



# Seo Analyzer aruba.com

Generated on February 02 2022 20:25 PM

The score is 56/100







## SEO Content

	Title	<p>Aruba: Best Island Vacation and Getaway Destination</p> <p><b>Length : 51</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>What makes Aruba the best island vacation destination on the planet? Find out everything you need to know about the One Happy Island right here!</p> <p><b>Length : 144</b></p> <p>Great, your meta description contains between 70 and 160 characters.</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>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1"> <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>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>[H1] Choose your language</li> </ul>	H1	H2	H3	H4	H5	H6	1	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	0	0	0	0	0									
	Images	<p>We found 1 images on this web page.</p> <p>1 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 : <b>20%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 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.
---	--------	--

## 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 9 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">privacy policy</a>	Internal	Passing Juice
<a href="#">Nederlands</a>	Internal	Passing Juice
<a href="#">Italiano</a>	Internal	Passing Juice
<a href="#">English (US)</a>	Internal	Passing Juice
<a href="#">Português</a>	Internal	Passing Juice
<a href="#">English (UK)</a>	Internal	Passing Juice
<a href="#">Español</a>	Internal	Passing Juice
<a href="#">Deutsch</a>	Internal	Passing Juice
<a href="#">Svenska</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

site-wide cookies allow  
preferences confirm english  
internet-wide been personalization  
updated

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
allow	2	✘	✘	✘	✘
cookies	2	✘	✘	✘	✘
english	2	✘	✘	✘	✘
site-wide	2	✘	✘	✘	✘
confirm	1	✘	✘	✘	✘











## Usability

	Url	Domain : aruba.com Length : 9
	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
--	---------	--------


## Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 8 Warnings : 2
	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"><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> Perfect, your website has few JavaScript files.</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>
--	---------------------	--

## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <ul style="list-style-type: none"><li><a href="http://aruba.com/sitemap.xml">http://aruba.com/sitemap.xml</a></li><li><a href="https://www.aruba.com/br/sitemap.xml">https://www.aruba.com/br/sitemap.xml</a></li><li><a href="https://www.aruba.com/de/sitemap.xml">https://www.aruba.com/de/sitemap.xml</a></li><li><a href="https://www.aruba.com/it/sitemap.xml">https://www.aruba.com/it/sitemap.xml</a></li><li><a href="https://www.aruba.com/se/sitemap.xml">https://www.aruba.com/se/sitemap.xml</a></li><li><a href="https://www.aruba.com/us/sitemap.xml">https://www.aruba.com/us/sitemap.xml</a></li><li><a href="https://www.aruba.com/uk/sitemap.xml">https://www.aruba.com/uk/sitemap.xml</a></li></ul>
--	-------------	--

## Optimization

		<a href="https://www.aruba.com/nl/sitemap.xml">https://www.aruba.com/nl/sitemap.xml</a> <a href="https://www.aruba.com/es/sitemap.xml">https://www.aruba.com/es/sitemap.xml</a> <a href="https://www.aruba.com/br/sitemap-images.xml">https://www.aruba.com/br/sitemap-images.xml</a> <a href="https://www.aruba.com/de/sitemap-images.xml">https://www.aruba.com/de/sitemap-images.xml</a> <a href="https://www.aruba.com/se/sitemap-images.xml">https://www.aruba.com/se/sitemap-images.xml</a> <a href="https://www.aruba.com/uk/sitemap-images.xml">https://www.aruba.com/uk/sitemap-images.xml</a> <a href="https://www.aruba.com/it/sitemap-images.xml">https://www.aruba.com/it/sitemap-images.xml</a> <a href="https://www.aruba.com/es/sitemap-images.xml">https://www.aruba.com/es/sitemap-images.xml</a> <a href="https://www.aruba.com/nl/sitemap-images.xml">https://www.aruba.com/nl/sitemap-images.xml</a> <a href="https://www.aruba.com/us/sitemap-images.xml">https://www.aruba.com/us/sitemap-images.xml</a>
	Robots.txt	<a href="http://aruba.com/robots.txt">http://aruba.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Missing 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.