








Seo Analyzer pasadenanow.com

Generated on February 13 2022 13:02 PM

The score is 35/100



SEO Content

	Title	<p>Pasadena Now &#8211; Local Breaking News, Crime, Politics, Sports, Opinion, Real Estate, Business and more in Pasadena</p> <p>Length : 118</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	Description	<p>Daily Newsmagazine and City Guide to Pasadena, California featuring local news, breaking news, events, weather, sports news, schools news, shopping, restaurants and more from Pasadena Now</p> <p>Length : 187</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Pasadena, local news, Los Angeles County news, latest news, Pasadena events, things to do in Pasadena, Pasadena city guide, Pasadena restaurants, breaking news, calendar, lifestyles, community news, nonprofit news, Pasadena shopping news, Pasadena arts and culture, food and drink, popular things to do in Pasadena, Pasadena living, official events calendar, old town Pasadena news</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>41</td><td>12</td><td>43</td><td>1</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">[H1] Pedestrian Struck and Killed Wednesday[H1] Criminal, Civil Trials Set to Fully Resume Feb. 14 in LA County[H1] RN Drops Age Discrimination Suit Against Huntington Hospital[H1] Political Gumbo: Short and Sweet[H1] Guest Opinion Shannon Maraghy: PCC Students and Faculty Upset at Forced Return to Campus	H1	H2	H3	H4	H5	H6	41	12	43	1	0	0
H1	H2	H3	H4	H5	H6									
41	12	43	1	0	0									

SEO Content





- [H1] PCC Trustee Wah to Run for Re-Election
- [H1] Pair of Caltech Assistant Professors Named 2022 Cottrell Scholars
- [H1] Robotics Company Leases 35,000 Square Foot Property Once Occupied by JPL
- [H1] City Officials Working With Laemmle Theater to Find New Home for Movie House
- [H1] Arrowhead Pharmaceuticals Plans \$250M Manufacturing Plant in Wisconsin
- [H1] AbilityFirst Announces New Board of Directors Members
- [H1] Friends In Deed Receives Grant for Local Street Outreach and Housing Efforts
- [H1] Caltech Researchers Uncover Source of Mysterious Tsunami
- [H1] JPL Watches As Tonga Eruption Sent Ripples Through Earth's Ionosphere
- [H1] Marshall Fundamental Girls Soccer Team Goes Undefeated in the Mission Valley League
- [H1] NFL Players Association Collegiate Bowl Takes the Field at the Rose Bowl Saturday
- [H1] Public Nominations Now Open for the California High School Football Hall of Fame Inaugural Class to be Enshrined at the Rose Bowl Stadium
- [H1] Clergy Gather, Offer Prayers for the New Year, Rose Parade
- [H1] Pasadena Police Go Live With ShotSpotter Gunfire Detection System
- [H1] High Winds Could Force Super Bowl Bound Rams to Practice in Rose Bowl
- [H1] COVID Hospitalizations Fall Near Trigger for Lifting Local Outdoor Mask Mandates
- [H1] Reaction Mixed to Human Services Commissioner's Proposal to Express Gratitude to Police for Doing "Better Job"
- [H1] Nomination Period Opens Feb. 14 for Pasadena's 2022 Primary Municipal Election
- [H1] Pedestrian Struck and Killed Wednesday
- [H1] Criminal, Civil Trials Set to Fully Resume Feb. 14 in LA County
- [H1] RN Drops Age Discrimination Suit Against Huntington Hospital
- [H1] Political Gumbo: Short and Sweet
- [H1] Guest Opinion | Shannon Maraghy: PCC Students and Faculty Upset at Forced Return to Campus
- [H1] PCC Trustee Wah to Run for Re-Election
- [H1] Pair of Caltech Assistant Professors Named 2022 Cottrell Scholars
- [H1] Robotics Company Leases 35,000 Square Foot Property Once Occupied by JPL
- [H1] City Officials Working With Laemmle Theater to Find New Home for Movie House
- [H1] Arrowhead Pharmaceuticals Plans \$250M Manufacturing Plant in Wisconsin
- [H1] AbilityFirst Announces New Board of Directors Members
- [H1] Friends In Deed Receives Grant for Local Street Outreach and Housing Efforts
- [H1] Caltech Researchers Uncover Source of Mysterious

SEO Content





Tsunami

- [H1] JPL Watches As Tonga Eruption Sent Ripples Through Earth's Ionosphere
- [H1] Marshall Fundamental Girls Soccer Team Goes Undefeated in the Mission Valley League
- [H1] NFL Players Association Collegiate Bowl Takes the Field at the Rose Bowl Saturday
- [H1] Public Nominations Now Open for the California High School Football Hall of Fame Inaugural Class to be Enshrined at the Rose Bowl Stadium
- [H1] Clergy Gather, Offer Prayers for the New Year, Rose Parade
- [H2] Crime & Public Safety
- [H2] Opinion & Letters to the Editor
- [H2] Community Calendar
- [H2] Education & Schools
- [H2] Business News
- [H2] Features
- [H2] Crime & Public Safety
- [H2] Opinion & Letters to the Editor
- [H2] Community Calendar
- [H2] Education & Schools
- [H2] Business News
- [H2] CONNECT & SHARE
- [H3] Last Super Bowl in L.A. Area 29 Years Ago Was Also Last One in the Rose Bowl
- [H3] HOME OF THE WEEK: The Knoll House
- [H3] The Best Events This Weekend In Pasadena
- [H3] You Have Three Chances Left at a Last Chance
- [H3] 10 Ways to Say I Love You on Valentine's Day
- [H3] Pets of the Week at Pasadena Humane
- [H3] Celebrate Love in Old Pasadena This Valentine's Day
- [H3] Let There Be Romance And Restaurants
- [H3] Tree of the Month: The Ginkgo Biloba
- [H3] One Stop Eating
- [H3] Get Haunted: Follow Chilling Trail of Murder and Mystery
- [H3] Parents! Find the Best School for Your Children
- [H3] Last Super Bowl in L.A. Area 29 Years Ago Was Also Last One in the Rose Bowl
- [H3] Week in Review: Top Pasadena Stories of The Week
- [H3] Pasadena School Board Accepts Commission's Final Redistricting Map
- [H3] Focus Group Finds Voters Have No Faith In LA County's Response To Homelessness
- [H3] Pasadena Police Go Live With ShotSpotter Gunfire Detection System
- [H3] High Winds Could Force Super Bowl Bound Rams to Practice in Rose Bowl
- [H3] Councilmember Kennedy Far Outpaces Other Candidates in Local Campaign Donations
- [H3] Municipal Services Committee Approves Resolution Updating Local Mobility Analysis
- [H3] Heat Advisory Extended Through Weekend, Saturday Could Hit 90
- [H3] City Officials Working With Laemmle Theater to Find New Home for Movie House

SEO Content

		<ul style="list-style-type: none">• [H3] Last Super Bowl in L.A. Area 29 Years Ago Was Also Last One in the Rose Bowl• [H3] Week in Review: Top Pasadena Stories of The Week• [H3] Pasadena School Board Accepts Commission's Final Redistricting Map• [H3] DUI Checkpoints, Targeted Patrols Planned for Super Bowl Sunday• [H3] Weather Forecast: Hot, Then Not• [H3] Pasadena's Young & Healthy Sponsors Dental Clinic for Children in Need• [H3] Caltech's Zach Tobin Has Made a Career Out of Having Fun With Gadgets• [H3] Rose Bowl Stadium Reschedules Centennial Birthday 'Party of the Century'• [H3] Local Black Infant Health Program Offers Expectant Mothers Emotional Support, Cultural Awareness, Educational Workshops• [H3] Pasadena Reports 4 COVID-19 Related Deaths• [H3] Young Student Entrepreneurs Present Craft Fair• [H3] Unseasonably Warm Weather Peaks Friday, Will Linger Through Weekend• [H3] Pasadena Fire Captain Receives Super Bowl Tickets From Rams for His Off-Duty Heroism• [H3] Nonprofits• [H3] Science & Technology• [H3] Sports• [H3] Faith• [H3] Nonprofits• [H3] Science & Technology• [H3] Sports• [H3] Faith• [H4] Latest Guides
	Images	<p>We found 146 images on this web page.</p> <p>132 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 : 0%</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	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 86 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 9.3%</p> <p>Internal Links 90.7%</p>

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
=	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
News	Internal	Passing Juice
Entertainment &#038; Events	Internal	Passing Juice
Community	Internal	Passing Juice
Schools	Internal	Passing Juice
Arts &#038; Culture	Internal	Passing Juice
Living	Internal	Passing Juice
House &#038; Garden	External	Passing Juice
Tech &#038; Innovation	Internal	Passing Juice
Pasadena Now	Internal	Passing Juice
Community News	Internal	Passing Juice
Crime &#038; Public Safety	Internal	Passing Juice
Government	Internal	Passing Juice

In-page links

Education &#038; Schools	Internal	Passing Juice
NONPROFITS	Internal	Passing Juice
Opinions &#038; Columns	Internal	Passing Juice
Business	Internal	Passing Juice
Science &#038; Tech	Internal	Passing Juice
Sports	Internal	Passing Juice
Faith	Internal	Passing Juice
People	Internal	Passing Juice
Weekendr	Internal	Passing Juice
Events &#038; Entertainment	Internal	Passing Juice
FOOD &#038; DRINK	Internal	Passing Juice
Shopping &#038; Style	Internal	Passing Juice
The Arts	Internal	Passing Juice
REAL ESTATE	Internal	Passing Juice
HOME &#038; GARDEN	Internal	Passing Juice
WELLNESS	Internal	Passing Juice
SOCIAL SCENE	Internal	Passing Juice
PARENTS &#038; KIDS	Internal	Passing Juice
Virtual Guide to Pasadena Area Schools	External	Passing Juice
Pedestrian Struck and Killed Wednesday	Internal	Passing Juice
Criminal, Civil Trials Set to Fully Resume Feb. 14 in LA County	Internal	Passing Juice
RN Drops Age Discrimination Suit Against Huntington Hospital	Internal	Passing Juice
=	Internal	Passing Juice
Political Gumbo: Short and Sweet	Internal	Passing Juice
=	Internal	Passing Juice
Guest Opinion Shannon Maraghy: PCC Students and Faculty Upset at Forced Return to Campus	Internal	Passing Juice
=	Internal	Passing Juice


In-page links

PCC Trustee Wah to Run for Re-Election	Internal	Passing Juice
=	Internal	Passing Juice
Pair of Caltech Assistant Professors Named 2022 Cottrell Scholars	Internal	Passing Juice
=	Internal	Passing Juice
Robotics Company Leases 35,000 Square Foot Property Once Occupied by JPL	Internal	Passing Juice
=	Internal	Passing Juice
City Officials Working With Laemmle Theater to Find New Home for Movie House	Internal	Passing Juice
=	Internal	Passing Juice
Arrowhead Pharmaceuticals Plans \$250M Manufacturing Plant in Wisconsin	Internal	Passing Juice
=	Internal	Passing Juice
AbilityFirst Announces New Board of Directors Members	Internal	Passing Juice
=	Internal	Passing Juice
Friends In Deed Receives Grant for Local Street Outreach and Housing Efforts	Internal	Passing Juice
=	Internal	Passing Juice
Caltech Researchers Uncover Source of Mysterious Tsunami	Internal	Passing Juice
=	Internal	Passing Juice
JPL Watches As Tonga Eruption Sent Ripples Through Earth's Ionosphere	Internal	Passing Juice
=	Internal	Passing Juice
Marshall Fundamental Girls Soccer Team Goes Undefeated in the Mission Valley League	Internal	Passing Juice
=	Internal	Passing Juice
NFL Players Association Collegiate Bowl Takes the Field at the Rose Bowl Saturday	Internal	Passing Juice
=	Internal	Passing Juice
Public Nominations Now Open for the California High School Football Hall of Fame Inaugural Class to be Enshrined at the Rose Bowl Stadium	Internal	Passing Juice

In-page links

=	Internal	Passing Juice
Clergy Gather, Offer Prayers for the New Year, Rose Parade	Internal	Passing Juice
Pasadena Now	Internal	Passing Juice
GOOGLE	External	Passing Juice
MY YAHOO	External	Passing Juice
NETVIBES	External	Passing Juice
MY AOL	External	Passing Juice
Business	Internal	Passing Juice
Crime	Internal	Passing Juice
Education	Internal	Passing Juice
Government	Internal	Passing Juice
News Main Stories	Internal	Passing Juice
News Maker	Internal	Passing Juice
Nonprofits News	Internal	Passing Juice
Opinion	Internal	Passing Juice
Photo Story	Internal	Passing Juice
Public Safety	Internal	Passing Juice
Science	Internal	Passing Juice
Technology	Internal	Passing Juice
School	Internal	Passing Juice

SEO Keywords






	Keywords Cloud	
--	----------------	--

Keywords Consistency











Keyword	Content	Title	Keywords	Description	Headings
---------	---------	-------	----------	-------------	----------

Keywords Consistency

Usability





	Url	Domain : pasadenanow.com Length : 15
	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.

Document





	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 51 Warnings : 102
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

Document

Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div>
--	---------------------	--

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>http://pasadenanow.com/sitemap.xml</div>
	Robots.txt	<p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div> Google Analytics</div>