







Seo Analyzer planning.org

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The score is **61/100**



SEO Content

	<p>Title</p>	<p>American Planning Association</p> <p>Length : 29</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>The largest membership organization of professional planners and planning resources available. Your leading authority on making great communities happen!</p> <p>Length : 153</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>American Planning Association planning planning.org the American Planning Association American Planners Association planning association american planning www.planning.org planning apa national apa apa national american association of planners planning org american planning assoc apa planners</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1444 1481 2049"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>American Planning Association</td> </tr> <tr> <td>description</td> <td>The largest membership organization of professional planners and planning resources available. Your leading authority on making great communities happen!</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>url</td> <td>https://www.planning.org/</td> </tr> <tr> <td>image</td> <td>https://planning-org-uploaded-media.s3.amazonaws.com:443/image/homepage-2017-08-28-pac.jpg</td> </tr> </tbody> </table>	Property	Content	title	American Planning Association	description	The largest membership organization of professional planners and planning resources available. Your leading authority on making great communities happen!	type	article	url	https://www.planning.org/	image	https://planning-org-uploaded-media.s3.amazonaws.com:443/image/homepage-2017-08-28-pac.jpg
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SEO Content

		site_name					American Planning Association
Headings		H1	H2	H3	H4	H5	H6
		0	20	63	37	1	24
		<ul style="list-style-type: none">• [H2] Membership• [H2] Knowledge Center• [H2] Conferences and Learning• [H2] AICP• [H2] Policy and Advocacy• [H2] Career Center• [H2] In Your Community• [H2] Connect with APA• [H2] APA Foundation• [H2] Featured: APA FORESIGHT Immerse Yourself in Design Thinking• [H2] Featured: NATIONAL PLANNING CONFERENCE Jump "All In" to the NPC22 Program• [H2] Evolution of Planning for Equity• [H2] One Path to AICP Certification• [H2] Leading Women in Planning• [H2] Blog• [H2] Planning Magazine• [H2] Featured Jobs• [H2] Featured Video• [H2] An Equity Wake-Up Call• [H2] Most Popular• [H3] Membership Overview• [H3] Join as a Planner• [H3] Join as a Student• [H3] Join as a Commissioner• [H3] Join as an Academic• [H3] Join From Outside the U.S.• [H3] Membership for Allied Professionals & Citizens• [H3] Membership Renewal• [H3] Frequently Asked Questions• [H3] Knowledge Center Overview• [H3] Publications• [H3] Applied Research• [H3] Research KnowledgeBase• [H3] Multimedia• [H3] Topic Based Resources• [H3] Planning Advisory Service• [H3] Conferences and Learning Overview• [H3] Passport• [H3] National Planning Conference• [H3] Policy and Advocacy Conference• [H3] APA Learn• [H3] AICP Overview• [H3] Why AICP?• [H3] Get Certified!• [H3] Certification Maintenance• [H3] Maximize Your Credential• [H3] AICP Fellows• [H3] Ethics					





SEO Content

- [H3] Policy and Advocacy Overview
- [H3] Legislative Priorities
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- [H3] Equity Diversity Inclusion
- [H3] APA Foundation Overview
- [H3] Ways to Give
- [H3] Community Assistance
- [H3] Research Agenda
- [H3] APA Scholarships
- [H3] Foundation Donors
- [H4] Explore the NPC22 program offerings and new educational opportunities. A variety of exciting educational and networking options await you — from learning labs to storytelling sessions. Use the learning level designations to help plan your schedule. Get your tickets to explore the San Diego region and the impact of planning through orientation tours or mobile workshops. Reconnect "All In" at NPC22 in San Diego, April 30–May 3, or online only May 18–20. Register today!
- [H4] Jump-start Your Planning Career
- [H4] Information for Students and New Planners
- [H4] Planning Student Organizations
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- [H4] From Mobility Hubs to Mobility-Oriented Development
- [H4] Is Zoning Helping or Hindering Office-to-Housing Conversions?
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- [H4] Federal Funding Bolsters Creative Solution to Local Economic Recovery
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SEO Content

	Images	We found 27 images on this web page. 26 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 : 18% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 160 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
About APA	Internal	Passing Juice
Join	Internal	Passing Juice
Log In	Internal	Passing Juice
Membership Overview	Internal	Passing Juice

In-page links

Join as a Planner	Internal	Passing Juice
Join as a Student	Internal	Passing Juice
Join as a Commissioner	Internal	Passing Juice
Join as an Academic	Internal	Passing Juice
Join From Outside the U.S.	Internal	Passing Juice
Membership for Allied Professionals & Citizens	Internal	Passing Juice
Membership Renewal	Internal	Passing Juice
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Blog	Internal	Passing Juice
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Video	Internal	Passing Juice

In-page links

Topic Based Resources	Internal	Passing Juice
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Career Center Overview	Internal	Passing Juice
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Employers	Internal	Passing Juice

In-page links

Advance Your Career	Internal	Passing Juice
Choosing the Planning Profession	Internal	Passing Juice
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Apply for Certification	Internal	Passing Juice
Planning Experience Essays	Internal	Passing Juice
Register and Prepare for the Exam	Internal	Passing Juice

In-page links

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Ethical Principles in Planning	Internal	Passing Juice
Ethics Case of the Year	Internal	Passing Juice
Reports on Case Activities and Requests	Internal	Passing Juice
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Launching Your Career	Internal	Passing Juice
Post a Job	Internal	Passing Juice
Posting Rates and Tips	Internal	Passing Juice
Employer Dashboard	Internal	Passing Juice
Submit an RFP or RFQ	Internal	Passing Juice
Search RFPs and RFQs	Internal	Passing Juice
Find a Consultant	Internal	Passing Juice
Planning History Timeline	Internal	Passing Juice
Teaching Young People About Planning	Internal	Passing Juice
Places by State	Internal	Passing Juice
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Previous Award Recipients	Internal	Passing Juice
Mission	Internal	Passing Juice
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APA Senior Staff	Internal	Passing Juice
APA Leadership Overview	Internal	Passing Juice
APA Board of Directors	Internal	Passing Juice
AICP Commission	Internal	Passing Juice
Bylaws	Internal	Passing Juice
Chapter Websites	Internal	Passing Juice
APA Interest Groups	Internal	Passing Juice

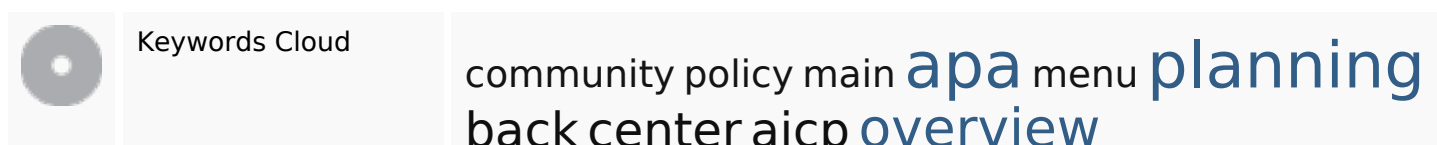
In-page links

Student Representatives Council	Internal	Passing Juice
Planning Student Organizations	Internal	Passing Juice
Young Planners Groups	Internal	Passing Juice
Scholarships and Fellowships	Internal	Passing Juice
Student Awards	Internal	Passing Juice
Chapter Presidents Council Awards	Internal	Passing Juice
Divisions Council Awards	Internal	Passing Juice
APA Presidents Award	Internal	Passing Juice
AICP Presidents Award	Internal	Passing Juice
JAPA Awards	Internal	Passing Juice
Immerse Yourself in Design Thinking	Internal	Passing Juice
Jump &quot;All In&quot; to the NPC22 Program	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Information for Students and New Planners	Internal	Passing Juice
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Political Partisanship and Transportation Reform	Internal	Passing Juice
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Is Zoning Helping or Hindering Office-to-Housing Conversions?	Internal	Passing Juice
Planners' Input on Broadband Sought by Biden Administration	Internal	Passing Juice
The Costs of Wide Streets in the U.S.	Internal	Passing Juice
Federal Funding Bolsters Creative Solution to Local Economic Recovery	Internal	Passing Juice
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8 Major Roadblocks to Inclusive Streets	Internal	Passing Juice
How to Help Black-Owned Businesses Thrive	Internal	Passing Juice

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Planner I	Internal	Passing Juice
Practice-Track Assistant Professor in Urban and Regional Planning	Internal	Passing Juice
Director of Community Development	Internal	Passing Juice
Most Popular	Internal	Passing Juice
Most Shared	Internal	Passing Juice
How COVID-19 Will Change Land Use	Internal	Passing Juice
From Urban Renewal to Highway Removal	Internal	Passing Juice
Do Planners Know Plan Integration Can Improve Local Resilience?	Internal	Passing Juice
A Path to an Enlightened Planning Future	Internal	Passing Juice
AICP Certification Exam Outline	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
APA Foundation	Internal	Passing Juice
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Privacy Policy	Internal	Passing Juice
Advertise	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
planning	27	✓	✓	✓	✓







Keywords Consistency

apa	26	✘	✔	✘	✔
overview	19	✘	✘	✘	✔
aicp	13	✘	✘	✘	✔
back	12	✘	✘	✘	✘





Usability

	Url	Domain : planning.org Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	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 : 37 Warnings : 29
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	✔ Excellent, your website doesn't use nested tables.




Document

-  Too bad, your website is using inline styles.
-  Great, your website has few CSS files.
-  Too bad, your website has too many JS files (more than 6).
-  Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

-  Apple Icon
-  Meta Viewport Tag
-  Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<http://planning.org/sitemap.xml>



Robots.txt

<http://planning.org/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics