







# Website review nationalgeographic.org

Generated on September 22 2024 17:35 PM




The score is 51/100





## SEO Content

|    | Title   | Home - National Geographic Society<br><br><b>Length : 34</b><br><br>Perfect, your title contains between 10 and 70 characters.  |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
|--|---|---|----------|---------|--------|-------|------|---------|-------|------------------------------------|-------------|---|-----|---|-----------|-----------------------------|-------|--|-------------|------|
|    | Description   | The National Geographic Society is a global non-profit organization committed to exploring, illuminating, and protecting the wonder of our world.<br><br><b>Length : 145</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>Home - National Geographic Society</td></tr><tr><td>description</td><td>The National Geographic Society is a global non-profit organization committed to exploring, illuminating, and protecting the wonder of our world.</td></tr><tr><td>url</td><td>https://www.nationalgeographic.org/society/</td></tr><tr><td>site_name</td><td>National Geographic Society</td></tr><tr><td>image</td><td>https://www.nationalgeographic.org/wp-content/uploads/2022/07/NGS2022EXFEST0609_cr-Sam-Kittner_0189_SK1_3200.jpg</td></tr><tr><td>image:width</td><td>1600</td></tr></tbody></table> | Property | Content | locale | en_US | type | website | title | Home - National Geographic Society | description | The National Geographic Society is a global non-profit organization committed to exploring, illuminating, and protecting the wonder of our world. | url | https://www.nationalgeographic.org/society/ | site_name | National Geographic Society | image | https://www.nationalgeographic.org/wp-content/uploads/2022/07/NGS2022EXFEST0609_cr-Sam-Kittner_0189_SK1_3200.jpg | image:width | 1600 |
| Property   | Content   |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| locale   | en_US   |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| type   | website   |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| title  | Home - National Geographic Society  |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| description  | The National Geographic Society is a global non-profit organization committed to exploring, illuminating, and protecting the wonder of our world. |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| url  | https://www.nationalgeographic.org/society/   |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| site_name  | National Geographic Society   |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| image  | https://www.nationalgeographic.org/wp-content/uploads/2022/07/NGS2022EXFEST0609_cr-Sam-Kittner_0189_SK1_3200.jpg                                  |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |
| image:width  | 1600  |   |          |         |        |       |      |         |       |                                    |             |   |     |   |           |                             |       |  |             |      |





## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | <div>image:height1067</div> <div>image:typeimage/jpeg</div>   |
|    | Headings        | <div> <div> <div>H10</div> <div>H22</div> <div>H312</div> <div>H42</div> <div>H516</div> <div>H61</div> </div> <ul style="list-style-type: none"> <li>• [H2] Committed to a Perpetual Planet</li> <li>• [H2] National Geographic Headquarters</li> <li>• [H3] Investing in a diverse, global community of changemakers</li> <li>• [H3] Impact Made Possible by You</li> <li>• [H3] Maximizing impactin six key areas</li> <li>• [H3] Make a Difference</li> <li>• [H3] Your impact begins today!</li> <li>• [H3] Supporting future changemakers</li> <li>• [H3] Meet Our Explorers</li> <li>• [H3] Meet Our Explorers</li> <li>• [H3] Our Funding Strategy</li> <li>• [H3] Our Funding Strategy</li> <li>• [H3] Cultivating an environment of opportunity, mutual respect,and belonging</li> <li>• [H3] Latest perspectives, news, and stories</li> <li>• [H4] Using the power of science, exploration, education, and storytelling to illuminate and protect</li> <li>• [H4] the wonder of our world</li> <li>• [H5] Bold Explorers</li> <li>• [H5] Impactful Programs</li> <li>• [H5] Connection &amp; Education</li> <li>• [H5] Responsible Stewardship</li> <li>• [H5]</li> <li>• [H5] Revealing and protecting underwater worlds</li> <li>• [H5]</li> <li>• [H5] Preserving and protecting land environments</li> <li>• [H5]</li> <li>• [H5] Protecting and conserving wildlife</li> <li>• [H5]</li> <li>• [H5] Understanding our past and protecting our future</li> <li>• [H5]</li> <li>• [H5] Protecting the planet</li> <li>• [H5]</li> <li>• [H5] Exploring what's beyond our world</li> <li>• [H6] Connect With Us</li> </ul> </div> |
|  | Images          | <p>We found 23 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 : <b>5%</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.   |

## SEO Content

|  |        |  |
|--|--------|--|
|  |        |  |
|  | 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 26 links including 0 link(s) to files                                     |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 7.69%<br>Internal Links 92.31% |

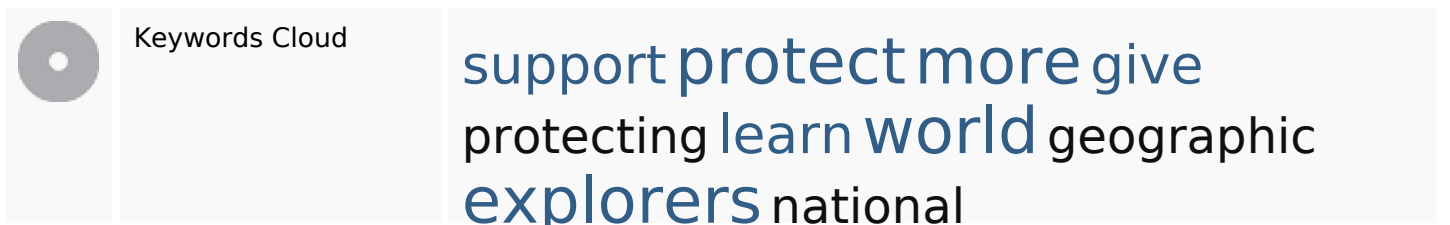
## In-page links

| Anchor                                  | Type     | Juice         |
|---|----------|---------------|
| <a href="#">DONATE</a>                  | Internal | Passing Juice |
| <a href="#">Careers</a>                 | Internal | Passing Juice |
| <a href="#">Support</a>                 | Internal | Passing Juice |
| <a href="#">Mapmaker</a>                | Internal | Passing Juice |
| <a href="#">Education</a>               | Internal | Passing Juice |
| <a href="#">Magazine</a>                | External | Passing Juice |
| <a href="#">Newsroom</a>                | Internal | Passing Juice |
| <a href="#">Donate</a>                  | Internal | Passing Juice |
| <a href="#">the wonder of our world</a> | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Bold Explorers</a>   | Internal | Passing Juice |
| <a href="#">Impactful Programs</a>   | Internal | Passing Juice |
| <a href="#">Connection &amp; Education</a>   | Internal | Passing Juice |
| <a href="#">Responsible Stewardship</a>  | Internal | Passing Juice |
| <a href="#">Stories from the COVID-19 emergency fund</a>   | Internal | Passing Juice |
| <a href="#">Read More</a>  | External | Passing Juice |
| <a href="#">Learn More</a>   | Internal | Passing Juice |
| <a href="#">Photo Ark Marks 18th Anniversary with Announcement of Endangered Santa Cruz Long-toed Salamander as 16,000th Species</a> | Internal | Passing Juice |
| <a href="#">Wild Shaale Celebrates 6 Years of Fostering Positive Relationships with Nature Among Students in India</a>               | Internal | Passing Juice |
| <a href="#">Protecting elephants with cutting-edge technology and restoring hope for their future</a>                                | Internal | Passing Juice |
| <a href="#">Get updates</a>  | Internal | Passing Juice |
| <a href="#">National Geographic Headquarters</a>   | Internal | Passing Juice |
| <a href="#">Sustainability</a>   | Internal | Passing Juice |
| <a href="#">Ethics</a>   | Internal | Passing Juice |
| <a href="#">Privacy Notice</a>   | Internal | Passing Juice |
| <a href="#">Terms of Service</a>   | Internal | Passing Juice |
| <a href="#">Your Privacy Choices</a>   | Internal | Passing Juice |

## SEO Keywords








## Keywords Consistency

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






## Keywords Consistency

|           |    |   |   |   |   |
|-----------|----|---|---|---|---|
| explorers | 16 | ✖ | ✖ | ✖ | ✔ |
| world     | 15 | ✖ | ✖ | ✔ | ✔ |
| more      | 15 | ✖ | ✖ | ✖ | ✖ |
| protect   | 14 | ✖ | ✖ | ✔ | ✔ |
| give      | 11 | ✖ | ✖ | ✖ | ✖ |

## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : nationalgeographic.org<br>Length : 22    |
|    | 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   | Warning! At least one email address has been found in the plain text.<br>Use <a href="#">free antispam protector</a> to hide email from spammers. |                 |             |          |   |
|  | Deprecated HTML | <table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td>&lt;center&gt;</td><td>2</td></tr></table>                                    | Deprecated tags | Occurrences | <center> | 2 |
| Deprecated tags  | Occurrences     |   |                 |             |          |   |
| <center>   | 2               |   |                 |             |          |   |

## Document

<u>

6

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.



### Speed Tips

- ✓ Excellent, your website doesn't use nested tables.
- ✗ Too bad, your website is using inline styles.
- ✗ Too bad, your website has too many CSS files (more than 4).
- ✗ Too bad, your website has too many JS files (more than 6).
- ✗ Too bad, your website does not take advantage of gzip.

## Mobile



### Mobile Optimization

- ✓ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<https://www.nationalgeographic.org/society/>



### Robots.txt

<http://nationalgeographic.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.