





The score is 36/100







## SEO Content

	<p>Title</p>	<p>NCK□□□□□□□</p> <p><b>Length : 9</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Description</p>	<p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>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.</p>												
	<p>Headings</p>	<table border="1"> <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>1</td> <td>14</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H2] □□□□□□</li> <li>• [H3] □□□□</li> <li>• [H3] □□□□</li> <li>• [H3] □□□□</li> <li>• [H3] □□□□</li> <li>• [H3] □□□□</li> <li>• [H3] □□□□</li> <li>• [H3] □□□□□□EE</li> <li>• [H3] □□□□□□□PNP□</li> <li>• [H3] □□□□□□</li> <li>• [H3] □□□□□□</li> <li>• [H3] □□-□□</li> <li>• [H3] □□□□□□</li> <li>• [H3] □□□□□□</li> <li>• [H3] □□□□</li> </ul>	H1	H2	H3	H4	H5	H6	0	1	14	0	0	0
H1	H2	H3	H4	H5	H6									
0	1	14	0	0	0									
	<p>Images</p>	<p>We found 16 images on this web page.</p>												

## SEO Content

		2 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>13%</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 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 13 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 23.08%  Internal Links 76.92%

## In-page links

Anchor	Type	Juice
<a href="#">upgrade your browser</a>	External	Passing Juice
<a href="#">activate Google Chrome Frame</a>	External	Passing Juice
<a href="#">[ ] [ ] [ ] [ ]</a>	Internal	Passing Juice
<a href="#">[ ] [ ] [ ] [ ]</a>	Internal	Passing Juice
<a href="#">[ ] [ ] [ ] [ ]</a>	Internal	Passing Juice

## In-page links

[link]	Internal	Passing Juice
[link]	Internal	Passing Juice
[link]	Internal	Passing Juice
[link]	Internal	Passing Juice
[link]	Internal	Passing Juice
[link]	Internal	Passing Juice
[link]	Internal	Passing Juice
[link]	External	Passing Juice

## SEO Keywords





Keywords Cloud

provincial [link] [link] pnp sponsorship **visa**  
 [link]ee [link] [link] nominee **nck**




## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
nck	13	✓	✗	✗	✗
visa	8	✗	✗	✗	✗
[link]	5	✗	✗	✗	✗
[link]pnp	5	✗	✗	✗	✗
[link]	4	✗	✗	✗	✓












## Usability

	Url	Domain : nckcanada.com Length : 13
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.

## Usability

		
	Language	Good. Your declared language is zh.
	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 : 24
	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	<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><a href="http://nckcanada.com/robots.txt">http://nckcanada.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>