



# Seo Analyzer

## houstonhumanesociety.org

Generated on March 17 2022 04:27 AM

The score is 39/100



## SEO Content

|                                                                                    |                    |                                                                                                                                                                                                           |           |           |           |           |           |           |   |   |   |   |   |   |
|------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|---|---|---|---|---|---|
|    | Title              | Houstonhumanesociety.org<br><b>Length : 24</b><br>Perfect, your title contains between 10 and 70 characters.                                                                                              |           |           |           |           |           |           |   |   |   |   |   |   |
|    | Description        | <b>Length : 0</b><br>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.                                            |           |           |           |           |           |           |   |   |   |   |   |   |
|  | Keywords           | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create 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><tr><td><b>H1</b></td><td><b>H2</b></td><td><b>H3</b></td><td><b>H4</b></td><td><b>H5</b></td><td><b>H6</b></td></tr><tr><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> | <b>H1</b> | <b>H2</b> | <b>H3</b> | <b>H4</b> | <b>H5</b> | <b>H6</b> | 0 | 0 | 0 | 0 | 0 | 0 |
| <b>H1</b>                                                                          | <b>H2</b>          | <b>H3</b>                                                                                                                                                                                                 | <b>H4</b> | <b>H5</b> | <b>H6</b> |           |           |           |   |   |   |   |   |   |
| 0                                                                                  | 0                  | 0                                                                                                                                                                                                         | 0         | 0         | 0         |           |           |           |   |   |   |   |   |   |
|  | Images             | We found 0 images on this web page.<br>Good, most or all of your images have alt attributes.                                                                                                              |           |           |           |           |           |           |   |   |   |   |   |   |
|  | Text/HTML Ratio    | <b>Ratio : 4%</b><br>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             | 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 13 links including 1 link(s) to files                                               |
|  | Statistics              | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p> |

## In-page links

| Anchor                                   | Type     | Juice         |
|------------------------------------------|----------|---------------|
| <a href="#">Houstonhumanesociety.org</a> | Internal | Passing Juice |
| <a href="#">Adopting a Dog</a>           | Internal | Passing Juice |
| <a href="#">Pet City Houston</a>         | Internal | Passing Juice |
| <a href="#">Humane Society</a>           | Internal | Passing Juice |
| <a href="#">Animal Humane Society</a>    | Internal | Passing Juice |
| <a href="#">Social Society</a>           | Internal | Passing Juice |
| <a href="#">Humane Society Checks</a>    | Internal | Passing Juice |
| <a href="#">Pet Adoptions Process</a>    | Internal | Passing Juice |
| <a href="#">Pet Shelter Jobs</a>         | Internal | Passing Juice |
| <a href="#">Adopt an Animal</a>          | Internal | Passing Juice |
| <a href="#">Puppy Training</a>           | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>           | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>           | Internal | Passing Juice |

## SEO Keywords



Keywords Cloud

pet humane training shelter society  
houstonhumanesocietyorg searches  
related privacy animal

## Keywords Consistency

| Keyword                 | Content | Title | Keywords | Description | Headings |
|-------------------------|---------|-------|----------|-------------|----------|
| society                 | 4       | ✓     | ✗        | ✗           | ✗        |
| humane                  | 3       | ✓     | ✗        | ✗           | ✗        |
| pet                     | 3       | ✗     | ✗        | ✗           | ✗        |
| houstonhumanesocietyorg | 2       | ✗     | ✗        | ✗           | ✗        |
| searches                | 2       | ✗     | ✗        | ✗           | ✗        |

## Usability



Url

Domain : houstonhumanesociety.org  
Length : 24



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

You have not specified the language. Use [this free meta tags generator](#) to declare the intended language of your website.



Dublin Core

This page does not take advantage of Dublin Core.

## Document



Doctype

HTML 4.01 Strict

## Document

|                                                                                  |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Encoding        | Perfect. Your declared charset is UTF-8.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|  | W3C Validity    | Errors : 5<br>Warnings : 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | 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.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|  | Speed Tips      | <div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Great, your website has few CSS files.</div> <div><div></div> Perfect, your website has few JavaScript files.</div> <div><div></div> Perfect, your website takes advantage of gzip.</div> |

## Mobile

|                                                                                    |                     |                                                                                                                                                                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div> |
|------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimization

|                                                                                    |             |                                                                                                                                                         |
|------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><div>http://houstonhumanesociety.org/sitemap.xml</div>                                                       |
|  | Robots.txt  | http://houstonhumanesociety.org/robots.txt<br>Great, your website has a robots.txt file.                                                                |
|  | Analytics   | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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.