

# Seo Analyzer swope.org

Generated on March 24 2022 20:26 PM






The score is 56/100







## SEO Content

	Title	Home   Swope Art Museum <b>Length : 23</b> Perfect, your title contains between 10 and 70 characters.																
	Description	Treasures of the Swope Garden in Giverny, c 1901 Mary Fairchild MacMonnies (New Haven, Connecticut 1858 - Bronxville, New York 1946) oil on linen, 29 in x <b>Length : 154</b> Great, your meta description contains between 70 and 160 characters.																
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><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>Home   Swope Art Museum</td></tr><tr><td>description</td><td>Treasures of the Swope Garden in Giverny, c 1901 Mary Fairchild MacMonnies (New Haven, Connecticut 1858 - Bronxville, New York 1946) oil on linen, 29 in x</td></tr><tr><td>url</td><td>https://www.swope.org/</td></tr><tr><td>site_name</td><td>Swope Art Museum</td></tr><tr><td>image</td><td>https://www.swope.org/wp-content/uploads/2022/01/1999-40-macmonnies-crop-hi-res-300x159.jpg</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home   Swope Art Museum	description	Treasures of the Swope Garden in Giverny, c 1901 Mary Fairchild MacMonnies (New Haven, Connecticut 1858 - Bronxville, New York 1946) oil on linen, 29 in x	url	https://www.swope.org/	site_name	Swope Art Museum	image	https://www.swope.org/wp-content/uploads/2022/01/1999-40-macmonnies-crop-hi-res-300x159.jpg
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## SEO Content

	Headings	H1 3	H2 2	H3 4	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"> <li>• [H1] Treasures of the Swope</li> <li>• [H1] Annual Alliance of the Swope Raffle:</li> <li>• [H1] Happening Now at the Swope:</li> <li>• [H2] Current Exhibitions</li> <li>• [H2] Permanent Collection</li> <li>• [H3] Leave a Reply Cancel reply</li> <li>• [H3] Hours</li> <li>• [H3] Contact</li> <li>• [H3] Come See Us</li> </ul>					
	Images	<p>We found 4 images on this web page.</p> <p>3 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>4%</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>					
	Iframe	<p>Great, there are no Iframes detected on this page.</p>					

## 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 42 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.38%</p> <p>Internal Links 97.62%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Visit</a>	Internal	Passing Juice
<a href="#">Museum From Home</a>	Internal	Passing Juice
<a href="#">Shop</a>	Internal	Passing Juice
<a href="#">Exhibitions</a>	Internal	Passing Juice
<a href="#">Collection Highlights</a>	Internal	Passing Juice
<a href="#">Annual Exhibitions</a>	Internal	Passing Juice
<a href="#">Current Exhibitions</a>	Internal	Passing Juice
<a href="#">Upcoming Exhibitions</a>	Internal	Passing Juice
<a href="#">Past Exhibitions</a>	Internal	Passing Juice
<a href="#">Programs</a>	Internal	Passing Juice
<a href="#">Calendar</a>	Internal	Passing Juice
<a href="#">Alliance of the Swope Presents</a>	Internal	Passing Juice
<a href="#">Art Start</a>	Internal	Passing Juice
<a href="#">First Fridays at the Swope</a>	Internal	Passing Juice
<a href="#">Second Saturday Studio</a>	Internal	Passing Juice
<a href="#">Summer Art Studio</a>	Internal	Passing Juice
<a href="#">Tours</a>	Internal	Passing Juice
<a href="#">Support</a>	Internal	Passing Juice
<a href="#">Art Hoppers</a>	Internal	Passing Juice
<a href="#">Docent Program</a>	Internal	Passing Juice
<a href="#">Grant Support</a>	Internal	Passing Juice
<a href="#">The Alliance of the Swope</a>	Internal	Passing Juice
<a href="#">Donate</a>	Internal	Passing Juice
<a href="#">Sponsorship</a>	Internal	Passing Juice
<a href="#">Membership</a>	Internal	Passing Juice
<a href="#">Please Make a Gift</a>	Internal	Passing Juice

## In-page links

<a href="#">About</a>	Internal	Passing Juice
<a href="#">Governance and Administration</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">Signup for Mailing List</a>	Internal	Passing Juice
<a href="#">Employment</a>	Internal	Passing Juice
<a href="#">Annual Reports</a>	Internal	Passing Juice
<a href="#">Celebrate Black History</a>	Internal	Passing Juice
<a href="#">Continue Reading</a>	Internal	Passing Juice
<a href="#">Continue Reading</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Click here to read more about this work of art.</a>	Internal	Passing Juice
<a href="#">Cancel reply</a>	Internal	noFollow
<a href="#">Rigorous Themes</a>	External	Passing Juice
=	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
exhibitions	10	✗	✗	✗	✓
art	7	✓	✗	✗	✗
swope	6	✓	✗	✓	✓
alliance	4	✗	✗	✗	✓

## Keywords Consistency

annual

4



## Usability

	Url	Domain : swope.org Length : 9
	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 : 31 Warnings : 56
	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> 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></ul>

## Document

✔ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✔ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

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



### Robots.txt

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

Great, your website has a robots.txt file.



### Analytics

Missing

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.