



Seo Analyzer insidenewcity.com

Generated on March 17 2022 19:41 PM





The score is **62/100**







SEO Content

	Title	<p>NewCity: Web Design & Digital Strategy Agency</p> <p>Length : 45</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>NewCity works with clients in higher education, nonprofits, research, healthcare, technology, and beyond to create excellent, human-focused websites, apps, and digital experiences.</p> <p>Length : 180</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table border="1" data-bbox="539 1473 1481 1547"> <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>1</td> <td>5</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1585 1513 1980" style="list-style-type: none"> • [H1] NewCity creates websites, apps, and campaigns that make digital interactions between humans easy, delightful, and powerful. • [H2] Cornell University School of Continuing Education • [H3] Extensive user research and new IA helped Cornell University to demystify their range of credit and non-credit offerings. • [H3] How to personalize website content in Higher Ed • [H3] Why you need clear roles and responsibilities to deliver effective content • [H3] 2020 marks NewCity's 25th Anniversary • [H3] Ongoing Services—Because Projects Don't End at Launch 	H1	H2	H3	H4	H5	H6	1	1	5	0	0	0
H1	H2	H3	H4	H5	H6									
1	1	5	0	0	0									
	Images	<p>We found 6 images on this web page.</p>												

SEO Content

		Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : 22% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 12 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 25% Internal Links 75%

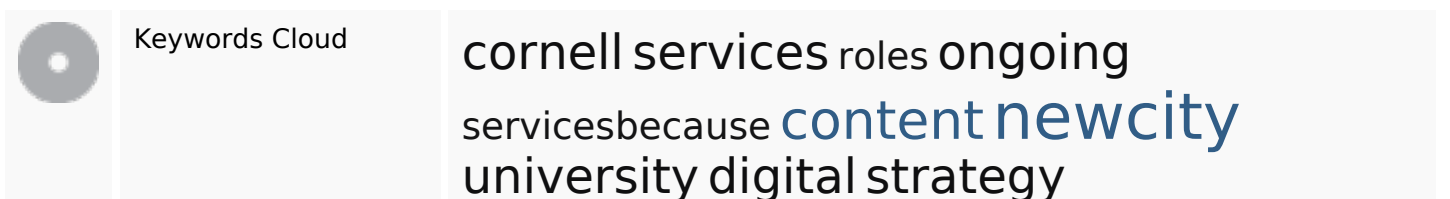
In-page links

Anchor	Type	Juice
NewCity	Internal	Passing Juice
Menu	Internal	Passing Juice
Contact	Internal	Passing Juice
Careers	Internal	Passing Juice
Twitter	External	Passing Juice
Facebook	External	Passing Juice

In-page links

LinkedIn	External	Passing Juice
Team	Internal	Passing Juice
Work	Internal	Passing Juice
Services	Internal	Passing Juice
About	Internal	Passing Juice
Blog	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
newcity	4	✓	✗	✓	✓
content	3	✗	✗	✗	✓
strategy	2	✓	✗	✗	✗
cornell	2	✗	✗	✗	✓
digital	2	✓	✗	✓	✓












Usability

	Url	Domain : insidenewcity.com Length : 17
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.

Usability

	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.
	W3C Validity	Errors : 3 Warnings : 1
	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	<ul style="list-style-type: none"> 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). Perfect, your website has few JavaScript files. Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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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>http://insidenewcity.com/robots.txt</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>