/index-2021/	image	https://amp.dev/static/img/sharing/default-600x314.png	image:width	600	image:height	314
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H1	H2	H3	H4	H5	H6									
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# SEO Content

- [H1] AMP is a web component framework to easily create user-first experiences for the web.
- [H1] AMP Websites
- [H1] Web Stories
- [H1] AMP Emails
- [H1] AMP Ads
- [H1] The latest news
- [H1] Explore AMP success stories
- [H2] ;(
- [H2] `\\_(\[ ])\\_`
- [H3] Something went wrong...
- [H3] No results found.
- [H4] {{#initial}}Important Components{{/initial}} Components{{/initial}}
- [H4] {{#initial}}<{{title}}>{{/initial}} {{^initial}} {{title}} {{/initial}}
- [H4] {{#initial}}Popular Articles{{/initial}} {{^initial}}Results{{/initial}}
- [H4] {{title}}
- [H4] Web Story Forms unlock more ways to engage your audience
- [H4] Introducing Bento
- [H4] Web Stories call to action buttons get an upgrade
- [H4] Easy TikTok embedding with the new amp-tiktok
- [H4] Richer interactions in Web Stories
- [H4] Better video performance in Web Stories
- [H4] AMP helps the Washington Post increase returning users from mobile search by 23%
- [H4] Teads brings AMP'd mobile video inventory to nearly 100 publishers
- [H4] Carved increases conversion rate by 75% with AMP and PWA
- [H4] WompMobile consistently improves e-commerce clients' conversion rates with AMP sites
- [H5] Easily create websites with a great page experience out-of-the-box using AMP's ready-to-go web components.
- [H5] Immerse readers in visual and tappable stories they can share anywhere on the open web.
- [H5] Send emails of the future with personalized dynamic content and interactive elements that engage readers.
- [H5] Serve lightning fast and secure eye-catching creatives.
- [H5] Follow us
- [H5] Overview
- [H5] Docs
- [H5] Community
- [H5] OpenJS Foundation
- [H5] Events
- [H5] AMP Brand Materials
- [H6] Stories
- [H6] Bento
- [H6] Stories
- [H6] Websites
- [H6] Stories
- [H6] Stories
- [H6] websites
- [H6] websites

## SEO Content

		<ul style="list-style-type: none"><li>• [H6] websites</li><li>• [H6] websites</li></ul>
	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : <b>5%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
	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 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 40% Internal Links 60%

## In-page links

Anchor	Type	Juice
<a href="#">Page Experience</a>	Internal	Passing Juice
<a href="#">How AMP works</a>	Internal	Passing Juice
<a href="#">Vision &amp; Mission</a>	Internal	Passing Juice

## In-page links

<a href="#">Use cases</a>	Internal	Passing Juice
<a href="#">Success Stories</a>	Internal	Passing Juice
<a href="#">Get Started</a>	Internal	Passing Juice
<a href="#">Contribute</a>	Internal	Passing Juice
<a href="#">Roadmap</a>	Internal	Passing Juice
<a href="#">Governance</a>	Internal	Passing Juice
<a href="#">Working Groups</a>	Internal	Passing Juice
<a href="#">AMP Fest 2020</a>	Internal	Passing Juice
<a href="#">AMP Roadshow</a>	Internal	Passing Juice
<a href="#">Blog</a>	External	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice
<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">Terms of Use</a>	External	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice
<a href="#">Cookie Policy</a>	External	Passing Juice
<a href="#">OpenJS Foundation</a>	External	Passing Juice
<a href="#">Trademark Policy</a>	External	Passing Juice
<a href="#">Trademark List</a>	External	Passing Juice
<a href="#">cdn.ampproject.org</a>	Internal	Passing Juice
<a href="#">privacy policy</a>	External	Passing Juice
<a href="#">use of cookies</a>	External	Passing Juice
<a href="#">privacy policy</a>	External	Passing Juice

## SEO Keywords








Keywords Cloud

websites stories all opensjs trademarks results  
foundation web policy amp





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
amp	31	✓	✗	✓	✓
stories	17	✗	✗	✓	✓
web	15	✓	✗	✓	✓
websites	9	✗	✗	✓	✓
foundation	7	✗	✗	✗	✓






## Usability

	Url	Domain : ampproject.org Length : 14
	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 : 216 Warnings : 17
	Email Privacy	Great no email address has been found in plain text!





## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

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

	XML Sitemap	Great, your website has an XML sitemap. <a href="https://amp.dev/sitemap.xml">https://amp.dev/sitemap.xml</a>
	Robots.txt	<a href="http://ampproject.org/robots.txt">http://ampproject.org/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics