







# Seo Analyzer shelterforce.org

Generated on March 20 2022 07:02 AM






The score is 55/100







## SEO Content

	Title	<p>Shelterforce: The Original Voice of Community Development</p> <p><b>Length : 57</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>																		
	Description	<p>Shelterforce covers topics from community planning to racial equity, housing affordability to homeownership, and the future of community development.</p> <p><b>Length : 149</b></p> <p>Great, your meta description contains between 70 and 160 characters.</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1310 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Shelterforce: The Original Voice of Community Development</td> </tr> <tr> <td>description</td> <td>Shelterforce covers topics from community planning to racial equity, housing affordability to homeownership, and the future of community development.</td> </tr> <tr> <td>url</td> <td>https://shelterforce.org/</td> </tr> <tr> <td>site_name</td> <td>Shelterforce</td> </tr> <tr> <td>image</td> <td>https://shelterforce.org/wp-content/uploads/2020/09/ShelterforceS.jpg</td> </tr> <tr> <td>image:width</td> <td>365</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Shelterforce: The Original Voice of Community Development	description	Shelterforce covers topics from community planning to racial equity, housing affordability to homeownership, and the future of community development.	url	https://shelterforce.org/	site_name	Shelterforce	image	https://shelterforce.org/wp-content/uploads/2020/09/ShelterforceS.jpg	image:width	365
Property	Content																			
locale	en_US																			
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image:width	365																			

## SEO Content

		image:height 352												
		image:type image/jpeg												
	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>1</td> <td>0</td> <td>13</td> <td>6</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] Shelterforce</li> <li>• [H3] 3D-Printed Houses: New Trend or Lasting Solution?</li> <li>• [H3] Moving Beyond the Holy Trinity of Racial Wealth Gap Answers</li> <li>• [H3] 3D-Printed Houses: New Trend or Lasting Solution?</li> <li>• [H3] Making Homeownership Work Better</li> <li>• [H3] Rethinking Homeownership Incentives to Shrink the Racial Wealth Gap</li> <li>• [H3] Increased Homeownership Won't Close the Racial Wealth Gap</li> <li>• [H3] Dot's Home, a Computer Game, Addresses History of Housing Discrimination</li> <li>• [H3] The Racial Wealth Gap Begins With Our Tax Code</li> <li>• [H3] Property Tax Relief Programs Don't Reach Many Homeowners of Color</li> <li>• [H3] Omari Ho-Sang—A Housing Activist in Louisiana</li> <li>• [H3] What Is NIMBYism and How Do Affordable Housing Developers Respond to...</li> <li>• [H3] What Does 'Gentrification' Really Mean?</li> <li>• [H3] Understanding Community Land Trusts</li> <li>• [H4] The Racial Wealth Gap—Moving to Systemic Solutions</li> <li>• [H4] More Articles</li> <li>• [H4] About Us</li> <li>• [H4] Sign Up for Shelterforce Weekly!</li> <li>• [H4] Follow Shelterforce on Twitter</li> <li>• [H4] Shelterforce Explainers</li> </ul>	H1	H2	H3	H4	H5	H6	1	0	13	6	0	0
H1	H2	H3	H4	H5	H6									
1	0	13	6	0	0									
	Images	<p>We found 19 images on this web page.</p> <p>12 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>5%</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	Good. Your links looks friendly!
	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 59 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.39% Internal Links 96.61%

## In-page links

Anchor	Type	Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Staff and Board</a>	Internal	Passing Juice
<a href="#">Health and Community Development Editorial Advisory Board</a>	Internal	Passing Juice
<a href="#">How to Advertise</a>	Internal	Passing Juice
<a href="#">How to Write for Us</a>	Internal	Passing Juice
<a href="#">Reprints and Reposts Policy</a>	Internal	Passing Juice
<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Terms of Service</a>	Internal	Passing Juice
<a href="#">Comment Policy</a>	Internal	Passing Juice
<a href="#">Supporters</a>	Internal	Passing Juice
<a href="#">Donate</a>	External	Passing Juice
<a href="#">Arts &amp; Culture</a>	Internal	Passing Juice
<a href="#">Community Development Field</a>	Internal	Passing Juice
<a href="#">COVID-19</a>	Internal	Passing Juice
<a href="#">Economic Development</a>	Internal	Passing Juice

## In-page links

<a href="#">Equity</a>	Internal	Passing Juice
<a href="#">Financial Well-Being</a>	Internal	Passing Juice
<a href="#">Health</a>	Internal	Passing Juice
<a href="#">Housing</a>	Internal	Passing Juice
<a href="#">Neighborhood Change</a>	Internal	Passing Juice
<a href="#">Organizing</a>	Internal	Passing Juice
<a href="#">Policy</a>	Internal	Passing Juice
<a href="#">Interviews</a>	Internal	Passing Juice
<a href="#">Reviews</a>	Internal	Passing Juice
<a href="#">The Answer</a>	Internal	Passing Juice
<a href="#">Organize!</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Job Listings</a>	Internal	Passing Juice
<a href="#">Post a Job Ad</a>	Internal	Passing Juice
<a href="#">Magazine Series</a>	Internal	Passing Juice
<a href="#">Research</a>	Internal	Passing Juice
<a href="#">Under the Lens</a>	Internal	Passing Juice
<a href="#">Forgot your password? Get help</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">3D-Printed Houses: New Trend or Lasting Solution?</a>	Internal	Passing Juice
<a href="#">Shelterforce Staff</a>	Internal	Passing Juice
<a href="#">The Racial Wealth Gap—Moving to Systemic Solutions</a>	Internal	Passing Juice
<a href="#">Moving Beyond the Holy Trinity of Racial Wealth Gap Answers</a>	Internal	Passing Juice
<a href="#">Editor's Note</a>	Internal	Passing Juice
<a href="#">Miriam Axel-Lute</a>	Internal	Passing Juice
<a href="#">Building Differently</a>	Internal	Passing Juice
<a href="#">Making Homeownership Work Better</a>	Internal	Passing Juice
<a href="#">Brittany Hutson</a>	Internal	Passing Juice

## In-page links

<a href="#">Rethinking Homeownership Incentives to Shrink the Racial Wealth Gap</a>	Internal	Passing Juice
<a href="#">Jenny Schuetz</a>	Internal	Passing Juice
<a href="#">Increased Homeownership Won't Close the Racial Wealth Gap</a>	Internal	Passing Juice
<a href="#">Dot's Home, a Computer Game, Addresses History of Housing Discrimination</a>	Internal	Passing Juice
<a href="#">Brandon Duong</a>	Internal	Passing Juice
<a href="#">The Racial Wealth Gap Begins With Our Tax Code</a>	Internal	Passing Juice
<a href="#">Keli A. Tianga</a>	Internal	Passing Juice
<a href="#">Property Tax Relief Programs Don't Reach Many Homeowners of Color</a>	Internal	Passing Juice
<a href="#">Heather Way</a>	Internal	Passing Juice
<a href="#">Omari Ho-Sang—A Housing Activist in Louisiana</a>	Internal	Passing Juice
<a href="#">Women of Color on the Front Lines</a>	Internal	Passing Juice
<a href="#">Tweets by Shelterforce</a>	External	Passing Juice
<a href="#">What Is NIMBYism and How Do Affordable Housing Developers Respond to...</a>	Internal	Passing Juice
<a href="#">What Does 'Gentrification' Really Mean?</a>	Internal	Passing Juice
<a href="#">Understanding Community Land Trusts</a>	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

## Keywords Consistency

shelterforce	8	✓	✗	✓	✓
development	8	✓	✗	✓	✗
community	7	✓	✗	✓	✓
wealth	7	✗	✗	✗	✓
policy	7	✗	✗	✗	✗


## Usability

	Url	Domain : shelterforce.org Length : 16
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	Dublin Core	This page does not take advantage of Dublin Core.


## Document

	Doctype	Missing doctype
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 11 Warnings : 45
	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.





## Document

	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>
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## 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	<p>Great, your website has an XML sitemap.</p> <p><a href="http://shelterforce.org/sitemap.xml">http://shelterforce.org/sitemap.xml</a></p>
	Robots.txt	<p><a href="http://shelterforce.org/robots.txt">http://shelterforce.org/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> <a href="#">Google Analytics</a></p>