



# Seo Analyzer schoolcounselor.org

Generated on March 22 2022 19:36 PM



The score is 54/100







## SEO Content

	Title	<p>Home - American School Counselor Association (ASCA)</p> <p><b>Length : 51</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<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>												
	Keywords	<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>												
	Og Meta Properties	<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>												
	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>3</td> <td>5</td> <td>0</td> <td>0</td> <td>0</td> <td>2</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] School Counseling Standards</li> <li>• [H1] ASCA Ethical Standards Public Comment</li> <li>• [H1] Webinars on Demand</li> <li>• [H2] 2022 ASCA Annual Conference</li> <li>• [H2] ASCA Scene Online Community</li> <li>• [H2] Help Students in Troubling Times</li> <li>• [H2] Support Transgender Students</li> <li>• [H2] Racial Justice Starts at School</li> <li>• [H6] American School Counselor Association</li> <li>• [H6] Find us on:</li> </ul>	H1	H2	H3	H4	H5	H6	3	5	0	0	0	2
H1	H2	H3	H4	H5	H6									
3	5	0	0	0	2									
	Images	<p>We found 0 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>												
	Text/HTML Ratio	<p>Ratio : <b>21%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but</p>												

## SEO Content

		lower than 25 percent.
	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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 64 links including 3 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 1.56% Internal Links 98.44%

## In-page links

Anchor	Type	Juice
<a href="#">About ASCA</a>	Internal	Passing Juice
<a href="#">ASCA On Air</a>	Internal	Passing Juice
<a href="#">Advertise &amp; Exhibit</a>	Internal	Passing Juice
<a href="#">ASCA Scene</a>	Internal	Passing Juice
<a href="#">Join</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice
<a href="#">I Am ASCA</a>	Internal	Passing Juice
<a href="#">Who Are ASCA Members?</a>	Internal	Passing Juice

## In-page links

<a href="#">Membership Benefits &amp; Types</a>	Internal	Passing Juice
<a href="#">Affinity Groups</a>	Internal	Passing Juice
<a href="#">Liability Insurance</a>	Internal	Passing Juice
<a href="#">My ASCA</a>	Internal	Passing Juice
<a href="#">ASCA Scene Online Community</a>	Internal	Passing Juice
<a href="#">School Counselor Roles &amp; Ratios</a>	Internal	Passing Juice
<a href="#">Legal &amp; Ethical Responsibilities</a>	Internal	Passing Juice
<a href="#">ASCA National Model</a>	Internal	Passing Juice
<a href="#">Legislative Issues</a>	Internal	Passing Juice
<a href="#">Careers in School Counseling</a>	Internal	Passing Juice
<a href="#">State Requirements &amp; Programs</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">ASCA Annual Conference</a>	Internal	Passing Juice
<a href="#">National School Counseling Week</a>	Internal	Passing Juice
<a href="#">Upcoming Events</a>	Internal	Passing Juice
<a href="#">Professional Development</a>	Internal	Passing Juice
<a href="#">ASCA U Specialist Training</a>	Internal	Passing Juice
<a href="#">Coaching</a>	Internal	Passing Juice
<a href="#">Consulting</a>	Internal	Passing Juice
<a href="#">Live Webinars</a>	Internal	Passing Juice
<a href="#">On-Site Training</a>	Internal	Passing Juice
<a href="#">ASCA-Certified Trainers</a>	Internal	Passing Juice
<a href="#">ASCA Annual Conference</a>	Internal	Passing Juice
<a href="#">Publications</a>	Internal	Passing Juice
<a href="#">Bookstore</a>	Internal	Passing Juice
<a href="#">ASCA School Counselor Magazine</a>	Internal	Passing Juice
<a href="#">Professional School Counseling Journal</a>	Internal	Passing Juice
<a href="#">Toolkits, Frameworks &amp; Resources</a>	Internal	Passing Juice

## In-page links

<a href="#">Publication Proposal Guidelines</a>	Internal	Passing Juice
<a href="#">Request Desk Copies</a>	Internal	Passing Juice
<a href="#">Research</a>	Internal	Passing Juice
<a href="#">Impact of School Counseling</a>	Internal	Passing Juice
<a href="#">ASCA Research Reports</a>	Internal	Passing Juice
<a href="#">ASCA Research Grants</a>	Internal	Passing Juice
<a href="#">PSC Journal Practitioner Summaries</a>	Internal	Passing Juice
<a href="#">Standards</a>	Internal	Passing Juice
<a href="#">ASCA Ethical Standards for School Counselors</a>	Internal	Passing Juice
<a href="#">ASCA Student Standards: Mindsets &amp; Behaviors for Student Success</a>	Internal	Passing Juice
<a href="#">ASCA Professional Standards &amp; Competencies</a>	Internal	Passing Juice
<a href="#">School Counselor Preparation</a>	Internal	Passing Juice
<a href="#">Standards in Practice</a>	Internal	Passing Juice
<a href="#">Position Statements</a>	Internal	Passing Juice
<a href="#">ASCA Position Statements</a>	Internal	Passing Juice
<a href="#">Download All Position Statements</a>	Internal	Passing Juice
<a href="#">School Counselor of the Year</a>	Internal	Passing Juice
<a href="#">Recognized ASCA Model Program (RAMP)</a>	Internal	Passing Juice
<a href="#">ASCA-Certified School Counselor (ACSC)</a>	Internal	Passing Juice
<a href="#">ASCA-Recognized School Counselor Preparation Program</a>	Internal	Passing Juice
=	External	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Webinars on Demand</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice

## SEO Keywords



Keywords Cloud

back student counselor ethical professional **asca**  
standards counselors counseling **school**

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
asca	27	✓	✗	✗	✓
school	24	✓	✗	✗	✓
standards	13	✗	✗	✗	✓
counselor	10	✓	✗	✗	✓
counseling	9	✗	✗	✗	✓











## Usability

	Url	Domain : schoolcounselor.org Length : 19
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.





## Document

	Doctype	HTML 5
--	---------	--------



## Document

	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 54 Warnings : 3
	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> Great, your website has few CSS files.</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>
--	---------------------	--

## Optimization

	XML Sitemap	Missing  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	<a href="http://schoolcounselor.org/robots.txt">http://schoolcounselor.org/robots.txt</a>  Great, your website has a robots.txt file.
	Analytics	Missing

## Optimization



We didn't detect an analytics tool installed on this website.

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.