



# Seo Analyzer northern-lights.com

Generated on March 19 2022 11:26 AM





The score is 40/100






## SEO Content

	<p>Title</p>	<p>Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration &amp;#8211; Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration</p> <p><b>Length : 175</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1346 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration</td> </tr> <tr> <td>description</td> <td>Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration</td> </tr> <tr> <td>url</td> <td>https://www.northern-lights.com/</td> </tr> <tr> <td>site_name</td> <td>Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration</td> </tr> <tr> <td>image</td> <td>https://www.northern-lights.com/wp-content/uploads/2017/06/cropped-nl_logo-red-Converted-1.png</td> </tr> <tr> <td>image:width</td> <td>512</td> </tr> </tbody> </table>	Property	Content	type	website	title	Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration	description	Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration	url	https://www.northern-lights.com/	site_name	Northern Lights Marine Generators And Technicold Air Conditioning and Refrigeration	image	https://www.northern-lights.com/wp-content/uploads/2017/06/cropped-nl_logo-red-Converted-1.png	image:width	512
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image:width	512																	

## SEO Content

		image:height 512												
		locale en_US												
	Headings	<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>2</td> <td>6</td> <td>7</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H2] Upcoming Events</li> <li>• [H2] Blog</li> <li>• [H3]</li> <li>• [H3]</li> <li>• [H3] WE'RE HIRING! Click here to view open positions</li> <li>• [H3]</li> <li>• [H3] Follow Us</li> <li>• [H3] Contact Us</li> <li>• [H4] The Northern Lights</li> <li>• [H4] Advantage</li> <li>• [H4] Corporate Office</li> <li>• [H4] SE Regional Office</li> <li>• [H4] NE Regional Office</li> <li>• [H4] Gulf Regional Office</li> <li>• [H4] Anchorage Office</li> </ul>	H1	H2	H3	H4	H5	H6	0	2	6	7	0	0
H1	H2	H3	H4	H5	H6									
0	2	6	7	0	0									
	Images	<p>We found 10 images on this web page.</p> <p>4 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 : <b>4%</b></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	Perfect, no Flash content has been detected on this page.												
	Iframe	Great, there are no Iframes detected on this page.												

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	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 107 links including 1 link(s) to files

## SEO Links



### Statistics

External Links : noFollow 0%

External Links : Passing Juice 3.74%

Internal Links 96.26%

## In-page links

Anchor	Type	Juice
<a href="#">Generators</a>	Internal	Passing Juice
<a href="#">Competitive Advantage</a>	Internal	Passing Juice
<a href="#">NL Technical Info</a>	Internal	Passing Juice
<a href="#">Dealer Directory</a>	Internal	Passing Juice
<a href="#">Training</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">Affiliations</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Warranty Information</a>	Internal	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">5/4.5 kW</a>	Internal	Passing Juice
<a href="#">6/5 kW</a>	Internal	Passing Juice
<a href="#">9/7 kW</a>	Internal	Passing Juice
<a href="#">12/10 kW</a>	Internal	Passing Juice
<a href="#">16/14 kW</a>	Internal	Passing Juice
<a href="#">20/16 kW</a>	Internal	Passing Juice
<a href="#">25/20 kW</a>	Internal	Passing Juice
<a href="#">30 kW</a>	Internal	Passing Juice
<a href="#">30/26 kW</a>	Internal	Passing Juice

## In-page links

<a href="#">36/38 kW</a>	Internal	Passing Juice
<a href="#">38/32 kW</a>	Internal	Passing Juice
<a href="#">Gem Series Sound Enclosures</a>	Internal	Passing Juice
<a href="#">Load Banks</a>	Internal	Passing Juice
<a href="#">Hybrid Offerings</a>	Internal	Passing Juice
<a href="#">Ignition Protected Option</a>	Internal	Passing Juice
<a href="#">Options + Accessories</a>	Internal	Passing Juice
<a href="#">50 kW</a>	Internal	Passing Juice
<a href="#">65 kW/55 kW</a>	Internal	Passing Juice
<a href="#">80 kW</a>	Internal	Passing Juice
<a href="#">99 kW</a>	Internal	Passing Juice
<a href="#">116 kW</a>	Internal	Passing Juice
<a href="#">150/125 kW</a>	Internal	Passing Juice
<a href="#">175 kW</a>	Internal	Passing Juice
<a href="#">185-250 kW</a>	Internal	Passing Juice
<a href="#">200 kW (60 Hz)</a>	Internal	Passing Juice
<a href="#">200 kW (50Hz)</a>	Internal	Passing Juice
<a href="#">205-415 kW</a>	Internal	Passing Juice
<a href="#">250 kW</a>	Internal	Passing Juice
<a href="#">355-400/300-400 kW</a>	Internal	Passing Juice
<a href="#">470-545 kW</a>	Internal	Passing Juice
<a href="#">570-760 kW</a>	Internal	Passing Juice
<a href="#">Options + Accessories</a>	Internal	Passing Juice
<a href="#">20/16 kW</a>	Internal	Passing Juice
<a href="#">30 kW</a>	Internal	Passing Juice
<a href="#">34 kw Radiator Cooled</a>	Internal	Passing Juice
<a href="#">38/36 kW</a>	Internal	Passing Juice
<a href="#">50 kW</a>	Internal	Passing Juice

## In-page links

<a href="#">55 kW</a>	Internal	Passing Juice
<a href="#">65 kW</a>	Internal	Passing Juice
<a href="#">60-90 kW Radiator Cooled</a>	Internal	Passing Juice
<a href="#">99 kW</a>	Internal	Passing Juice
<a href="#">106 kW</a>	Internal	Passing Juice
<a href="#">116 kW</a>	Internal	Passing Juice
<a href="#">150 kW</a>	Internal	Passing Juice
<a href="#">200 kW</a>	Internal	Passing Juice
<a href="#">250 kW</a>	Internal	Passing Juice
<a href="#">Our Commitment</a>	Internal	Passing Juice
<a href="#">Options + Accessories</a>	Internal	Passing Juice
<a href="#">5/4.5 kW</a>	Internal	Passing Juice
<a href="#">6/5 kW</a>	Internal	Passing Juice
<a href="#">8 kW</a>	Internal	Passing Juice
<a href="#">9 kW</a>	Internal	Passing Juice
<a href="#">12/10 kW</a>	Internal	Passing Juice
<a href="#">28/24 kW</a>	Internal	Passing Juice
<a href="#">36/32 kW</a>	Internal	Passing Juice
<a href="#">Options + Accessories</a>	Internal	Passing Juice
<a href="#">Air Conditioning &amp;#038; Refrigeration</a>	Internal	Passing Juice
<a href="#">TC Technical Info</a>	Internal	Passing Juice
<a href="#">Case Studies</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Chilled Water Air Conditioning</a>	Internal	Passing Juice
<a href="#">Chilled Water Air Handlers</a>	Internal	Passing Juice
<a href="#">Vertical Compact Air Handlers</a>	Internal	Passing Juice
<a href="#">Direct Expansion Air Conditioning</a>	Internal	Passing Juice
<a href="#">Direct Expansion Evaporators</a>	Internal	Passing Juice

## In-page links

<a href="#">Fresh Air Make-Up Systems</a>	Internal	Passing Juice
<a href="#">Refrigeration Condensing Units</a>	Internal	Passing Juice
<a href="#">Digital Controls</a>	Internal	Passing Juice
<a href="#">Dash Heaters</a>	Internal	Passing Juice
<a href="#">Quiet Fan Modules</a>	Internal	Passing Juice
<a href="#">UV Lamps</a>	Internal	Passing Juice
<a href="#">Ice Machine</a>	Internal	Passing Juice
<a href="#">Propulsion Engines</a>	External	Passing Juice
<a href="#">Global Refit</a>	Internal	Passing Juice
<a href="#">MARINE POWER Refit Form</a>	Internal	Passing Juice
<a href="#">CLIMATE SOLUTIONS Refit form</a>	Internal	Passing Juice
<a href="#">COMPLETE POWER + CLIMATE Refit Form</a>	Internal	Passing Juice
<a href="#">INDUSTRIAL POWER Refit Form</a>	Internal	Passing Juice
<a href="#">United States</a>	Internal	Passing Juice
<a href="#">Canada</a>	Internal	Passing Juice
<a href="#">Caribbean + Puerto Rico</a>	Internal	Passing Juice
<a href="#">South America + Mexico</a>	Internal	Passing Juice
<a href="#">Northern Europe</a>	Internal	Passing Juice
<a href="#">Mediterranean</a>	Internal	Passing Juice
<a href="#">Asia</a>	Internal	Passing Juice
<a href="#">Africa + Middle East</a>	Internal	Passing Juice
<a href="#">Pacific Rim</a>	Internal	Passing Juice
<a href="#">Dealer Login</a>	Internal	Passing Juice
<a href="#">WE'RE HIRING! Click here to view open positions</a>	External	Passing Juice
<a href="#">HOME</a>	Internal	Passing Juice
<a href="#">HISTORY</a>	Internal	Passing Juice
<a href="#">QUALITY POLICY</a>	Internal	Passing Juice
<a href="#">CAREERS</a>	External	Passing Juice

## In-page links

[WARRANTY INFORMATION](#)

Internal

Passing Juice

[DEALER LOGIN](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

northern lights marine search  
accessories air phone generators refit  
office

## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
search	9	✗	✗	✗	✗
air	7	✓	✗	✗	✗
generators	6	✓	✗	✗	✗
northern	6	✓	✗	✗	✓
marine	6	✓	✗	✗	✗

## Usability





	Url	Domain : northern-lights.com Length : 19
	Favicon	Great, your website has a favicon.
	Printability	We could not find 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 : 35 Warnings : 84				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;font&gt;</td><td>17</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<font>	17
Deprecated tags	Occurrences					
<font>	17					
	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	Missing Your website does not have an XML sitemap - this can be problematic.
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## Optimization

		<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://northern-lights.com/robots.txt">http://northern-lights.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div data-bbox="544 656 1481 734"> Google Analytics</div>