









The score is 56/100







## SEO Content

	Title	<p>Step by Step Child Development Society &amp;#8211; &amp;quot;A Child is a Child First&amp;quot;;</p> <p><b>Length : 83</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>												
	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>1</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>[H1] About Us</li> </ul>	H1	H2	H3	H4	H5	H6	1	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	0	0	0	0	0									
	Images	<p>We found 2 images on this web page.</p> <p>1 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	<p>Perfect, no Flash content has been detected on this page.</p>												

## SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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## 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 14 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Step by Step Child Development Society</a>	Internal	Passing Juice
<a href="#">4 and 5.5 hour Program</a>	Internal	Passing Juice
<a href="#">Child Care (aged 3-5 years)</a>	Internal	Passing Juice
<a href="#">Free Family Resource Program</a>	Internal	Passing Juice
<a href="#">School Aged Care</a>	Internal	Passing Juice
<a href="#">Mentorship Program</a>	Internal	Passing Juice
<a href="#">Board Members</a>	Internal	Passing Juice
<a href="#">Supporters and Partners</a>	Internal	Passing Juice
<a href="#">Working Together</a>	Internal	Passing Juice
<a href="#">News</a>	Internal	Passing Juice
<a href="#">Employment Opportunities</a>	Internal	Passing Juice

## In-page links

[Contact Us](#)

Internal

Passing Juice

[Proudly powered by WordPress](#)

External

Passing Juice

## SEO Keywords



Keywords Cloud

care working **step** partners society aged **program**  
**child** development first

## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
child	7	✓	✗	✗	✗
step	4	✓	✗	✗	✗
program	3	✗	✗	✗	✗
care	2	✗	✗	✗	✗
development	2	✓	✗	✗	✗

## Usability

	Url	Domain : step-by-step.ca 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.

## Usability


### Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 4
	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	<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> Perfect, your website has few JavaScript files.</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	Great, your website has an XML sitemap. <a href="http://step-by-step.ca/sitemap.xml">http://step-by-step.ca/sitemap.xml</a> <a href="http://step-by-step.ca/wp-sitemap.xml">http://step-by-step.ca/wp-sitemap.xml</a>
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## Optimization

	Robots.txt	<p><a href="http://step-by-step.ca/robots.txt">http://step-by-step.ca/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>