



# Seo Analyzer torontopubliclibrary.ca

Generated on February 15 2022 18:53 PM

The score is 57/100



## SEO Content

	<b>Title</b>	<p>Home : Toronto Public Library</p> <p><b>Length : 29</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<b>Description</b>	<p>TPL is one of the world's busiest urban public library systems, with 100 branches across the city and over 10 million books, movies, and other items to borrow or download online.</p> <p><b>Length : 178</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<b>Keywords</b>	<p>tpl-home_page</p> <p>Good, your page contains meta keywords.</p>												
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1344 1481 1904"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Home</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>image</td> <td>https://www.torontopubliclibrary.ca/tpl-logos/Logo400X400.jpg</td> </tr> <tr> <td>description</td> <td>TPL is one of the world's busiest urban public library systems, with 100 branches across the city and over 10 million books, movies, and other items to borrow or download online.</td> </tr> <tr> <td>site_name</td> <td>Toronto Public Library</td> </tr> </tbody> </table>	Property	Content	title	Home	type	article	image	https://www.torontopubliclibrary.ca/tpl-logos/Logo400X400.jpg	description	TPL is one of the world's busiest urban public library systems, with 100 branches across the city and over 10 million books, movies, and other items to borrow or download online.	site_name	Toronto Public Library
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description	TPL is one of the world's busiest urban public library systems, with 100 branches across the city and over 10 million books, movies, and other items to borrow or download online.													
site_name	Toronto Public Library													
	<b>Headings</b>	<table border="1" data-bbox="542 1937 1481 2011"> <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>0</td> <td>6</td> <td>36</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="606 2038 917 2072" style="list-style-type: none"> <li>• [H2] Service Update</li> </ul>	H1	H2	H3	H4	H5	H6	0	6	36	0	0	0
H1	H2	H3	H4	H5	H6									
0	6	36	0	0	0									





## SEO Content

		<ul style="list-style-type: none"><li>• [H2] News</li><li>• [H2] Your library online</li><li>• [H2] Books</li><li>• [H2] Featured</li><li>• [H2] Live &amp; online programs</li><li>• [H3] Latest updates to library service</li><li>• [H3] Black History Month</li><li>• [H3] SAGE Video</li><li>• [H3] Celebrate the Joy of Being Black</li><li>• [H3] Celebrate the Joy of Being Black</li><li>• [H3] Marlon James</li><li>• [H3] Black History Reading List for Teens</li><li>• [H3] Speculative Detective Fiction</li><li>• [H3] After School Club</li><li>• [H3] Chidiogo Akunyili-Parr</li><li>• [H3] In Memory of Harold R. Johnson (1954 - 2022)</li><li>• [H3] Interview Tips from Our Career Coaches</li><li>• [H3] Dan Charnas: Dilla Time</li><li>• [H3] Personal Finance</li><li>• [H3] Adults</li><li>• [H3] Teens</li><li>• [H3] Kids</li><li>• [H3] Best cookbooks of 2021</li><li>• [H3] City Librarian's Report: January 2022</li><li>• [H3] Join our 2022 Reading Challenge!</li><li>• [H3] Print Your Proof of Vaccination for Free!</li><li>• [H3] First &amp; Best 2021</li><li>• [H3] A Study in Sherlock &amp; His Creator: 50 Years of Our Arthur Conan Doyle Collection</li><li>• [H3] Storytime at Home</li><li>• [H3] Imani Perry: Looking for Lorraine</li><li>• [H3] Laurie Halse Anderson: Shout</li><li>• [H3] Digital Archive Ontario</li><li>• [H3] Support Your Library</li><li>• [H3] Land Acknowledgement Statement</li><li>• [H3] About the Library</li><li>• [H3] Blogs, Podcasts &amp; Publications</li><li>• [H3] Library Policies &amp; Terms of Use</li><li>• [H3] Media, News Releases &amp; City Librarian Updates</li><li>• [H3] Accessibility</li><li>• [H3] Support Your Library</li><li>• [H3] Donate Now</li></ul>
	Images	<p>We found 57 images on this web page.</p> <p>49 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>30%</b></p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</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	Bad. Your links have query string.
	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 172 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 18.6% Internal Links 81.4%

## In-page links

Anchor	Type	Juice
<a href="#">Skip Navigation</a>	Internal	Passing Juice
<a href="#">Donate Now</a>	External	Passing Juice
<a href="#">Books</a>	Internal	Passing Juice
<a href="#">General Fiction</a>	Internal	Passing Juice
<a href="#">Mystery</a>	Internal	Passing Juice
<a href="#">Romance</a>	Internal	Passing Juice
<a href="#">Science Fiction</a>	Internal	Passing Juice
<a href="#">Graphic Books</a>	Internal	Passing Juice
<a href="#">Children's Books</a>	Internal	Passing Juice
<a href="#">Teen Books</a>	Internal	Passing Juice
<a href="#">Audiobooks</a>	Internal	Passing Juice

## In-page links

<a href="#">Large Print Books</a>	Internal	Passing Juice
<a href="#">All Nonfiction</a>	Internal	Passing Juice
<a href="#">Biography</a>	Internal	Passing Juice
<a href="#">Food and Drink</a>	Internal	Passing Juice
<a href="#">Health and Wellness</a>	Internal	Passing Juice
<a href="#">History</a>	Internal	Passing Juice
<a href="#">Special Collections &amp; Rare Books</a>	Internal	Passing Juice
<a href="#">Local History &amp; Genealogy</a>	Internal	Passing Juice
<a href="#">Movies &amp; Video</a>	Internal	Passing Juice
<a href="#">New DVDs</a>	Internal	Passing Juice
<a href="#">New Children's DVDs</a>	Internal	Passing Juice
<a href="#">Music</a>	Internal	Passing Juice
<a href="#">New Music</a>	Internal	Passing Juice
<a href="#">Material in Your Language</a>	Internal	Passing Juice
<a href="#">Fran&amp;ccedil;ais</a>	Internal	Passing Juice
<a href="#">&amp;#31616;&amp;#21270;&amp;#23383;   &amp;#32321;&amp;#39636;&amp;#23383;</a>	Internal	Passing Juice
<a href="#">eBooks &amp; eAudiobooks</a>	Internal	Passing Juice
<a href="#">Digital Video &amp; Music</a>	Internal	Passing Juice
<a href="#">Digital Magazines</a>	Internal	Passing Juice
<a href="#">Digital Newspapers</a>	Internal	Passing Juice
<a href="#">Digital Comics</a>	Internal	Passing Juice
<a href="#">Articles &amp; Online Research</a>	Internal	Passing Juice
<a href="#">A - Z List of All Databases</a>	Internal	Passing Juice
<a href="#">eLearning</a>	Internal	Passing Juice
<a href="#">Digital Archive</a>	External	Passing Juice
<a href="#">Kids &amp; Families</a>	Internal	Passing Juice
<a href="#">Teens</a>	Internal	Passing Juice
<a href="#">Author Talks &amp; Lectures</a>	Internal	Passing Juice

## In-page links

<a href="#">Book Clubs &amp; Writers' Groups</a>	Internal	Passing Juice
<a href="#">Career &amp; Job Search</a>	Internal	Passing Juice
<a href="#">Computer &amp; Library Training</a>	Internal	Passing Juice
<a href="#">Health &amp; Wellness</a>	Internal	Passing Juice
<a href="#">Hobbies, Crafts &amp; Games</a>	Internal	Passing Juice
<a href="#">Newcomer &amp; ESL Programs</a>	Internal	Passing Juice
<a href="#">Personal Finance</a>	Internal	Passing Juice
<a href="#">Small Business</a>	Internal	Passing Juice
<a href="#">Program Series</a>	Internal	Passing Juice
<a href="#">Appel Salon</a>	Internal	Passing Juice
<a href="#">On Civil Society</a>	Internal	Passing Juice
<a href="#">Our Fragile Planet</a>	Internal	Passing Juice
<a href="#">Ready for Reading Storytimes</a>	External	Passing Juice
<a href="#">Exhibits &amp; Displays</a>	Internal	Passing Juice
<a href="#">TD Gallery</a>	Internal	Passing Juice
<a href="#">A-Z List of Branches</a>	Internal	Passing Juice
<a href="#">Sunday Hours</a>	Internal	Passing Juice
<a href="#">Holiday Hours</a>	Internal	Passing Juice
<a href="#">Branch Renovations</a>	Internal	Passing Juice
<a href="#">Bookmobiles</a>	Internal	Passing Juice
<a href="#">Computers, Printing, &amp; Wi-Fi</a>	Internal	Passing Juice
<a href="#">Reserve a Computer</a>	Internal	Passing Juice
<a href="#">Printing &amp; Photocopying</a>	Internal	Passing Juice
<a href="#">Digital Innovation Hubs</a>	Internal	Passing Juice
<a href="#">Computer Learning Centres</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">New to Canada</a>	Internal	Passing Juice
<a href="#">Teachers &amp; Parents</a>	Internal	Passing Juice

## In-page links

<a href="#">Study Space</a>	Internal	Passing Juice
<a href="#">Job &amp; Career Help</a>	Internal	Passing Juice
<a href="#">Musical Instruments</a>	Internal	Passing Juice
<a href="#">Adult Literacy</a>	Internal	Passing Juice
<a href="#">Rent Space at the Library</a>	Internal	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice
<a href="#">Your Library Card</a>	Internal	Passing Juice
<a href="#">Borrowing Materials</a>	Internal	Passing Juice
<a href="#">Renewing Materials</a>	Internal	Passing Juice
<a href="#">Placing Holds</a>	Internal	Passing Juice
<a href="#">Managing Your Holds</a>	Internal	Passing Juice
<a href="#">Fines &amp; Fees</a>	Internal	Passing Juice
<a href="#">Teens</a>	Internal	Passing Juice
<a href="#">Kids</a>	External	Passing Juice
<a href="#">Kids Birth to 5</a>	External	Passing Juice
<a href="#">TPL Kids</a>	External	Passing Juice
<a href="#">Summary</a>	Internal	Passing Juice
<a href="#">Checkouts</a>	Internal	Passing Juice
<a href="#">Holds</a>	Internal	Passing Juice
<a href="#">Borrowing History</a>	Internal	Passing Juice
<a href="#">Saved</a>	Internal	Passing Juice
<a href="#">Charges</a>	Internal	Passing Juice
<a href="#">Settings</a>	Internal	Passing Juice
<a href="#">Sign Out</a>	Internal	Passing Juice
<a href="#">Sign In</a>	Internal	Passing Juice
<a href="#">Advanced</a>	Internal	Passing Juice
<a href="#">Latest updates to library service</a>	External	Passing Juice
<a href="#">Black History Month</a>	Internal	Passing Juice

## In-page links

<a href="#">Celebrate the Joy of Being Black</a>	External	Passing Juice
<a href="#">Marlon James</a>	Internal	Passing Juice
<a href="#">Black History Reading List for Teens</a>	Internal	Passing Juice
<a href="#">Speculative Detective Fiction</a>	External	Passing Juice
<a href="#">After School Club</a>	External	Passing Juice
<a href="#">Chidiogo Akunyili-Parr</a>	Internal	Passing Juice
<a href="#">In Memory of Harold R. Johnson (1954 - 2022)</a>	External	Passing Juice
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<a href="#">New print nonfiction</a>	Internal	Passing Juice
<a href="#">New eBooks</a>	External	Passing Juice
<a href="#">New audiobooks</a>	External	Passing Juice
<a href="#">New print books</a>	Internal	Passing Juice
<a href="#">New eBooks</a>	External	Passing Juice
<a href="#">New audiobooks</a>	External	Passing Juice
<a href="#">New print books</a>	Internal	Passing Juice
<a href="#">Best cookbooks of 2021</a>	External	Passing Juice
<a href="#">Browse blogs and podcasts</a>	Internal	Passing Juice
<a href="#">City Librarian's Report: January 2022</a>	External	Passing Juice
<a href="#">Join our 2022 Reading Challenge!</a>	Internal	Passing Juice
<a href="#">Print Your Proof of Vaccination for Free!</a>	External	Passing Juice
<a href="#">First &amp; Best 2021</a>	External	Passing Juice
<a href="#">A Study in Sherlock &amp; His Creator: 50 Years of Our Arthur Conan Doyle Collection</a>	Internal	Passing Juice
<a href="#">Imani Perry: Looking for Lorraine</a>	External	Passing Juice

## In-page links

<a href="#">Laurie Halse Anderson: Shout</a>	External	Passing Juice
<a href="#">Watch more programs</a>	External	Passing Juice
<a href="#">our programs page</a>	Internal	Passing Juice
<a href="#">Digital Archive Ontario</a>	External	Passing Juice
<a href="#">Support Your Library</a>	External	Passing Juice
<a href="#">More information</a>	Internal	Passing Juice
<a href="#">Back to top</a>	Internal	Passing Juice
<a href="#">About the Library</a>	Internal	Passing Juice
<a href="#">Jobs at the Library</a>	Internal	Passing Juice
<a href="#">Doing Business with the Library</a>	Internal	Passing Juice
<a href="#">Vision, Mission &amp; Values</a>	Internal	Passing Juice
<a href="#">Customer Feedback Standards &amp; Practices</a>	Internal	Passing Juice
<a href="#">History of the Library</a>	Internal	Passing Juice
<a href="#">Library Board</a>	Internal	Passing Juice
<a href="#">Advisory Councils</a>	Internal	Passing Juice
<a href="#">Strategic Plans, Annual Reports &amp; Statistics</a>	Internal	Passing Juice
<a href="#">Service Plans, Strategies, Frameworks &amp; Reports</a>	Internal	Passing Juice
<a href="#">Library Finance</a>	Internal	Passing Juice
<a href="#">Blogs, Podcasts &amp; Publications</a>	Internal	Passing Juice
<a href="#">Local History Publications</a>	Internal	Passing Juice
<a href="#">What's On Publications</a>	Internal	Passing Juice
<a href="#">Young Voices Magazine</a>	Internal	Passing Juice
<a href="#">Open Data &amp; Feeds</a>	Internal	Passing Juice
<a href="#">Library Policies &amp; Terms of Use</a>	Internal	Passing Juice
<a href="#">Online Privacy &amp; Access to Information</a>	Internal	Passing Juice
<a href="#">Media, News Releases &amp; City Librarian Updates</a>	Internal	Passing Juice
<a href="#">Media Contacts</a>	Internal	Passing Juice
<a href="#">City Librarian Updates</a>	Internal	Passing Juice

## In-page links

<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Accessibility at Library Branches</a>	Internal	Passing Juice
<a href="#">Accessibility Services</a>	Internal	Passing Juice
<a href="#">Accessible Collections</a>	Internal	Passing Juice
<a href="#">Website Accessibility</a>	Internal	Passing Juice
<a href="#">Multi-Year Accessibility Plan</a>	Internal	Passing Juice
<a href="#">Support Your Library</a>	Internal	Passing Juice
<a href="#">TPL Foundation</a>	External	Passing Juice
<a href="#">Friends of the Library</a>	Internal	Passing Juice
<a href="#">Volunteering</a>	Internal	Passing Juice
<a href="#">Book Sales</a>	Internal	Passing Juice
<a href="#">Donate Books to the Library</a>	Internal	Passing Juice
<a href="#">Donate Now</a>	External	Passing Juice
<a href="#">Donate Now</a>	External	Passing Juice
<a href="#">Sign up for the eNewsletter</a>	Internal	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">TPL on Facebook</a>	External	Passing Juice
<a href="#">TPL on Twitter</a>	External	Passing Juice
<a href="#">TPL on Instagram"</a>	External	Passing Juice
<a href="#">TPL on YouTube</a>	External	Passing Juice

## SEO Keywords






Keywords Cloud

library new kids music **books** online  
back black programs digital





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
books	29	✘	✘	✔	✔
library	20	✔	✘	✔	✔
new	20	✘	✘	✘	✔
digital	15	✘	✘	✘	✔
kids	12	✘	✘	✘	✔



## Usability

	Url	Domain : torontopubliclibrary.ca Length : 23
	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	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.
	W3C Validity	Errors : 9 Warnings : 28
	Email Privacy	Great no email address has been found in plain text!





## Document

	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>✓ Perfect. No inline css has been found in HTML tags!</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>

## 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>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p><a href="http://torontopubliclibrary.ca/robots.txt">http://torontopubliclibrary.ca/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> Google Analytics</p>