

The score is **60/100**







## SEO Content

	Title	Scuba diving - GoodDive.com <b>Length : 27</b> Perfect, your title contains between 10 and 70 characters.												
	Description	Scuba diving resource from scuba equipment to diving photo gallery and maps incl. A worldwide directory, by far the richest source of information for divers available on the internet <b>Length : 182</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Keywords	scuba, diving, gooddive, vacation, equipment Good, your page contains meta keywords.												
	Og Meta Properties	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.												
	Headings	<table border="1"> <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>5</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] Scuba diving</li> <li>• [H2] Diving Vacation</li> <li>• [H2] Scuba Directory</li> <li>• [H2] Diving equipment</li> <li>• [H2] Scuba Diving Gallery</li> <li>• [H2] Scuba Diving Forum</li> </ul>	H1	H2	H3	H4	H5	H6	1	5	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	5	0	0	0	0									
	Images	We found 8 images on this web page. 4 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 : <b>34%</b> Ideal! This page's ratio of text to HTML code is between 25 and 70												

## 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	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 56 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 12.5% Internal Links 87.5%

## In-page links

Anchor	Type	Juice
<a href="#">To Advertise</a>	Internal	Passing Juice
<a href="#">Contact Good Dive</a>	Internal	Passing Juice
<a href="#">Exchange Links</a>	Internal	Passing Juice
<a href="#">About Good Dive</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Equipment</a>	Internal	Passing Juice
<a href="#">Vacation</a>	Internal	Passing Juice
<a href="#">Directory</a>	External	Passing Juice

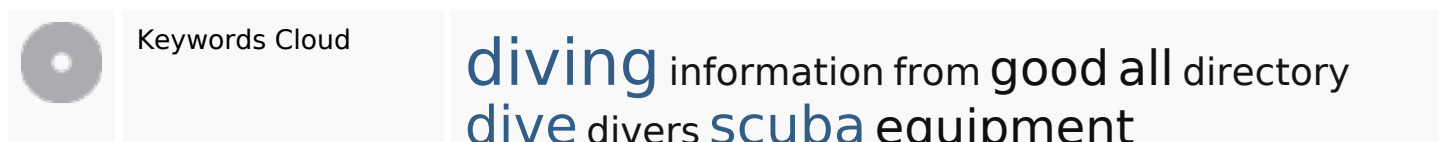
## In-page links

<a href="#">Diving Packages</a>	Internal	Passing Juice
<a href="#">Gallery</a>	Internal	Passing Juice
<a href="#">Glossary</a>	Internal	Passing Juice
<a href="#">Scuba Diving Forum</a>	Internal	Passing Juice
<a href="#">Register Here</a>	Internal	Passing Juice
<a href="#">Red Sea</a>	Internal	Passing Juice
<a href="#">Australia</a>	Internal	Passing Juice
<a href="#">Palau</a>	Internal	Passing Juice
<a href="#">South Africa</a>	Internal	Passing Juice
<a href="#">UK</a>	Internal	Passing Juice
<a href="#">Spain</a>	Internal	Passing Juice
<a href="#">Switzerland</a>	Internal	Passing Juice
<a href="#">USA</a>	Internal	Passing Juice
<a href="#">California</a>	Internal	Passing Juice
<a href="#">Florida</a>	Internal	Passing Juice
<a href="#">Mexico</a>	Internal	Passing Juice
<a href="#">Belize</a>	Internal	Passing Juice
<a href="#">Dominican Republic</a>	Internal	Passing Juice
<a href="#">Jamaica</a>	Internal	Passing Juice
<a href="#">Cuba</a>	Internal	Passing Juice
<a href="#">Bahamas</a>	Internal	Passing Juice
<a href="#">Bonaire</a>	Internal	Passing Juice
<a href="#">Cayman</a>	Internal	Passing Juice
<a href="#">Maldives</a>	Internal	Passing Juice
<a href="#">Philippines</a>	Internal	Passing Juice
<a href="#">Thailand</a>	Internal	Passing Juice
<a href="#">Fiji</a>	Internal	Passing Juice
<a href="#">Travel agent</a>	External	Passing Juice

## In-page links

<a href="#">Dive center</a>	External	Passing Juice
<a href="#">Liveaboard</a>	External	Passing Juice
<a href="#">Technical diving</a>	External	Passing Juice
<a href="#">Shark</a>	Internal	Passing Juice
<a href="#">Dolphin</a>	Internal	Passing Juice
<a href="#">Ray</a>	Internal	Passing Juice
<a href="#">Wreck</a>	Internal	Passing Juice
<a href="#">Last minute</a>	Internal	Passing Juice
<a href="#">Last filling</a>	Internal	Passing Juice
<a href="#">Equipment list</a>	Internal	Passing Juice
<a href="#">Accessories list</a>	Internal	Passing Juice
<a href="#">Equipment maintenance</a>	Internal	Passing Juice
<a href="#">Equipment manufacturers</a>	External	Passing Juice
<a href="#">General importers</a>	External	Passing Juice
<a href="#">Submit your offers for free</a>	Internal	Passing Juice
<a href="#">Feature your website</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Free Wallpapers</a>	Internal	Passing Juice
<a href="#">Suggest a Site</a>	Internal	Passing Juice
<a href="#">Site map</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
---------	---------	-------	----------	-----------------	----------






## Keywords Consistency

diving	13	✓	✓	✓	✓
dive	10	✓	✓	✓	✗
scuba	8	✓	✓	✓	✓
all	6	✗	✗	✓	✓
good	6	✓	✓	✗	✗


## Usability

	Url	Domain : gooddive.com Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	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 UTF-8.
	W3C Validity	Errors : 3 Warnings : 6
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.




## Document

	Speed Tips	<ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✓ Perfect. No inline css has been found in HTML tags!</li><li>✓ Great, your website has few CSS files.</li><li>✓ Perfect, your website has few JavaScript files.</li><li>✗ Too bad, your website does not take 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>
--	---------------------	--

## 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://gooddive.com/robots.txt">http://gooddive.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>