







# Seo Analyzer brookings.edu

Generated on March 04 2022 05:57 AM

The score is 39/100






## SEO Content

	Title	Brookings - Quality. Independence. Impact. <b>Length : 42</b> Perfect, your title contains between 10 and 70 characters.																
	Description	<b>Length : 0</b> Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Brookings - Quality. Independence. Impact.</td></tr><tr><td>description</td><td>The Brookings Institution is a nonprofit public policy organization based in Washington, DC. Our mission is to conduct in-depth research that leads to new ideas for solving problems facing society at the local, national and global level.</td></tr><tr><td>url</td><td>https://www.brookings.edu/</td></tr><tr><td>site_name</td><td>Brookings</td></tr><tr><td>image</td><td>https://www.brookings.edu/wp-content/themes/brookings/static/images/brookings-wordmark-fb.gif</td></tr><tr><td>locale</td><td>en_US</td></tr></tbody></table>	Property	Content	type	website	title	Brookings - Quality. Independence. Impact.	description	The Brookings Institution is a nonprofit public policy organization based in Washington, DC. Our mission is to conduct in-depth research that leads to new ideas for solving problems facing society at the local, national and global level.	url	https://www.brookings.edu/	site_name	Brookings	image	https://www.brookings.edu/wp-content/themes/brookings/static/images/brookings-wordmark-fb.gif	locale	en_US
Property	Content																	
type	website																	
title	Brookings - Quality. Independence. Impact.																	
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site_name	Brookings																	
image	https://www.brookings.edu/wp-content/themes/brookings/static/images/brookings-wordmark-fb.gif																	
locale	en_US																	





# SEO Content

	Headings	<div> <div>H1</div> <div>1</div> </div> <div> <div>H2</div> <div>7</div> </div> <div> <div>H3</div> <div>0</div> </div> <div> <div>H4</div> <div>24</div> </div> <div> <div>H5</div> <div>0</div> </div> <div> <div>H6</div> <div>0</div> </div>
		<ul style="list-style-type: none"> <li>• [H1] Homepage</li> <li>• [H2] Biden's State of the Union—a turning point in history?</li> <li>• [H2] Latest Research</li> <li>• [H2] Events</li> <li>• [H2] Blog Posts</li> <li>• [H2] Books</li> <li>• [H2] More</li> <li>• [H2] The Brookings Institution</li> <li>• [H4] A Hail Mary on Ukraine</li> <li>• [H4] USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy</li> <li>• [H4] Getting the most out of American Rescue Plan housing funds requires local governments to plan ahead</li> <li>• [H4] Economic warfare is hurting Russia. But it's risky for the US, too.</li> <li>• [H4] The politics of Section 230 reform: Learning from FOSTA's mistakes</li> <li>• [H4] Social and development impact bonds by the numbers</li> <li>• [H4] USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy - Introduction</li> <li>• [H4] USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy - Competition</li> <li>• [H4] USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy - Supply chain</li> <li>• [H4] The future of the Democratic Republic of the Congo</li> <li>• [H4] AI, innovation, and welfare: A conversation with Joseph E. Stiglitz</li> <li>• [H4] Taiwan's role in global supply chains</li> <li>• [H4] The women of Sudan will not accept setbacks</li> <li>• [H4] Foreign fighters in Ukraine? Evaluating the benefits and risks</li> <li>• [H4] The Russian invasion of Ukraine shows racism has no boundaries</li> <li>• [H4] Turning Point</li> <li>• [H4] Know Your Price</li> <li>• [H4] The Constitution of Knowledge</li> <li>• [H4] How is Russia conducting cyber and information warfare in Ukraine?</li> <li>• [H4] Will Ukraine's tragedy spur UN Security Council reform?</li> <li>• [H4] Hutchins Roundup: Hospital prices, Supplemental Security Income, and More</li> <li>• [H4] The invasion of Ukraine unites a divided America</li> <li>• [H4] The pandemic has had devastating impacts on learning. What will it take to help students catch up?</li> <li>• [H4] Russia's external position: Does financial autarky protect against sanctions?</li> </ul>
	Images	<p>We found 22 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	Ratio : <b>1%</b>

## SEO Content

		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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 67 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="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Press Room</a>	Internal	Passing Juice
<a href="#">Experts</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Brookings Press</a>	Internal	Passing Juice
<a href="#">WashU@Brookings</a>	Internal	Passing Juice

## In-page links

<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Newsletters</a>	Internal	Passing Juice
<a href="#">Support Brookings</a>	Internal	Passing Juice
<a href="#">Guidance for the Brookings community and the public on our response to the coronavirus (COVID-19) »</a>	Internal	Passing Juice
<a href="#">Learn more from Brookings scholars about the global response to coronavirus (COVID-19) »</a>	Internal	Passing Juice
<a href="#">Climate</a>	Internal	Passing Juice
<a href="#">AI</a>	Internal	Passing Juice
<a href="#">Cities &amp; Regions</a>	Internal	Passing Juice
<a href="#">Global Dev</a>	Internal	Passing Juice
<a href="#">Intl Affairs</a>	Internal	Passing Juice
<a href="#">U.S. Economy</a>	Internal	Passing Juice
<a href="#">U.S. Politics &amp; Govt</a>	Internal	Passing Juice
<a href="#">More</a>	Internal	Passing Juice
<a href="#">Biden’s State of the Union—a turning point in history?</a>	Internal	Passing Juice
<a href="#">Russia’s Invasion of Ukraine</a>	Internal	Passing Juice
<a href="#">A Hail Mary on Ukraine</a>	Internal	Passing Juice
<a href="#">Report</a>	Internal	Passing Juice
<a href="#">USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy</a>	Internal	Passing Juice
<a href="#">Post</a>	Internal	Passing Juice
<a href="#">Getting the most out of American Rescue Plan housing funds requires local governments to plan ahead</a>	Internal	Passing Juice
<a href="#">International Financial Institutions</a>	Internal	Passing Juice
<a href="#">Economic warfare is hurting Russia. But it’s risky for the US, too.</a>	Internal	Passing Juice
<a href="#">The politics of Section 230 reform: Learning from FOSTA’s mistakes</a>	Internal	Passing Juice
<a href="#">Social and development impact bonds by the numbers</a>	Internal	Passing Juice
<a href="#">Essay</a>	Internal	Passing Juice

## In-page links

<a href="#">USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy &amp;#8211; Introduction</a>	Internal	Passing Juice
<a href="#">USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy – Competition</a>	Internal	Passing Juice
<a href="#">USMCA Forward: Building a more competitive, inclusive, and sustainable North American economy &amp;#8211; Supply chain</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Blog Posts</a>	Internal	Passing Juice
<a href="#">Africa in Focus</a>	Internal	Passing Juice
<a href="#">The women of Sudan will not accept setbacks</a>	Internal	Passing Juice
<a href="#">Order from Chaos</a>	Internal	Passing Juice
<a href="#">Foreign fighters in Ukraine? Evaluating the benefits and risks</a>	Internal	Passing Juice
<a href="#">How We Rise</a>	Internal	Passing Juice
<a href="#">The Russian invasion of Ukraine shows racism has no boundaries</a>	Internal	Passing Juice
<a href="#">Books</a>	Internal	Passing Juice
<a href="#">Turning Point</a>	Internal	Passing Juice
<a href="#">Darrell M. West</a>	Internal	Passing Juice
<a href="#">John R. Allen</a>	Internal	Passing Juice
<a href="#">Know Your Price</a>	Internal	Passing Juice
<a href="#">Andre M. Perry</a>	Internal	Passing Juice
<a href="#">The Constitution of Knowledge</a>	Internal	Passing Juice
<a href="#">Jonathan Rauch</a>	Internal	Passing Juice
<a href="#">How is Russia conducting cyber and information warfare in Ukraine?</a>	Internal	Passing Juice
<a href="#">Will Ukraine&amp;#8217;s tragedy spur UN Security Council reform?</a>	Internal	Passing Juice
<a href="#">Hutchins Roundup: Hospital prices, Supplemental Security Income, and More</a>	Internal	Passing Juice
<a href="#">The invasion of Ukraine unites a divided America</a>	Internal	Passing Juice
<a href="#">The pandemic has had devastating impacts on learning. What will it take to help students catch up?</a>	Internal	Passing Juice

## In-page links

[Russia's external position: Does financial autarky protect against sanctions?](#)

Internal

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Internal

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[Russia](#)

Internal

Passing Juice

[Ukraine](#)

Internal

Passing Juice

[U.S. Foreign Policy](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

search climate more institution **brookings**  
affairs from press covid-19 global






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
brookings	12	✓	✗	✗	✓
search	4	✗	✗	✗	✓
press	4	✗	✗	✗	✗
more	3	✗	✗	✗	✓
affairs	3	✗	✗	✗	✗












## Usability

Url	Domain : brookings.edu Length : 13
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## Usability

		
	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 : 41 Warnings : 36
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div data-bbox="555 197 767 235"> Apple Icon</div> <div data-bbox="555 264 879 302"> Meta Viewport Tag</div> <div data-bbox="555 331 807 369"> Flash content</div>
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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><a href="http://brookings.edu/robots.txt">http://brookings.edu/robots.txt</a></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>