

SEO Content

\bigcirc	Title	Home - National Geographic Society			
		Length : 34			
		Perfect, your title contains between 10 and 70 characters.			
0	Description	The National Geographic Society is a global non-profit organization committed to exploring, illuminating, and protecting the wonder of ou world.			
		Length : 145			
		Great, your meta d	escription contains between 70 and 160 characters.		
8	Keywords	-	n't found meta keywords on your page. Use <u>this free</u> enerator to create keywords.		
	Og Meta Properties	Good, your page ta	ke 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:typ	e	image/jpeg			
	Headings	H1 0	H2 2	H3 12	H4 2	H5 16	H6 1
		 [H2 [H3 [H5 [H5	 Nationa Nationa Investina Impact Maximi Make a Your im Support Support Meet O Our Funder Protect Protect Our Funder Protect Explorition 	Made Possil izing impaction o Difference inpact begins ting future of our Explorers our Explorers nding Strate nding Strate ting an environ belonging perspectives the power of to illuminate nder of our v	c Headquart se, global co ole by You n six key ard today! hangemake gy gy conment of co and protect vorld ation rdship ecting under cecting land serving wildl past and protect past and protect	ters ommunity o eas rs opportunity, stories oloration, ea t rwater work environmen ife otecting our	ducation, and ds nts
\bigotimes	Images	15 alt attrik	butes are	s on this we e empty or m better unde	nissing. Add		
8	Text/HTML Ratio			text to HTM robably need		•	ent, this means
	Flash	Perfect, no	Flash co	ntent has be	en detected	l on this pa	ge.

SEO Content

\bigcirc		
\bigcirc	lframe	Great, there are no lframes detected on this page.

SEO Links

0	URL Rewrite	Good. Your links looks friendly!
0	Underscores in the URLs	Perfect! No underscores detected in your URLs.
0	In-page links	We found a total of 26 links including 0 link(s) to files
0	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.69% Internal Links 92.31%

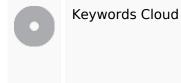
In-page links

Anchor	Туре	Juice
DONATE	Internal	Passing Juice
<u>Careers</u>	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
<u>Wild Shaale Celebrates 6 Years of Fostering Positive</u> 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
<u>Get updates</u>	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



more geographic world protect national protecting support learn give explorers

Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
explorers	16	×	×	×	×
world	15	×	×	×	×
more	15	×	×	×	×
protect	14	×	×	*	*
give	11	×	×	×	×

Usability

0	Url	Domain : nationalgeographic.org Length : 22
0	Favicon	Great, your website has a favicon.
8	Printability	We could not find a Print-Friendly CSS.
0	Language	Good. Your declared language is en.
⊗	Dublin Core	This page does not take advantage of Dublin Core.

Document

0	Doctype	HTML 5
0	Encoding	Perfect. Your declared charset is UTF-8.
\bigotimes	W3C Validity	Errors : 0 Warnings : 0
\bigotimes	Email Privacy	Warning! At least one email address has been found in the plain text. Use <u>free antispam protector</u> to hide email from spammers.

Document

\bigotimes	Deprecated HTML		Deprecated tags	Occurrences
			<center></center>	2
			<u></u>	6
		reco		ags that are no longer used. It is replace these HTML tags because
0	Speed Tips		Excellent, your website does	sn't use nested tables.
		×	Too bad, your website is usin	ng inline styles.
		×	Too bad, your website has to	oo many CSS files (more than 4).
		×	Too bad, your website has to	oo many JS files (more than 6).
		×	Too bad, your website does	not take advantage of gzip.

Mobile

\bigcirc	Mobile Optimization	 Apple Icon
		 Meta Viewport Tag
		 Flash content

Optimization

\bigcirc	XML Sitemap	Great, your website has an XML sitemap.
		https://www.nationalgeographic.org/society/
0	Robots.txt	http://nationalgeographic.org/robots.txt Great, your website has a robots.txt file.
8	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.