Website review
nationalgeographic.org

Generated on September 22 2024 19:34 PM

The score is 51/100

SEO Content

✓	Title	Home - National Geographic Society **Length : 34** 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. **Length : 145** Great, your meta description contains between 70 and 160 characters.
✗	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	Good, your page take advantage of Og Properties.

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

		image:height	1067			
		image:type	image/jpeg			

	Headings	**H1** 0	**H2** 2	**H3** 12	**H4** 2	**H5** 16	**H6** 1

- [H2] Committed to a Perpetual Planet
- [H2] National Geographic Headquarters
- [H3] Investing in a diverse, global community of changemakers
- [H3] Impact Made Possible by You
- [H3] Maximizing impactin six key areas
- [H3] Make a Difference
- [H3] Your impact begins today!
- [H3] Supporting future changemakers
- [H3] Meet Our Explorers
- [H3] Meet Our Explorers
- [H3] Our Funding Strategy
- [H3] Our Funding Strategy
- [H3] Cultivating an environment of opportunity, mutual respect,and belonging
- [H3] Latest perspectives, news, and stories
- [H4] Using the power of science, exploration, education, and storytelling to illuminate and protect
- [H4] the wonder of our world
- [H5] Bold Explorers
- [H5] Impactful Programs
- [H5] Connection & Education
- [H5] Responsible Stewardship
- [H5]
- [H5] Revealing and protecting underwater worlds
- [H5]
- [H5] Preserving and protecting land environments
- [H5]
- [H5] Protecting and conserving wildlife
- [H5]
- [H5] Understanding our past and protecting our future
- [H5]
- [H5] Protecting the planet
- [H5]
- [H5] Exploring what's beyond our world
- [H6] Connect With Us

	Images	We found 23 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 : **5%** 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.

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% External Links : Passing Juice 7.69% Internal Links 92.31%

In-page links

Anchor	Type	Juice
DONATE	Internal	Passing Juice
Careers	Internal	Passing Juice
Support	Internal	Passing Juice
Mapmaker	Internal	Passing Juice
Education	Internal	Passing Juice
Magazine	External	Passing Juice
Newsroom	Internal	Passing Juice
Donate	Internal	Passing Juice
the wonder of our world	Internal	Passing Juice

In-page links

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

SEO Keywords

Keywords Cloud	more geographic world protect national protecting support learn give explorers

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
explorers	16	✖	✖	✖	✔
world	15	✖	✖	✔	✔
more	15	✖	✖	✖	✖
protect	14	✖	✖	✔	✔
give	11	✖	✖	✖	✖

Usability

●	Url	Domain : nationalgeographic.org 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 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.

Document

	Deprecated HTML		
❌		**Deprecated tags**	**Occurrences**
		\<center>	2
		\<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.