







# Seo Analyzer willinitiative.org

Generated on March 19 2022 13:59 PM






The score is 57/100






## SEO Content

|    | <p>Title</p>   | <p>WILL Initiative - Celebrating Arab Women's achievements</p> <p><b>Length : 60</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>  |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
|--|--|---|----------|---------|--------|-------|------|---------|-------|---|-------------|--|-----|---------------------------------|-----------|-----------------|
|    | <p>Description</p>   | <p>The WILL Initiative is a Nervora founded initiative in partnership with Vogue Arabia and the General Women's Union, under the chairmanship of Her Highness Sheikha Fatima bint Mubarak, organized with the support of UN Women</p> <p><b>Length : 222</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>   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
|  | <p>Keywords</p>  | <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>  |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
|  | <p>Og Meta Properties</p>  | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1379 1481 2063"> <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>WILL Initiative - Celebrating Arab Women's achievements</td> </tr> <tr> <td>description</td> <td>The WILL Initiative is a Nervora founded initiative in partnership with Vogue Arabia and the General Women's Union, under the chairmanship of Her Highness Sheikha Fatima bint Mubarak, organized with the support of UN Women</td> </tr> <tr> <td>url</td> <td>https://www.willinitiative.org/</td> </tr> <tr> <td>site_name</td> <td>Will initiative</td> </tr> </tbody> </table> | Property | Content | locale | en_US | type | website | title | WILL Initiative - Celebrating Arab Women's achievements | description | The WILL Initiative is a Nervora founded initiative in partnership with Vogue Arabia and the General Women's Union, under the chairmanship of Her Highness Sheikha Fatima bint Mubarak, organized with the support of UN Women | url | https://www.willinitiative.org/ | site_name | Will initiative |
| Property   | Content  |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
| locale   | en_US  |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
| type   | website  |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
| title  | WILL Initiative - Celebrating Arab Women's achievements  |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
| description  | The WILL Initiative is a Nervora founded initiative in partnership with Vogue Arabia and the General Women's Union, under the chairmanship of Her Highness Sheikha Fatima bint Mubarak, organized with the support of UN Women |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
| url  | https://www.willinitiative.org/  |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |
| site_name  | Will initiative  |   |          |         |        |       |      |         |       |   |             |  |     |                                 |           |                 |

## SEO Content

|   |                 |   |                |                |                |                |                |
|---|-----------------|---|----------------|----------------|----------------|----------------|----------------|
|     | Headings        | <b>H1</b><br>6  | <b>H2</b><br>0 | <b>H3</b><br>2 | <b>H4</b><br>0 | <b>H5</b><br>4 | <b>H6</b><br>0 |
|   |                 | <ul style="list-style-type: none"><li>• [H1] WILL INITIATIVE</li><li>• [H1] WILL INITIATIVE</li><li>• [H1] Sponsorship Enquiries</li><li>• [H1] Stories</li><li>• [H1] Contact</li><li>• [H1] STORIES</li><li>• [H3] March 29, 2022</li><li>• [H3] About Will Summit</li><li>• [H5] Meet the Arab Women Working in Science for the Advancement of Humanity</li><li>• [H5] HH Sheikha Fatima bint Hazza bin Zayed Al Nahyan on Celebrating the Victories of Emirati Women</li><li>• [H5] Saudi Racer Dania Akeel Becomes the First Arab Woman to Win FIA World Cup for Cross-Country Bajas</li><li>• [H5] 8 Inspirational Emirati Women Who Have Made a Mark in Various Fields</li></ul> |                |                |                |                |                |
|    | Images          | We found 9 images on this web page.<br><br>7 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.   |                |                |                |                |                |
|  | Text/HTML Ratio | Ratio : <b>9%</b><br><br>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.   |                |                |                |                |                |
|  | 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 | 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%                              |

## SEO Links



External Links : Passing Juice 0%

Internal Links 100%

## In-page links

| Anchor                                   | Type     | Juice         |
|--|----------|---------------|
| <a href="#">Skip to content</a>          | Internal | Passing Juice |
| <a href="#">About</a>                    | Internal | Passing Juice |
| <a href="#">Sponsors</a>                 | Internal | Passing Juice |
| <a href="#">Speakers</a>                 | Internal | Passing Juice |
| <a href="#">Agenda</a>                   | Internal | Passing Juice |
| <a href="#">Venue &amp;#038; Contact</a> | Internal | Passing Juice |
| <a href="#">WILL Summit 2019</a>         | Internal | Passing Juice |
| <a href="#">About</a>                    | Internal | Passing Juice |
| <a href="#">Partners</a>                 | Internal | Passing Juice |
| <a href="#">Sponsorship Enquiries</a>    | Internal | Passing Juice |
| <a href="#">Stories</a>                  | Internal | Passing Juice |
| <a href="#">Contact</a>                  | Internal | Passing Juice |
| <a href="#">Will Summit</a>              | Internal | Passing Juice |
| <a href="#">WILL INITIATIVE</a>          | Internal | Passing Juice |

## SEO Keywords



Keywords Cloud

womens vogue summit women  
sheikha initiative arab bint  
empowerment arabia

## Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti<br>on | Headings |
|---------|---------|-------|----------|-----------------|----------|
|---------|---------|-------|----------|-----------------|----------|

## Keywords Consistency

|            |   |  |  |  |  |
|------------|---|--|--|--|--|
| initiative | 7 |  |  |  |  |
| vogue      | 7 |  |  |  |  |
| womens     | 5 |  |  |  |  |
| women      | 5 |  |  |  |  |
| summit     | 5 |  |  |  |  |

## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : willinitiative.org<br>Length : 18        |
|  | 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 : 21<br>Warnings : 13                               |
|  | 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. |




## 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>✓ Great, your website has few CSS files.</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> |
|--|---------------------|--|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | <p>Great, your website has an XML sitemap.</p> <p><a href="http://willinitiative.org/sitemap.xml">http://willinitiative.org/sitemap.xml</a></p>   |
|  | Robots.txt  | <p><a href="http://willinitiative.org/robots.txt">http://willinitiative.org/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> |