








Seo Analyzer nhm.org

Generated on January 17 2022 03:56 AM





The score is 56/100







SEO Content

	<p>Title</p>	<p>Natural History Museum</p> <p>Length : 22</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Explore nature and culture from the inside out. Oh, we love dinosaurs. But we can show you the whole world.</p> <p>Length : 108</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1659"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Natural History Museum</td> </tr> <tr> <td>title</td> <td>NHM HOMEPAGE</td> </tr> <tr> <td>image</td> <td>https://nhm.org/sites/default/files/styles/feature_d_callout/public/2018-11/1107145-0162.jpg?h=c6980913</td> </tr> </tbody> </table>	Property	Content	site_name	Natural History Museum	title	NHM HOMEPAGE	image	https://nhm.org/sites/default/files/styles/feature_d_callout/public/2018-11/1107145-0162.jpg?h=c6980913				
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	<p>Headings</p>	<table border="1" data-bbox="539 1686 1481 1760"> <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>15</td> <td>25</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1794 997 2056" style="list-style-type: none"> • [H1] NHM HOMEPAGE • [H2] Global • [H2] NHM Main navigation • [H2] Primary Navigation • [H2] NHM Main navigation • [H2] Primary Navigation • [H2] Global • [H2] Footer 	H1	H2	H3	H4	H5	H6	1	15	25	0	0	0
H1	H2	H3	H4	H5	H6									
1	15	25	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H2] Becoming Jane: The Evolution of Dr. Jane Goodall• [H2] Special Exhibitions• [H2] Experience the Museum• [H2] In L.A.• [H2] Stories• [H2] At NHM there's something for everyone! What interests you?• [H2] Join & Give• [H2] Footer• [H3] Domain Navigation• [H3] Follow Us• [H3] Stay up to Date• [H3] Domain Navigation• [H3] Brilliance: The Art and Science of Rare Jewels• [H3] Ichthyosaur• [H3] Spiky, Hairy, Shiny: Insects of L.A.• [H3] Explore More Exhibitions• [H3] Being Los Angeles• [H3] Preserving L.A.'s Urban Ocean History: Oil Spills and NHM Collections• [H3] Voices of L.A. Nature: An Interview with Marcos Trinidad• [H3] Backyard Bats• [H3] What's In a Street Name? The Paved-Over Past of L.A.• [H3] Voices of L.A. Nature: An Interview with Alan Salazar• [H3] Earth's First Giant• [H3] The Splendor of Sapphires• [H3] We're Inspired by Jane• [H3] A Rare Deep Sea Gem Arrives at NHM• [H3] Backyard Bats• [H3] The Science of Rare Jewels• [H3] Tooth Fast, Tooth Curious?• [H3] The Evolution of Dr. Jane Goodall• [H3] Follow Us• [H3] Stay up to Date• [H3] Menu Navigation Tips
	Images	<p>We found 78 images on this web page.</p> <p>3 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 : 20%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 48 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 16.67% Internal Links 83.33%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Calendar	Internal	Passing Juice
In L.A.	Internal	Passing Juice
Stories	Internal	Passing Juice
Join & Give	External	Passing Juice
SHOP	Internal	Passing Juice
Members	External	Passing Juice
Buy Tickets	Internal	Passing Juice
Plan Your Visit	Internal	Passing Juice
Parking and Directions	Internal	Passing Juice
Shopping and Dining	Internal	Passing Juice
Group Visits	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Museum Free Hours & Admission	Internal	Passing Juice
Experience the Museum	Internal	Passing Juice
Exhibitions	Internal	Passing Juice


In-page links

Nature Gardens	Internal	Passing Juice
Live Theater	Internal	Passing Juice
Guided Tours	Internal	Passing Juice
Programs	Internal	Passing Juice
Adult	Internal	Passing Juice
Families	Internal	Passing Juice
Youth	Internal	Passing Juice
Educational Resources	Internal	Passing Juice
Field Trips	Internal	Passing Juice
Homeschool Days	Internal	Passing Juice
Mobile Museums	Internal	Passing Juice
Learning Resources	Internal	Passing Juice
Virtual School Programs	Internal	Passing Juice
Educator Workshops	Internal	Passing Juice
Research & Collections	Internal	Passing Juice
Digitized Collections	Internal	Passing Juice
Departments	Internal	Passing Juice
Grants & Opportunities	Internal	Passing Juice
Our Expeditions	Internal	Passing Juice
Tools & Resources	Internal	Passing Juice
View our COVID-19 Safety Guidelines for more information.	Internal	Passing Juice
Sign up for newsletter	External	Passing Juice
About Us	External	Passing Juice
Press & Filming	External	Passing Juice
Terms of Use	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Host an Event	External	Passing Juice

In-page links

Careers	Internal	Passing Juice
Make a gift	Internal	Passing Juice
Become a member	External	Passing Juice
Natural History Museums of Los Angeles County	External	Passing Juice

SEO Keywords

 Keywords Cloud	<p>story resources expand history natural museum collections nhm tickets nature</p>
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Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
museum	15	✓	✗	✗	✓
story	10	✓	✗	✗	✓
expand	10	✗	✗	✗	✗
nhm	9	✗	✗	✗	✓
resources	8	✗	✗	✗	✗





Usability

	Url	Domain : nhm.org Length : 7
	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 : 7 Warnings : 6
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector 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"> 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). Too bad, your website has too many JS files (more than 6). 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://nhm.org/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics



Quantcast