

#### **SEO Content**

$\bigotimes$	Title	Length : 0		
		Very bad. We haven't found title on your page.		
$\bigotimes$	Description	Length : 0		
		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	H1         H2         H3         H4         H5         H6           0         0         0         0         0         0		
0	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.		
$\bigotimes$	Text/HTML Ratio	Ratio : <b>4%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.		
$\bigcirc$	Flash	Perfect, no Flash content has been detected on this page.		
$\bigcirc$	Iframe	Great, there are no Iframes detected on this page.		

## **SEO Links**

	URL Rewrite	Bad. Your links have query string.
$\bigotimes$	Underscores in the 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 1 links including 0 link(s) to files
0	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Туре	Juice
Click here to proceed	Internal	Passing Juice

#### **SEO Keywords**

0	Keywords Cloud	clickproceed
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## **Keywords Consistency**

Keyword	Content	Title	Keywords	Descripti on	Headings
click	1	×	×	×	×
proceed	1	×	×	×	×

## Usability

Url Domain : gifnyc.com Length : 10

# Usability

$\bigotimes$	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
$\bigotimes$	Printability	We could not find a Print-Friendly CSS.
$\bigotimes$	Language	You have not specified the language. Use <u>this free meta tags generator</u> to declare the intended language of your website.
8	Dublin Core	This page does not take advantage of Dublin Core.

#### Document

$\bigotimes$	Doctype	Missing doctype			
$\bigcirc$	Encoding	Perfect. Your declared charset is UTF-8.			
$\bigotimes$	W3C Validity	Errors : 9 Warnings : 2			
$\bigcirc$	Email Privacy	Great no email address has been found i	in plain text!		
$\bigotimes$	Deprecated HTML	Deprecated tags	Occurrences		
		<frameset></frameset>	1		
		<frame/>	1		
		<noframes></noframes>	1		
		Deprecated HTML tags are HTML tags th recommended that you remove or replact they are now obsolete.			
0	Speed Tips	<ul> <li>Excellent, your website doesn't us</li> </ul>	e nested tables.		
<u> </u>		Perfect. No inline css has been found in HTML tags!			
		<ul> <li>Great, your website has few CSS files.</li> </ul>			
		<ul> <li>Perfect, your website has few JavaScript files.</li> </ul>			
		<ul> <li>Perfect, your website takes advant</li> </ul>	tage of gzip.		

# Mobile

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

# Optimization

0	XML Sitemap	Great, your website has an XML sitemap. http://gifnyc.com/sitemap.xml
0	Robots.txt	http://gifnyc.com/robots.txt Great, your website has a robots.txt file.
8	Analytics	Missing We didn't detect an analytics tool installed on this website. 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.