







Website review apparelcoalition.org

Generated on September 20 2024 13:44 PM






The score is 59/100







SEO Content

	<p>Title</p>	<p>Cascale</p> <p>Length : 7</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>																
	<p>Description</p>	<p>Cascale is a global, non-profit alliance of 300 members working toward a more sustainable and just world for all, and the creators of the Higg Index tools.</p> <p>Length : 155</p> <p>Great, your meta description contains between 70 and 160 characters.</p>																
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1346 1481 2033"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://cascale.org/</td> </tr> <tr> <td>title</td> <td>Cascale</td> </tr> <tr> <td>description</td> <td>Cascale is a global, non-profit alliance of 300 members working toward a more sustainable and just world for all, and the creators of the Higg Index tools.</td> </tr> <tr> <td>image</td> <td>https://cascale.org/wp-content/uploads/2023/10/Rectangle-231-scaled.jpg</td> </tr> <tr> <td>image:width</td> <td>2560</td> </tr> <tr> <td>image:height</td> <td>1525</td> </tr> </tbody> </table>	Property	Content	type	website	url	https://cascale.org/	title	Cascale	description	Cascale is a global, non-profit alliance of 300 members working toward a more sustainable and just world for all, and the creators of the Higg Index tools.	image	https://cascale.org/wp-content/uploads/2023/10/Rectangle-231-scaled.jpg	image:width	2560	image:height	1525
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SEO Content

	Headings	H1 25	H2 0	H3 0	H4 0	H5 0	H6 0
		<ul style="list-style-type: none">• [H1] Cascale• [H1] We Are Cascale• [H1] About Cascale• [H1] Cascale for...• [H1] Manufacturers• [H1] Brands & Retailers• [H1] Service Providers• [H1] Non-Corporates• [H1] Higg Index Tools• [H1] Success Stories• [H1] Sappi's Data-Driven Sustainability• [H1] Gap Inc. Leads the Charge in Sustainability Through Supplier Engagement in MCAP• [H1] TAL Apparel• [H1] The Impact of Our Community• [H1] 550• [H1] 40,000• [H1] 46%• [H1] Our Community Members• [H1] Events• [H1] Brand & Retail Forum: Brussels• [H1] Resources• [H1] Cascale Joins The Industry We Want and Initiative for Global Solidarity to Discuss Responsible Purchasing Practices• [H1] Reflections on the Founding of Cascale: A Vision That Endures• [H1] Reflections on Our Annual Meeting: A Community Coming Together• [H1] Become a Member					
	Images	We found 27 images on this web page. 15 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 : 24% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.					
	Flash	Perfect, no Flash content has been detected on this page.					
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.					

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 54 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 98.15% Internal Links 1.85%

In-page links

Anchor	Type	Juice
Become A Member	External	Passing Juice
About Us	Internal	Passing Juice
Who We Are	External	Passing Juice
Our Impact	External	Passing Juice
Our Team	External	Passing Juice
Our Partners	External	Passing Juice
Our Advocacy	External	Passing Juice
Careers	External	Passing Juice
Higg Index Tools	External	Passing Juice
Brand &#038; Retail Tools	External	Passing Juice
Facility Tools	External	Passing Juice
Product Tools	External	Passing Juice
Impact Programs	External	Passing Juice
Decarbonization Program	External	Passing Juice
Manufacturer Climate Action Program	External	Passing Juice
Our Members	External	Passing Juice

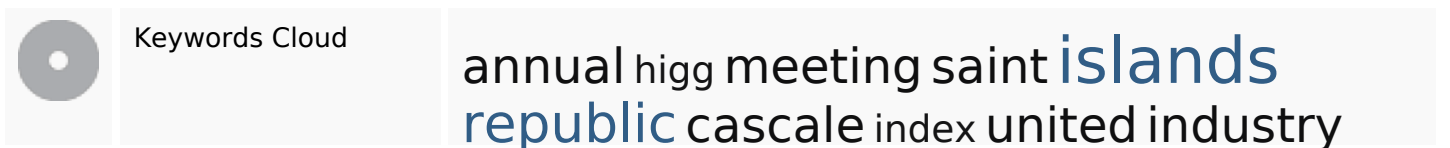
In-page links

Explore Membership	External	Passing Juice
Manufacturers	External	Passing Juice
Brands &#038; Retailers	External	Passing Juice
Service Providers	External	Passing Juice
Non-Corporates	External	Passing Juice
Events	External	Passing Juice
Annual Meeting	External	Passing Juice
Brand &#038; Retail Forums	External	Passing Juice
Manufacturer Forums	External	Passing Juice
Galleries	External	Passing Juice
Past Events	External	Passing Juice
Get Involved in Our Events	External	Passing Juice
Webinars	External	Passing Juice
Speakers Bureau	External	Passing Juice
All Resources	External	Passing Juice
Publications	External	Passing Juice
Blogs	External	Passing Juice
Press Releases &#038; News Updates	External	Passing Juice
Podcast	External	Passing Juice
Frequently Asked Questions	External	Passing Juice
News Coverage	External	Passing Juice
Success Stories	External	Passing Juice
Event Speaking Requests	External	Passing Juice
Contact Us	External	Passing Juice
Press Queries	External	Passing Juice
View Photos & Videos	External	Passing Juice
Learn About the Higg Index	External	Passing Juice
All Events	External	Passing Juice

In-page links

Cascale's Annual Meeting 2024	External	Passing Juice
Learn About the Benefits of Membership	External	Passing Juice
Explore Membership Plans	External	Passing Juice
Terms of Use	External	Passing Juice
Privacy Policy	External	Passing Juice
Cookie Policy	External	Passing Juice
Rokin 102, 1012 KZ Amsterdam	External	Passing Juice
Hong Thai Expo and Business Centre 5/F United Centre, 95 Queensway, Admiralty, Hong Kong	External	Passing Juice
Privacy Policy	External	Passing Juice
Terms	External	Passing Juice

SEO Keywords







Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
islands	15	✘	✘	✘	✘
republic	11	✘	✘	✘	✘
cascale	8	✔	✘	✔	✔
annual	8	✘	✘	✘	✔
meeting	8	✘	✘	✘	✔












Usability

	Url	Domain : apparelcoalition.org Length : 20




Usability

	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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	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. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.




Mobile

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

✓ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://cascale.org/sitemap.xml
	Robots.txt	http://apparelcoalition.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.