








Seo Analyzer iwm.org.uk

Generated on January 16 2022 06:05 AM




The score is 61/100






SEO Content

	Title	<p>Imperial War Museums</p> <p>Length : 20</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Imperial War Museums explores conflict from WW1 to the present day. Visit one of our five sites or explore our archives to discover real stories of modern war.</p> <p>Length : 159</p> <p>Great, your meta description contains between 70 and 160 characters.</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1317 1481 1787"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Imperial War Museums</td> </tr> <tr> <td>url</td> <td>https://www.iwm.org.uk/home-page</td> </tr> <tr> <td>title</td> <td>Imperial War Museums</td> </tr> <tr> <td>description</td> <td>Imperial War Museums explores conflict from WW1 to the present day. Visit one of our five sites or explore our archives to discover real stories of modern war.</td> </tr> </tbody> </table>	Property	Content	site_name	Imperial War Museums	url	https://www.iwm.org.uk/home-page	title	Imperial War Museums	description	Imperial War Museums explores conflict from WW1 to the present day. Visit one of our five sites or explore our archives to discover real stories of modern war.		
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	Headings	<table border="1" data-bbox="544 1818 1481 1886"> <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>9</td> <td>15</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1921 1018 2078" style="list-style-type: none"> • [H1] Imperial War Museums • [H2] Main navigation • [H2] Secondary navigation • [H2] Our Museums • [H2] What's on 	H1	H2	H3	H4	H5	H6	1	9	15	0	0	0
H1	H2	H3	H4	H5	H6									
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SEO Content

		<ul style="list-style-type: none">• [H2] IWM 2022• [H2] IWM 2022• [H2] IWM from home• [H2] Support us• [H2] Footer• [H3] IWM London• [H3] Churchill War Rooms• [H3] IWM North• [H3] IWM Duxford• [H3] HMS Belfast• [H3] Wartime London: Art of the Blitz• [H3] Story Seekers IWM North• [H3] Operation Black Door Immersive Event Experience• [H3] History & Videos• [H3] Learning Resources• [H3] IWM Museum Collection• [H3] Volunteer with IWM• [H3] Become an IWM Member• [H3] Second World War and Holocaust Galleries: Donate now• [H3] eNews
	Images	<p>We found 19 images on this web page.</p> <p>2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 13%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 56 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p>

SEO Links



External Links : Passing Juice 1.79%

Internal Links 98.21%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
=	Internal	Passing Juice
Search here...	Internal	Passing Juice
IWM London	Internal	Passing Juice
IWM North	Internal	Passing Juice
IWM Duxford	Internal	Passing Juice
Churchill War Rooms	Internal	Passing Juice
HMS Belfast	Internal	Passing Juice
What's on	Internal	Passing Juice
IWM Collections	Internal	Passing Juice
Stories & Videos	Internal	Passing Juice
Research at IWM	Internal	Passing Juice
IWM Institute	Internal	Passing Juice
Collaborative Doctoral Awards	Internal	Passing Juice
Archive & Research Room	Internal	Passing Juice
Family History	Internal	Passing Juice
Learning with IWM	Internal	Passing Juice
Home Learning Hub	Internal	Passing Juice
Learning Resources	Internal	Passing Juice
Professional Development	Internal	Passing Juice
Join & Support IWM	Internal	Passing Juice
Become a member	Internal	Passing Juice
Make a donation	Internal	Passing Juice

In-page links

Leave a legacy	Internal	Passing Juice
Patrons&#039; programmes	Internal	Passing Juice
Corporate Partners	Internal	Passing Juice
Trusts & Foundations	Internal	Passing Juice
Volunteer	Internal	Passing Juice
Shop	Internal	Passing Juice
Plan your visit	Internal	Passing Juice
Find out more &gt;	Internal	Passing Juice
Browse videos	Internal	Passing Juice
IWM on Google Arts & Culture	External	Passing Juice
Second World War and Holocaust Galleries: Donate now	Internal	Passing Juice
Sign up	Internal	Passing Juice
Our privacy policy	Internal	Passing Juice
What We Do	Internal	Passing Juice
Our Five Museums	Internal	Passing Juice
Our History	Internal	Passing Juice
Partnerships & Collaborations	Internal	Passing Juice
Press	Internal	Passing Juice
Jobs	Internal	Passing Juice
Media Sales & Licensing	Internal	Passing Juice
Brand Licensing	Internal	Passing Juice
Publishing	Internal	Passing Juice
Retail Opportunities	Internal	Passing Juice
Venue Hire	Internal	Passing Juice
Filming & Photography	Internal	Passing Juice
Curator Consultancy	Internal	Passing Juice
Blog	Internal	Passing Juice
IWM Social	Internal	Passing Juice

In-page links

Contact Us	Internal	Passing Juice
Accessibility Statement	Internal	Passing Juice
Cookies	Internal	Passing Juice
Copyright	Internal	Passing Juice
Privacy	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	war iwm stories museums learning london member videos rooms imperial
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
iwm	39	✘	✘	✘	✔
war	16	✔	✘	✔	✔
museums	8	✔	✘	✔	✔
london	6	✘	✘	✘	✔
imperial	5	✔	✘	✔	✔












Usability

	Url	Domain : iwm.org.uk Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.





Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 12 Warnings : 26
	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. Great, your website has few CSS files. 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	Missing
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Optimization



Your website does not have an XML sitemap - this can be problematic.

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.



Robots.txt

<http://iwm.org.uk/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics