Seo Analyzer
friendsofjones.org

The score is 48/100

SEO Content

✓	Title	Home - Friends of Jones **Length : 23** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
locale	en_US
type	website
title	Home - Friends of Jones
url	https://friendsofjones.org/
site_name	Friends of Jones
image	https://friendsofjones.org/wp-content/uploads/2022/02/JHS-Logo-with-Copy-1-300x141.jpg

Headings

H1	H2	H3	H4	H5	H6
2	3	1	4	0	0

- [H1]
- [H1]
- [H2] WHAT IS FRIENDS OF JONES?
- [H2] FOJ HAPPENINGS
- [H2] GET INVOLVED

SEO Content

		• [H3] Your Generosity Has Impact • [H4] Recent grants have made it possible for our students/staff to have/attend: • [H4] Quick Links • [H4] Contact Us • [H4] Follow Us
❌	Images	We found 6 images on this web page. 3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
❌	Text/HTML Ratio	Ratio : **7%** 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	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 28 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 10.71% Internal Links 89.29%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice

In-page links

About	Internal	Passing Juice
FOJ Board Meetings	Internal	Passing Juice
Our Impact	Internal	Passing Juice
Board of Directors	Internal	Passing Juice
FOJ Newsletters	Internal	Passing Juice
Gallery	Internal	Passing Juice
FOJ Login	Internal	Passing Juice
Contact	Internal	Passing Juice
Donate	Internal	Passing Juice
Give When You Shop	Internal	Passing Juice
Annual Fund	Internal	Passing Juice
Spring Online Auction	Internal	Passing Juice
Corporate Banners	Internal	Passing Juice
Benefit Sponsorship	Internal	Passing Juice
Volunteer	Internal	Passing Juice
Events	Internal	Passing Juice
Spring Benefit and Online Auction	Internal	Passing Juice
FOJ 5k Eagle Run	Internal	Passing Juice
Alumni	Internal	Passing Juice
Register	Internal	Passing Juice
Alumni Newsletters	Internal	Passing Juice
Joneswear	Internal	Passing Juice
Grant Applications	Internal	Passing Juice
FOJ LOGIN	External	Passing Juice
About	Internal	Passing Juice
Neon One	External	Passing Juice
Neon Inspire	External	Passing Juice

SEO Keywords

	Keywords Cloud	auction **jones** help online **jcp** **spring** benefit **friends** **foj** funds

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
foj	13	✖	✖	✖	✔
jones	10	✔	✖	✖	✔
spring	6	✖	✖	✖	✖
jcp	6	✖	✖	✖	✖
friends	6	✔	✖	✖	✔

Usability

	Url	Domain : friendsofjones.org Length : 18
	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.

Document

	W3C Validity	Errors : 5 Warnings : 8
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✔ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

Optimization

	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. 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.
	Robots.txt	http://friendsofjones.org/robots.txt 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

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.