

# Seo Analyzer lww.com

Generated on April 01 2022 10:02 AM


The score is 37/100







## SEO Content

	Title	Lippincott Home <b>Length : 15</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	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><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>0</td><td>0</td><td>0</td><td>2</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H4] Follow Us</li><li>[H4] Customer Service</li></ul>	H1	H2	H3	H4	H5	H6	0	0	0	2	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	2	0	0									
	Images	We found 5 images on this web page. 5 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>3%</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	Too Bad, you have Iframes on the web pages, this mean that content												

## SEO Content

		in an Iframe cannot be indexed.
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## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	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 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 30.77% Internal Links 69.23%


## In-page links

Anchor	Type	Juice
=	External	Passing Juice
<a href="#">Register</a>	Internal	Passing Juice
<a href="#">Browse the help center</a>	External	Passing Juice
<a href="#">Open Access Policy</a>	External	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Terms and conditions</a>	Internal	Passing Juice
<a href="#">Legal Disclaimer</a>	Internal	Passing Juice
<a href="#">Lippincott Omni</a>	Internal	Passing Juice
<a href="#">&amp;copy; 2022</a>	Internal	Passing Juice
<a href="#">Wolters Kluwer Health, Inc. and/or its subsidiaries. All rights reserved</a>	External	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice

## In-page links

<a href="#">Cookie</a>	Internal	Passing Juice
<a href="#">Got it, thanks!</a>	Internal	Passing Juice





## SEO Keywords

 Keywords Cloud	legal terms open center lippincott disclaimer privacy <b>policy</b> conditions <b>access</b>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
access	2	✘	✘	✘	✘
policy	2	✘	✘	✘	✘
lippincott	1	✔	✘	✘	✘
legal	1	✘	✘	✘	✘
center	1	✘	✘	✘	✘

## Usability





 Url	Domain : lww.com Length : 7
 Favicon	Great, your website has a favicon.
 Printability	Great. We have found a Print-Friendly CSS.
 Language	Good. Your declared language is en.
 Dublin Core	This page does not take advantage of Dublin Core.

## Usability


### Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 66 Warnings : 78
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes 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>
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### Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>http://lww.com/sitemap.xml</pre> <pre>https://journals.lww.com/_layouts/15/oaks.journals/Sitemap_xml.aspx?format=xml</pre>
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## Optimization

	Robots.txt	<p><a href="http://lww.com/robots.txt">http://lww.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>