







# Website review drswansondental.com

Generated on September 21 2024 11:28 AM






The score is 54/100







## SEO Content

|    | Title  | Swanson Dental - General Dentistry in Edina, MN<br><br><b>Length : 47</b><br><br>Perfect, your title contains between 10 and 70 characters.   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
|--|--|---|----------|---------|--------|-------|------|---------|-------|---|-------------|--|-----|------------------------------|-----------|----------------|-------|--|
|    | Description  | Swanson Dental Edina MN is here for your dental needs. Whether you're a new or returning patient, we strive to provide you with the best care.<br><br><b>Length : 147</b><br><br>Great, your meta description contains between 70 and 160 characters.   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
|  | Keywords   | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
|  | Og Meta Properties   | Good, your page take advantage of Og Properties. <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>Swanson Dental - General Dentistry in Edina, MN</td></tr><tr><td>description</td><td>Swanson Dental Edina MN is here for your dental needs. Whether you're a new or returning patient, we strive to provide you with the best care.</td></tr><tr><td>url</td><td>https://drswansondental.com/</td></tr><tr><td>site_name</td><td>Swanson Dental</td></tr><tr><td>image</td><td>https://drswansondental.com/wp-content/uploads/2023/01/Seasons-1-e1674576816145-1028x601.png</td></tr></tbody></table> | Property | Content | locale | en_US | type | website | title | Swanson Dental - General Dentistry in Edina, MN | description | Swanson Dental Edina MN is here for your dental needs. Whether you're a new or returning patient, we strive to provide you with the best care. | url | https://drswansondental.com/ | site_name | Swanson Dental | image | https://drswansondental.com/wp-content/uploads/2023/01/Seasons-1-e1674576816145-1028x601.png |
| Property   | Content  |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| locale   | en_US  |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| type   | website  |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| title  | Swanson Dental - General Dentistry in Edina, MN  |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| description  | Swanson Dental Edina MN is here for your dental needs. Whether you're a new or returning patient, we strive to provide you with the best care. |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| url  | https://drswansondental.com/   |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| site_name  | Swanson Dental   |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |
| image  | https://drswansondental.com/wp-content/uploads/2023/01/Seasons-1-e1674576816145-1028x601.png   |   |          |         |        |       |      |         |       |   |             |  |     |                              |           |                |       |  |

## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | <div>image:width1028</div> <div>image:height601</div> <div>image:typeimage/png</div>  |
|    | Headings        | <div> <b>H1</b>1<b>H2</b>6<b>H3</b>1<b>H4</b>0<b>H5</b>1<b>H6</b>0         </div> <ul style="list-style-type: none"> <li>• [H1] Smiles For All Seasons</li> <li>• [H2] Swanson Dental Office in Edina</li> <li>• [H2] Understanding Insurance &amp; Financing</li> <li>• [H2] What to Know Before Your Visit</li> <li>• [H2] Ready to schedule an appointment?</li> <li>• [H2]</li> <li>• [H2]</li> <li>• [H3]</li> <li>• [H5] Follow Us</li> </ul> |
|    | Images          | <p>We found 10 images on this web page.</p> <p>8 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>3%</b></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           | 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 17 links including 0 link(s) to files                           |
|  | Statistics              | <p>External Links : noFollow 5.88%</p> <p>External Links : Passing Juice 52.94%</p> |

## SEO Links

Internal Links 41.18%

## In-page links

| Anchor   | Type     | Juice         |
|--|----------|---------------|
| <a href="#">Skip to content</a>                                  | Internal | Passing Juice |
| <a href="#">Pay Online</a>                                       | External | Passing Juice |
| <a href="#">About Us</a>   | Internal | Passing Juice |
| <a href="#">Dental Care</a>                                      | Internal | Passing Juice |
| <a href="#">Payment &amp;#038; Insurance</a>                     | Internal | Passing Juice |
| <a href="#">Patient Forms</a>                                    | Internal | Passing Juice |
| <a href="#">Contact Us</a>                                       | Internal | Passing Juice |
| <a href="#">Facebook</a>   | External | Passing Juice |
| <a href="#">Instagram</a>  | External | Passing Juice |
| <a href="#">About Our Practice</a>                               | External | Passing Juice |
| <a href="#">Payment Options</a>                                  | External | Passing Juice |
| <a href="#">Patient Forms</a>                                    | External | Passing Juice |
| <a href="#">More Reviews</a>                                     | External | Passing Juice |
| <a href="#">Request Appointment</a>                              | External | Passing Juice |
| <a href="#">Have a dental emergency after hours? click here!</a> | External | Passing Juice |
| <a href="#">Powered by 8bitstudio</a>                            | External | noFollow      |
| <a href="#">logged in</a>  | Internal | Passing Juice |

## SEO Keywords








Keywords Cloud

insurance care pay home online  
instagram dental all payment  
facebook





## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| dental    | 2       | ✓     | ✗        | ✓           | ✓        |
| facebook  | 2       | ✗     | ✗        | ✗           | ✗        |
| instagram | 2       | ✗     | ✗        | ✗           | ✗        |
| all       | 2       | ✗     | ✗        | ✗           | ✓        |
| pay       | 1       | ✗     | ✗        | ✗           | ✗        |








## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : drswansondental.com<br>Length : 19       |
|    | 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<br>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> Too bad, your website has too many JS files (more than 6).</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> |
|--|---------------------|---|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | <p>Great, your website has an XML sitemap.</p> <div><a href="https://drswansondental.com/sitemap_index.xml">https://drswansondental.com/sitemap_index.xml</a></div>   |
|  | Robots.txt  | <p><a href="http://drswansondental.com/robots.txt">http://drswansondental.com/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> |