



# Seo Analyzer ecassa.org

Generated on March 06 2022 23:29 PM





The score is 30/100







## SEO Content

	Title	<p>The East and Central Africa Social Security Association &amp;#8211; ECASSA &amp;#8211; Social Protection Schemes</p> <p><b>Length : 104</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><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</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" data-bbox="539 1444 1481 1518"> <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>14</td> <td>9</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1550 1157 2074" style="list-style-type: none"> <li>• [H1] Latest</li> <li>• [H2] Primary Menu</li> <li>• [H2] Ecassa Staff</li> <li>• [H2] 2</li> <li>• [H2] Conferences</li> <li>• [H2] Workshop</li> <li>• [H2] Board Members</li> <li>• [H2] Members Countries!</li> <li>• [H2] The Establishment</li> <li>• [H2] Our Ecassa Events &amp;</li> <li>• [H2] Secretary General's Profile</li> <li>• [H2] Research &amp; Training Manager</li> <li>• [H2] Capacity Building for PSSSF Staff</li> <li>• [H2] WCF MoC Signing Event</li> <li>• [H2] Publicity</li> <li>• [H3] Events &amp; Training</li> </ul>	H1	H2	H3	H4	H5	H6	1	14	9	0	0	0
H1	H2	H3	H4	H5	H6									
1	14	9	0	0	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H3] Completed Courses</li> <li>• [H3] Related Links</li> <li>• [H3] QUICK LINKS</li> <li>• [H3] CONTACT US AT:</li> <li>• [H3] Secretary General, ECASSA</li> <li>• [H3] JOIN OUR MAILING LIST</li> <li>• [H3] Sign up to receive latest news and Updates</li> <li>• [H3] CONNECT WITH US</li> </ul>
	Images	<p>We found 20 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>
	Text/HTML Ratio	<p>Ratio : <b>10%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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	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 42 links including 3 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 9.52%</p> <p>Internal Links 90.48%</p>

## In-page links

Anchor	Type	Juice
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## In-page links

<a href="#">The East and Central Africa Social Security Association &amp;#8211; ECASSA</a>	Internal	Passing Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Mission and Vision</a>	Internal	Passing Juice
<a href="#">Background</a>	Internal	Passing Juice
<a href="#">Expectations</a>	Internal	Passing Juice
<a href="#">Our Objectives</a>	Internal	Passing Juice
<a href="#">Burundi</a>	Internal	Passing Juice
<a href="#">Kenya</a>	Internal	Passing Juice
<a href="#">Rwanda</a>	Internal	Passing Juice
<a href="#">Tanzania</a>	Internal	Passing Juice
<a href="#">Uganda</a>	Internal	Passing Juice
<a href="#">Zambia</a>	Internal	Passing Juice
<a href="#">South Sudan</a>	Internal	Passing Juice
<a href="#">Lebanon</a>	Internal	Passing Juice
<a href="#">Zimbabwe</a>	Internal	Passing Juice
<a href="#">Djibouti</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">Conference</a>	Internal	Passing Juice
<a href="#">Meeting</a>	Internal	Passing Juice
<a href="#">Our Partners</a>	Internal	Passing Juice
<a href="#">Staff Mail</a>	Internal	Passing Juice
<a href="#">Secretary General's Profile</a>	Internal	Passing Juice
<a href="#">Capacity Building for PSSSF Staff</a>	Internal	Passing Juice
<a href="#">WCF MoC Signing Event</a>	Internal	Passing Juice
<a href="#">&gt;&gt;</a>	Internal	noFollow
<a href="#">all events</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice

## In-page links

<a href="#">Twitter</a>	External	Passing Juice
<a href="#">Instagram</a>	External	Passing Juice
<a href="#">The Fundamental Principles of Protection for Board of Trustees</a>	Internal	Passing Juice
<a href="#">Administration of Micro-insurance Schemes for Financial Inclusion of Low Income Earner</a>	Internal	Passing Juice
<a href="#">CAPACITY BUILDING TRAINING ON "THE FUNDAMENTAL PRINCIPLES OF SOCIAL SECURITY ADMINISTRATION"</a>	Internal	Passing Juice
<a href="#">MISSION AND VISION</a>	Internal	Passing Juice
<a href="#">BACKGROUND</a>	Internal	Passing Juice
<a href="#">EXPECTATIONS</a>	Internal	Passing Juice
<a href="#">OUR OBJECTIVES</a>	Internal	Passing Juice
<a href="#">ECASSA TRAININGS</a>	Internal	Passing Juice
<a href="#">ECASSA CONFERENCES</a>	Internal	Passing Juice
<a href="#">ECASSA MEETINGS</a>	Internal	Passing Juice
<a href="#">EISP Website</a>	External	Passing Juice
=	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
social	6	✓	✗	✗	✗
security	5	✓	✗	✗	✗
ecassa	5	✓	✗	✗	✓




## Keywords Consistency

tanzania	4	✘	✘	✘	✘
training	4	✘	✘	✘	✔


## Usability

	Url	Domain : ecassa.org Length : 10
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	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 : 57 Warnings : 53						
	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	<table border="1"> <thead> <tr> <th>Deprecated tags</th> <th>Occurrences</th> </tr> </thead> <tbody> <tr> <td>&lt;center&gt;</td> <td>1</td> </tr> <tr> <td>&lt;font&gt;</td> <td>1</td> </tr> </tbody> </table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<center>	1	<font>	1
Deprecated tags	Occurrences							
<center>	1							
<font>	1							




## Document

	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>✗ Too bad, your website has too many CSS files (more than 4).</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>
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## 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>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</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>