










# Seo Analyzer carolinestanford.com

Generated on March 02 2022 07:23 AM

The score is 54/100







## SEO Content

	<p>Title</p>	<p>Corporate Coaching, Career Counselling, Personal Counselling &amp; Psychotherapy</p> <p><b>Length : 76</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>												
	<p>Description</p>	<p>**DESCRIPTION, **MORE DESCRIPTION</p> <p><b>Length : 33</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>												
	<p>Keywords</p>	<p>Coaching and facilitation, Caroline Stanford, Career Counselling, Personal counselling, optimising potential, intellectual and emotional well being, leadership development, management development, finding the right career, life is complex, coping with life, life is complex, raising the bar, No 10 Downing Street. transforming mindsets, building capability, inspiring people, touching lives, change behaviour</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<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>												
	<p>Headings</p>	<table border="1" data-bbox="539 1641 1481 1715"> <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 data-bbox="619 1742 834 1778" style="list-style-type: none"> <li>[H1] Welcome</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									
	<p>Images</p>	<p>We found 9 images on this web page.</p> <p>4 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	<p>Text/HTML Ratio</p>	<p>Ratio : <b>37%</b></p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70</p>												

## SEO Content

		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 14 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%


## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">About Caroline</a>	Internal	Passing Juice
<a href="#">My Approach</a>	Internal	Passing Juice
<a href="#">How I Work</a>	Internal	Passing Juice
<a href="#">Resources</a>	Internal	Passing Juice
<a href="#">Hints and Tips</a>	Internal	Passing Juice
<a href="#">Newsletter Archive</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice

## In-page links

=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Website Design</a>	External	Passing Juice
<a href="#">Privacy Policy</a>	Internal	noFollow

## SEO Keywords






Keywords Cloud

how dont personal caroline life  
understand counselling change  
work more



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
work	7	✘	✘	✘	✘
how	6	✘	✘	✘	✘
change	6	✘	✔	✘	✘
personal	5	✔	✔	✘	✘
counselling	4	✔	✔	✘	✘









## Usability

	Url	Domain : carolinestanford.com Length : 20
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.

## Usability

	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.




## Document

	Doctype	XHTML 1.0 Transitional
	Encoding	Perfect. Your declared charset is WINDOWS-1252.
	W3C Validity	Errors : 15 Warnings : 12
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	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>
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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://carolinestanford.com/robots.txt">http://carolinestanford.com/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>