





Website review aaoinfo.org

Generated on September 21 2024 18:50 PM






The score is 54/100




SEO Content

	Title	The American Association of Orthodontists AAO Length : 47 Perfect, your title contains between 10 and 70 characters.																					
	Description	The American Association of Orthodontists (AAO) represents 18K+ orthodontists throughout the United States, Canada, and abroad. Find services, doctors, and more. Length : 162 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.																					
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.																					
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <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>AAO Home American Association of Orthodontists</td></tr><tr><td>description</td><td>AAO Home. A custom smile created just for you by an AAO orthodontist.</td></tr><tr><td>url</td><td>https://aaoinfo.org/</td></tr><tr><td>site_name</td><td>American Association of Orthodontists</td></tr><tr><td>image</td><td>https://aaoinfo.org/wp-content/uploads/2023/10/FaceoftheAAO_Website.jpg</td></tr></tbody></table>						Property	Content	locale	en_US	type	website	title	AAO Home American Association of Orthodontists	description	AAO Home. A custom smile created just for you by an AAO orthodontist.	url	https://aaoinfo.org/	site_name	American Association of Orthodontists	image	https://aaoinfo.org/wp-content/uploads/2023/10/FaceoftheAAO_Website.jpg
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	Headings	H1	H2	H3	H4	H5	H6																




SEO Content

		1183400
		<ul style="list-style-type: none"> • [H1] A custom smile created just for you by an AAO orthodontist • [H2] Customized Treatment to Match Your Needs • [H2] Orthodontic Treatment Options • [H2] Braces • [H2] Aligners • [H2] Retainers • [H2] Archwires • [H2] Elastics • [H2] Mouthguards • [H2] Orthodontic Surgery • [H2] Gifted Smiles • [H2] Considering At-Home Treatments? • [H2] Why Orthodontics? • [H2] Common Problems • [H2] How to Choose The Right Orthodontist • [H2] The Passionate Pursuit of Healthy Smiles • [H2] Ready to Get Started? • [H2] About Us • [H2] Resources • [H3] Plan Now, Smile Forever: Smart Savings on Orthodontic Care • [H3] Uncovering the Health Benefits of Orthodontists • [H3] Holiday Hurdles: Navigating Broken Braces Bracket Issues • [H4] AAO Warns Against “Mewing” Trend • [H4] AAO Warns Against Fashion Braces Trend • [H4] Adult Orthodontics • [H4] Child Orthodontics
	Images	<p>We found 24 images on this web page.</p> <p>15 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 : 7%</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	<p>Good. Your links looks friendly!</p>
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SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 39 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.56%</p> <p>Internal Links 97.44%</p>


In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
AAO Member Site	Internal	Passing Juice
Find an Orthodontist	Internal	Passing Juice
About AAO	Internal	Passing Juice
Bullying Bites	Internal	Passing Juice
Support FSA Increase	Internal	Passing Juice
Adult Orthodontics	Internal	Passing Juice
Child Orthodontics	Internal	Passing Juice
Treatments	Internal	Passing Juice
Braces	Internal	Passing Juice
Aligners	Internal	Passing Juice
Retainers	Internal	Passing Juice
Archwires	Internal	Passing Juice
Elastics	Internal	Passing Juice
Mouthguards	Internal	Passing Juice
Orthodontic Surgery	Internal	Passing Juice
AAOF Donated Treatments	Internal	Passing Juice
Resources	Internal	Passing Juice

In-page links

Smile Insights Blog	Internal	Passing Juice
Common Orthodontic Problems	Internal	Passing Juice
Why Orthodontics?	Internal	Passing Juice
How to Choose an Orthodontist	Internal	Passing Juice
Orthodontist vs. Dentist	Internal	Passing Juice
At-Home Orthodontics	Internal	Passing Juice
FAQs	Internal	Passing Juice
Orthodontic Staff Careers	Internal	Passing Juice
Glossary of Orthodontic Terms	Internal	Passing Juice
Press Room	Internal	Passing Juice
Find an Orthodontist	Internal	Passing Juice
-	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Plan Now, Smile Forever: Smart Savings on Orthodontic Care	Internal	Passing Juice
Uncovering the Health Benefits of Orthodontists	Internal	Passing Juice
Holiday Hurdles: Navigating Broken Braces Bracket Issues	Internal	Passing Juice
Careers	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
American Association of Orthodontists	Internal	Passing Juice
Matchbox Design Group	External	Passing Juice






SEO Keywords

	Keywords Cloud	aao orthodontist learn treatment orthodontists braces more orthodontic teeth
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	17	✖	✖	✔	✖
learn	16	✖	✖	✖	✖
orthodontist	14	✔	✖	✔	✔
orthodontic	14	✖	✖	✖	✔
teeth	13	✖	✖	✖	✖








Usability

	Url	Domain : aaoinfo.org Length : 11
	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 : 0 Warnings : 0
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>https://aaoinfo.org/sitemap_index.xml</div>
	Robots.txt	<p>http://aaoinfo.org/robots.txt</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>