

## Seo Analyzer freshairfoundations.org

Generated on December 31 2021 12:50 PM

The score is 43/100

### **SEO Content**

| 0            | Title              | Fresh Air Foun<br>Length : 64<br>Perfect, your t   |  |   | -  |                |
|--------------|--------------------|--|--|---|--|----------------|
| ⊗            | Description        | <b>Length : 0</b><br>Very bad. We haven't found meta description on your page. Use <u>this</u> <u>free online meta tags generator</u> to create description.   |  |   |  |                |
| $\bigotimes$ | Keywords           | Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.  |  |   |  |                |
| 8            | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <u>this free og</u> <u>properties generator</u> to create them.  |  |   |  |                |
| 0            | Headings           | <ul> <li>[H1] In</li> <li>[H1] G</li> <li>[H1] Fr</li> <li>[H1] A</li> <li>[H1] Le</li> <li>[H1] Pe</li> <li>[H1] Pe</li> <li>[H1] Pe</li> <li>[H3] Te</li> <li>[H4] W</li> <li>[H4] W</li> <li>[H4] W</li> <li>[H5] Te</li> </ul> | /ho is Fre<br>iteractive<br>raphic N<br>resh Air I<br>nytime, /<br>earning/<br>osters<br>/hat Mak<br>eople We<br>estimoni<br>/hat is Fr<br>/hen is F<br>/hy Fresh<br>opics inc | ovel "A Ra<br>Foundatior<br>Anywhere<br>Teachers N<br>es Us Tick<br>Work Wit<br>als<br>resh Air Fo<br>resh Air Fo<br>n Air Founc<br>lude: | "Road to R<br>t's Tale"<br>on Any Dev<br>lotes<br>h<br>undations?<br>lations | <b>H6</b><br>0 |
|              | Images             | We found 15 in   | • [H5] Topics to be developed:<br>We found 15 images on this web page.   |   |  |                |

### **SEO Content**

| $\bigotimes$ |                 | 3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.               |
|--------------|-----------------|--|
| $\bigotimes$ | Text/HTML Ratio | Ratio : <b>9%</b><br>This page's ratio of text to HTML code is below 15 percent, this means<br>that your website probably needs more text content. |
| $\bigcirc$   | Flash           | Perfect, no Flash content has been detected on this page.  |
| $\bigotimes$ | lframe          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.   |

### **SEO Links**

| 0            | URL Rewrite                | Good. Your links looks friendly!   |
|--------------|----------------------------|--|
| $\bigotimes$ | Underscores in the<br>URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
| 0            | In-page links              | We found a total of 34 links including 0 link(s) to files                                      |
| 0            | Statistics                 | External Links : noFollow 0%   |
|              |                            | External Links : Passing Juice 85.29%  |
|              |                            | Internal Links 14.71%  |

# In-page links

| Anchor                          | Туре     | Juice         |
|---------------------------------|----------|---------------|
| Contact                         | Internal | Passing Juice |
| <u>Features</u>                 | Internal | Passing Juice |
| <u>Members Area</u>             | Internal | Passing Juice |
| Friends of Fresh Air            | Internal | Passing Juice |
| <u>FAfoundations</u>            | External | Passing Juice |
| <u>- May 14, 2019, 11:15 pm</u> | External | Passing Juice |

# In-page links

| @Beathhigh                          | External | Passing Juice |
|-------------------------------------|----------|---------------|
| <u>h</u>                            | External | Passing Juice |
| 1                                   | External | Passing Juice |
| R                                   | External | Passing Juice |
| <u>- May 14, 2019, 7:13 pm</u>      | External | Passing Juice |
| h                                   | External | Passing Juice |
| 1                                   | External | Passing Juice |
| R                                   | External | Passing Juice |
| <u>- April 25, 2019, 3:36 pm</u>    | External | Passing Juice |
| @alexberesfordTV                    | External | Passing Juice |
| https://t.co/GcCKQn0NAq             | External | Passing Juice |
| https://t.co/QuYKdWHiUj             | External | Passing Juice |
| h                                   | External | Passing Juice |
| Ţ                                   | External | Passing Juice |
| R                                   | External | Passing Juice |
| <u>- November 25, 2018, 1:36 pm</u> | External | Passing Juice |
| https://t.co/HWJY6U45CZ             | External | Passing Juice |
| h                                   | External | Passing Juice |
| Ţ                                   | External | Passing Juice |
| <u>R</u>                            | External | Passing Juice |
| <u>- November 25, 2018, 1:31 pm</u> | External | Passing Juice |
| https://t.co/6HUcaJ1NIm             | External | Passing Juice |
| h                                   | External | Passing Juice |
| 1                                   | External | Passing Juice |
| <u>R</u>                            | External | Passing Juice |
| Fresh Air Foundations               | Internal | Passing Juice |
| Nettl of Gloucester                 | External | Passing Juice |
| <u>Cheltenham</u>                   | External | Passing Juice |

### SEO Keywords



### **Keywords Consistency**

| Keyword     | Content | Title | Keywords | Descripti<br>on | Headings |
|-------------|---------|-------|----------|-----------------|----------|
| fresh       | 8       | ×     | ×        | ×               | ×        |
| air         | 8       | ×     | ×        | ×               | ×        |
| foundations | 8       | ×     | ×        | ×               | ×        |
| work        | 8       | ×     | ×        | ×               | ×        |
| community   | 4       | ×     | ×        | ×               | ×        |

#### Usability

| 0            | Url          | Domain : freshairfoundations.org<br>Length : 23   |
|--------------|--------------|---|
| 0            | Favicon      | Great, your website has a favicon.                |
| $\bigotimes$ | Printability | We could not find a Print-Friendly CSS.           |
| 0            | Language     | Good. Your declared language is en.               |
| ⊗            | Dublin Core  | This page does not take advantage of Dublin Core. |

#### Document



#### Document

| $\bigcirc$   | Encoding        | Perfect. Your declared charset is UTF-8.   |  |  |
|--------------|-----------------|--|--|--|
| $\bigotimes$ | W3C Validity    | Errors : 5<br>Warnings : 8   |  |  |
| $\bigcirc$   | Email Privacy   | Great no email address has been found in plain text!   |  |  |
| $\bigcirc$   | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |  |  |
| 0            | Speed Tips      | <ul> <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> |  |  |

#### Mobile

| 0 | Mobile Optimization | × | Apple Icon        |
|---|---------------------|---|-------------------|
|   |                     | ~ | Meta Viewport Tag |
|   |                     | * | Flash content     |

# Optimization

| 0           | XML Sitemap | Great, your website has an XML sitemap.                             |
|-------------|-------------|---|
|             |             | http://freshairfoundations.org/sitemap.xml                          |
| Robots.txt  |             | http://freshairfoundations.org/robots.txt                           |
| $\mathbf{}$ |             | Great, your website has a robots.txt file.                          |
|             | Analytics   | Missing   |
| <b>W</b>    |             | We didn't detect an analytics tool installed on this website.       |
|             |             | Web analytics let you measure visitor activity on your website. You |

# Optimization

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.