



# Seo Analyzer

## houstonpubliclibrary.org

Generated on February 10 2022 04:42 AM

The score is 38/100



## SEO Content

|  |                    |                                                                                                                                                                                           |                |                |                |                |                |
|--|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
|  | Title              | Houstonpubliclibrary.org                                                                                                                                                                  |                |                |                |                |                |
|  |                    | <b>Length : 24</b>                                                                                                                                                                        |                |                |                |                |                |
|  |                    | Perfect, your title contains between 10 and 70 characters.                                                                                                                                |                |                |                |                |                |
|  | Description        | <b>Length : 0</b>                                                                                                                                                                         |                |                |                |                |                |
|  |                    | 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           | <b>Length : 0</b>                                                                                                                                                                         |                |                |                |                |                |
|  |                    | 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 | <b>Length : 0</b>                                                                                                                                                                         |                |                |                |                |                |
|  |                    | 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           | <b>H1</b><br>0                                                                                                                                                                            | <b>H2</b><br>0 | <b>H3</b><br>0 | <b>H4</b><br>0 | <b>H5</b><br>0 | <b>H6</b><br>0 |
|  | Images             | We found 0 images on this web page.                                                                                                                                                       |                |                |                |                |                |
|  |                    | Good, most or all of your images have alt attributes.                                                                                                                                     |                |                |                |                |                |
|  | Text/HTML Ratio    | <b>Ratio : 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.                                                                |                |                |                |                |                |
|  | Flash              | Perfect, no Flash content has been detected on this page.                                                                                                                                 |                |                |                |                |                |
|  | Iframe             | Great, there are no Iframes detected on this page.                                                                                                                                        |                |                |                |                |                |

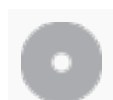
## SEO Links

|                                                                                   |                         |                                                                                                         |
|-----------------------------------------------------------------------------------|-------------------------|---------------------------------------------------------------------------------------------------------|
|  | 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="#">Houstonpubliclibrary.org</a> | Internal | Passing Juice |
| <a href="#">Online Library</a>           | Internal | Passing Juice |
| <a href="#">Houston Public Library</a>   | Internal | Passing Juice |
| <a href="#">Search Books</a>             | Internal | Passing Juice |
| <a href="#">Audio Book Rentals</a>       | Internal | Passing Juice |
| <a href="#">Best Fiction Books</a>       | Internal | Passing Juice |
| <a href="#">Best-Rated Cookbooks</a>     | Internal | Passing Juice |
| <a href="#">Educational Books</a>        | Internal | Passing Juice |
| <a href="#">Best Selling Books</a>       | Internal | Passing Juice |
| <a href="#">Library Hours</a>            | Internal | Passing Juice |
| <a href="#">Library Events</a>           | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>           | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>           | Internal | Passing Juice |

## SEO Keywords



Keywords Cloud

related best-rated **library** privacy searches  
houstonpubliclibraryorg **books** best  
hours events

## Keywords Consistency

| Keyword                 | Content | Title | Keywords | Description | Headings |
|-------------------------|---------|-------|----------|-------------|----------|
| books                   | 4       | ✖     | ✖        | ✖           | ✖        |
| library                 | 4       | ✔     | ✖        | ✖           | ✖        |
| houstonpubliclibraryorg | 2       | ✖     | ✖        | ✖           | ✖        |
| searches                | 2       | ✖     | ✖        | ✖           | ✖        |
| related                 | 2       | ✖     | ✖        | ✖           | ✖        |

## Usability

|  |              |                                                                                                                                          |
|--|--------------|------------------------------------------------------------------------------------------------------------------------------------------|
|  | Url          | Domain : houstonpubliclibrary.org<br>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 <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 | HTML 4.01 Strict |
|--|---------|------------------|

## Document

|                                                                                  |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Encoding        | Perfect. Your declared charset is UTF-8.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|  | W3C Validity    | Errors : 5<br>Warnings : 11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|  | 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> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div> |

## Mobile

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

## Optimization

|                                                                                    |             |                                                                                                                                                         |
|------------------------------------------------------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><div>http://houstonpubliclibrary.org/sitemap.xml</div>                                                       |
|  | Robots.txt  | http://houstonpubliclibrary.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.