



Seo Analyzer whattoexpect.com

Generated on March 23 2022 22:02 PM





The score is 59/100







SEO Content

	Title	<p>What to Expect - The Most Trusted Pregnancy & Parenting Brand</p> <p>Length : 61</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Track pregnancy week-by-week, chat with other moms and find information on baby and toddler development, pregnancy symptoms and more on WhatToExpect.com.</p> <p>Length : 154</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 this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1312 1481 1783"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>Title</td> <td>The #1 Pregnancy & Parenting Brand</td> </tr> <tr> <td>type</td> <td>article</td> </tr> <tr> <td>url</td> <td>https://www.whattoexpect.com/</td> </tr> <tr> <td>image</td> <td>http://images.agoramedia.com/wte3.0/gcms/LandingCrawlerImage.png</td> </tr> <tr> <td>site_name</td> <td>What to Expect</td> </tr> </tbody> </table>	Property	Content	Title	The #1 Pregnancy & Parenting Brand	type	article	url	https://www.whattoexpect.com/	image	http://images.agoramedia.com/wte3.0/gcms/LandingCrawlerImage.png	site_name	What to Expect
Property	Content													
Title	The #1 Pregnancy & Parenting Brand													
type	article													
url	https://www.whattoexpect.com/													
image	http://images.agoramedia.com/wte3.0/gcms/LandingCrawlerImage.png													
site_name	What to Expect													
	Headings	<table border="1" data-bbox="539 1805 1481 1877"> <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>3</td> <td>27</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1912 1214 2078" style="list-style-type: none"> • [H2] Popular Topics & Resources • [H2] What to Expect From What to Expect • [H2] The Latest From What to Expect • [H3] Track Your Pregnancy Week By Week • [H3] Calculate Your Pregnancy Due Date 	H1	H2	H3	H4	H5	H6	0	3	27	1	0	0
H1	H2	H3	H4	H5	H6									
0	3	27	1	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] Join the What to Expect Community• [H3] Find Which Days You're Most Likely to Conceive With This Ovulation Calculator• [H3] Accuracy• [H3] Trustworthiness• [H3] Timeliness• [H3] Form PUSH: Best and Worst Drinks for Pregnant Women!• [H3] Having a C-Section (Cesarean Section)• [H3] Best and Worst Drinks for Pregnant Women!!• [H3] Baby Formula Shortages Have You Scrambling? Here's What to Do• [H3] Does My Toddler Have ADHD?• [H3] Anxiety in Children and Toddlers• [H3] 8 Frustrating Toddler Eating Habits That Are Totally Normal• [H3] 16 Gorgeous Spring Pregnancy Announcements to Tell Your Baby News With a Flourish• [H3] Why Is My Toddler Throwing Food on the Floor?• [H3] Baby Registry Checklist: Exactly What to Put on a Baby Registry• [H3] Toddler Night Terrors• [H3] More Baby Formula Has Been Recalled Due to Bacterial Contamination• [H3] Celebrities Who Have Named Their Babies Wolf• [H3] Your Premature Baby's Development and Doctor's Appointments• [H3] What Parents in the What to Expect Community Are Saying About COVID-19 Right Now• [H3] Vitamin C for Toddlers• [H3] Should You Vaccinate Your Baby or Toddler Against COVID-19?• [H3] COVID-19 Vaccine Q&A With Heidi Murkoff and U.S. Surgeon General Dr. Vivek Murthy• [H3] Having a Premature Baby• [H3] Go to Your Week of Pregnancy• [H4] Read About Our Content Standards
	Images	<p>We found 43 images on this web page.</p> <p>2 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 : 2%</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 107 links including 0 link(s) to files
	Statistics	External Links : noFollow 0.93% External Links : Passing Juice 1.87% Internal Links 97.2%

In-page links

Anchor	Type	Juice
Log In / Join	Internal	noFollow
=	Internal	noFollow
Log Out	Internal	noFollow
Getting Pregnant	Internal	Passing Juice
Fertility	Internal	Passing Juice
Ovulation Calculator	Internal	Passing Juice
Ovulation Symptoms	Internal	Passing Juice
Preparing for Pregnancy	Internal	Passing Juice
Pregnancy	Internal	Passing Juice
Week By Week	Internal	Passing Juice
Symptoms	Internal	Passing Juice
Baby Names	Internal	Passing Juice
Baby Shower	Internal	Passing Juice
Complications	Internal	Passing Juice
Due Date Calculator	Internal	Passing Juice
Labor & Delivery	Internal	Passing Juice

In-page links

Screenings & Tests	Internal	Passing Juice
Signs of Labor	Internal	Passing Juice
First Year	Internal	Passing Juice
Month By Month	Internal	Passing Juice
Milestones	Internal	Passing Juice
Breastfeeding	Internal	Passing Juice
Newborn	Internal	Passing Juice
Postpartum Health	Internal	Passing Juice
Sleep	Internal	Passing Juice
Vaccinations	Internal	Passing Juice
Toddler	Internal	Passing Juice
Month By Month	Internal	Passing Juice
Child Care	Internal	Passing Juice
Feeding	Internal	Passing Juice
Growth	Internal	Passing Juice
Potty Training	Internal	Passing Juice
Sleep	Internal	Passing Juice
Family	Internal	Passing Juice
Finances	Internal	Passing Juice
Celebrity Parents	Internal	Passing Juice
Childproofing	Internal	Passing Juice
Relationships	Internal	Passing Juice
Baby Products	Internal	Passing Juice
Strollers	Internal	Passing Juice
Maternity	Internal	Passing Juice
Car Seats	Internal	Passing Juice
Monitors	Internal	Passing Juice
Baby Carrier	Internal	Passing Juice

In-page links

Baby Furniture	Internal	Passing Juice
Nursing & Feeding	Internal	Passing Juice
Registry	Internal	Passing Juice
Community	Internal	Passing Juice
Featured & Popular	Internal	Passing Juice
Birth Month Groups	Internal	Passing Juice
Getting Pregnant	Internal	Passing Juice
Pregnancy	Internal	Passing Juice
First Year	Internal	Passing Juice
Family	Internal	Passing Juice
Health	Internal	Passing Juice
Stages	Internal	Passing Juice
International	Internal	Passing Juice
US Local	Internal	Passing Juice
All Groups A-Z	Internal	Passing Juice
News	Internal	Passing Juice
Log Out	Internal	noFollow
{{.}}	Internal	Passing Juice
Pregnancy	Internal	Passing Juice
Pregnancy Week by Week	Internal	Passing Juice
Symptoms and Solutions	Internal	Passing Juice
Due Date Calculator	Internal	Passing Juice
Labor and Delivery	Internal	Passing Juice
Baby Products	Internal	Passing Juice
Strollers	Internal	Passing Juice
Nursing & Feeding	Internal	Passing Juice
Maternity Clothes	Internal	Passing Juice
Car Seats	Internal	Passing Juice


In-page links

First Year	Internal	Passing Juice
First Year Month-by-Month	Internal	Passing Juice
Baby Milestones	Internal	Passing Juice
Breastfeeding Guide	Internal	Passing Juice
Sleep Solutions	Internal	Passing Juice
Toddler	Internal	Passing Juice
Behavior and Discipline	Internal	Passing Juice
Potty Training	Internal	Passing Juice
Health and Safety	Internal	Passing Juice
Getting Pregnant	Internal	Passing Juice
Ovulation Symptoms	Internal	Passing Juice
Ovulation Calculator	Internal	Passing Juice
Preconception Health	Internal	Passing Juice
Boost Fertility	Internal	Passing Juice
Birth Month Groups	Internal	Passing Juice
Hot Topics	Internal	Passing Juice
Local Groups	Internal	Passing Juice
Popular Groups	Internal	Passing Juice
About Heidi	Internal	Passing Juice
Read More	Internal	Passing Juice
What to Expect Apps	Internal	Passing Juice
Popular Topics	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Advertise With Us	External	Passing Juice
About Heidi Murkoff	Internal	Passing Juice
Accessibility	Internal	Passing Juice
What to Expect Project	External	Passing Juice

In-page links

What to Expect Bookstore	Internal	Passing Juice
Advertising Policy	Internal	Passing Juice
Do Not Sell My Personal Information	Internal	noFollow
Help	Internal	Passing Juice
Feedback	External	noFollow
terms of use	Internal	Passing Juice
privacy policy	Internal	Passing Juice




SEO Keywords

	Keywords Cloud	toddler baby health registry pregnancy expect month week more first
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
pregnancy	55	✓	✗	✓	✓
week	49	✗	✗	✓	✓
baby	16	✗	✗	✓	✓
expect	15	✓	✗	✓	✓
more	10	✗	✗	✓	✓












Usability

	Url	Domain : whattoexpect.com Length : 16
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

	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 this free meta tags generator to declare document's charset.
	W3C Validity	Errors : 18 Warnings : 7
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector 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"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Perfect, your website has few JavaScript files. Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>https://www.whattoexpect.com/sitemap.full.xml https://community.whattoexpect.com/forums/sitemap.xml https://www.whattoexpect.com/news/sitemap.xml https://registry.whattoexpect.com/baby-registry/sitemap.xml</pre>
	Robots.txt	<p>http://whattoexpect.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <pre> Google Analytics</pre>