







# Website review greatergood.com

Generated on December 01 2016 05:00 AM

The score is 40/100



## SEO Content

|    | Title  | GreaterGood<br><br>Length : 11<br><br>Perfect, your title contains between 10 and 70 characters.   |          |         |        |       |       |  |      |         |     |                        |
|--|--|--|----------|---------|--------|-------|-------|--|------|---------|-----|------------------------|
|   | Description  | Length : 0<br><br>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.  |          |         |        |       |       |  |      |         |     |                        |
|  | 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>title</td><td>Help Protect 9 Endangered Hawksbill Sea Turtle's Nests</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>http://greatergood.com</td></tr></tbody></table> | Property | Content | locale | en_US | title | Help Protect 9 Endangered Hawksbill Sea Turtle's Nests | type | website | url | http://greatergood.com |
| Property   | Content  |  |          |         |        |       |       |  |      |         |     |                        |
| locale   | en_US  |  |          |         |        |       |       |  |      |         |     |                        |
| title  | Help Protect 9 Endangered Hawksbill Sea Turtle's Nests |  |          |         |        |       |       |  |      |         |     |                        |
| type   | website  |  |          |         |        |       |       |  |      |         |     |                        |
| url  | http://greatergood.com                                 |  |          |         |        |       |       |  |      |         |     |                        |





# SEO Content

|             |   |
|-------------|---|
| description | Hawksbill sea turtles are one of the most endangered sea turtle populations on the planet—only a few hundred nesting hawksbills remain. The population is not likely to persist without coordinated conservation actions directed at protecting nesting females and ensuring the maximum number of hatchlings reach the sea. You can help. Just \$35.00 will ensure a hawksbill nest will be saved and that the population will continue. |
| site_name   | GreaterGood   |
| image       | <a href="http://dga4xc2lqi18a.cloudfront.net/wp-content/uploads/2016/11/30111824/80190_1000_11.jpg">http://dga4xc2lqi18a.cloudfront.net/wp-content/uploads/2016/11/30111824/80190_1000_11.jpg</a>   |





## Headings

| H1  | H2 | H3 | H4 | H5 | H6 |
|---|----|----|----|----|----|
| 5   | 0  | 14 | 6  | 3  | 0  |
| <ul style="list-style-type: none"><li>• [H1] GreaterGood</li><li>• [H1] GreaterGood</li><li>• [H1] Help Protect 9 Endangered Hawksbill Sea Turtle's Nests</li><li>• [H1] Recent Projects</li><li>• [H1] We Are GreaterGood</li><li>• [H3] Help Cover the Cost of Maggie's Thyroid Issues: Completed November 30, 2016</li><li>• [H3] Help Students Turn Leftovers into Meals: Completed November 28, 2016</li><li>• [H3] Help Send Ludenie to School for a Year: Completed November 25, 2016</li><li>• [H3] Help Rebuild a Shelter and Improve the Lives of Animals: Completed November 23, 2016</li><li>• [H3] Help Send 6 Children to Nature Camp: Completed November 21, 2016</li><li>• [H3] Feed 4 Abused Circus Lions for 6 Days: Completed November 18, 2016</li><li>• [H3] Help Send Anna to High School for 5 Months: Completed November 16, 2016</li><li>• [H3] Real Impact: Act Where It Matters</li><li>• [H3] What You Can Do: Small Actions, Big Results</li><li>• [H3] Our Charitable Partners</li><li>• [H3] GreaterGood has given more than \$40 million to charities around the world since 1999.</li><li>• [H3] About GreaterGood</li><li>• [H3] Our Click to Give™ Sites</li><li>• [H3] Shop Where It Matters®</li><li>• [H4] Shop to Help People, Pets, &amp; Planet</li><li>• [H4] Helping People</li><li>• [H4] Helping Pets</li><li>• [H4] Helping the Planet</li><li>• [H4] Donate Directly to Today's Project:</li><li>• [H4] Like GreaterGood.org!</li><li>• [H5] Connect with GreaterGood:</li><li>• [H5] Today's Project:</li></ul> |    |    |    |    |    |

## SEO Content

|   |                 |  |
|---|-----------------|--|
|   |                 | <ul style="list-style-type: none"><li>[H5] Connect with us on Facebook, Twitter, Pinterest, and by email:</li></ul>  |
|  | Images          | We found 23 images on this web page.<br><br>5 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 : 14%<br><br>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.  |
|  | Iframe          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.   |

## SEO Links

|   |                         |  |
|---|-------------------------|--|
|  | URL Rewrite             | Bad. Your links have query string.   |
|  | Underscores in the URLs | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.         |
|  | In-page links           | We found a total of 139 links including 0 link(s) to files   |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 12.95%<br><br>Internal Links 87.05% |

## In-page links

| Anchor                                | Type     | Juice         |
|---------------------------------------|----------|---------------|
| <a href="#">Why this ad?</a>          | Internal | Passing Juice |
| <a href="#">Follow</a>                | External | Passing Juice |
| <a href="#">Don't Forget To Click</a> | Internal | Passing Juice |
|                                       |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Sign Up For Emails</a>                      | Internal | Passing Juice |
| <a href="#">Free Ways To Help</a>                       | Internal | Passing Juice |
| <a href="#">Humanitarian Efforts</a>                    | Internal | Passing Juice |
| <a href="#">Ways To Help Women</a>                      | Internal | Passing Juice |
| <a href="#">Help Protect Animals</a>                    | Internal | Passing Juice |
| <a href="#">Stand Up For Veterans</a>                   | Internal | Passing Juice |
| <a href="#">Help People Living With Autism</a>          | Internal | Passing Juice |
| <a href="#">Spread Awareness About Diabetes</a>         | Internal | Passing Juice |
| <a href="#">Promote Literacy &amp; Education</a>        | Internal | Passing Juice |
| <a href="#">Protect The Environment</a>                 | Internal | Passing Juice |
| <a href="#">Fighting Hunger &amp; Famine</a>            | Internal | Passing Juice |
| <a href="#">Fighting Breast Cancer</a>                  | Internal | Passing Juice |
| <a href="#">Caring for Rescued Animals</a>              | Internal | Passing Juice |
| <a href="#">Supporting Veterans in Need</a>             | Internal | Passing Juice |
| <a href="#">Helping Children with Autism</a>            | Internal | Passing Juice |
| <a href="#">Supporting Alzheimer's Research</a>         | Internal | Passing Juice |
| <a href="#">Supporting Diabetes Research</a>            | Internal | Passing Juice |
| <a href="#">Giving Free Books for Children</a>          | Internal | Passing Juice |
| <a href="#">Protecting Our Vital Habitat</a>            | Internal | Passing Juice |
| <a href="#">How This Site Works</a>                     | Internal | Passing Juice |
| <a href="#">About GreaterGood</a>                       | Internal | Passing Juice |
| <a href="#">FAQ</a>                                     | Internal | Passing Juice |
| <a href="#">Press</a>                                   | Internal | Passing Juice |
| <a href="#">Privacy</a>                                 | Internal | Passing Juice |
| <a href="#">Contact Us</a>                              | Internal | Passing Juice |
| <a href="#">Shop to Help People, Pets, &amp; Planet</a> | Internal | Passing Juice |
| <a href="#">Apparel</a>                                 | Internal | Passing Juice |
| <a href="#">I &amp; hearts; Cats</a>                    | External | Passing Juice |
|   |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">I &amp; hearts: Dogs</a>            | External | Passing Juice |
| <a href="#">I &amp; hearts: Rescued Animals</a> | External | Passing Juice |
| <a href="#">Plus Size</a>                       | External | Passing Juice |
| <a href="#">Paw Print</a>                       | External | Passing Juice |
| <a href="#">Pink Ribbon Collection</a>          | External | Passing Juice |
| <a href="#">Hoodies</a>                         | External | Passing Juice |
| <a href="#">Tanks</a>                           | External | Passing Juice |
| <a href="#">Tees</a>                            | External | Passing Juice |
| <a href="#">Jewelry</a>                         | Internal | Passing Juice |
| <a href="#">American Spirit</a>                 | Internal | Passing Juice |
| <a href="#">Cat Themed</a>                      | Internal | Passing Juice |
| <a href="#">Dog Themed</a>                      | Internal | Passing Juice |
| <a href="#">Paw Print</a>                       | Internal | Passing Juice |
| <a href="#">Pink Ribbon</a>                     | Internal | Passing Juice |
| <a href="#">Bracelets</a>                       | Internal | Passing Juice |
| <a href="#">Earrings</a>                        | Internal | Passing Juice |
| <a href="#">Necklaces</a>                       | Internal | Passing Juice |
| <a href="#">Rings</a>                           | Internal | Passing Juice |
| <a href="#">Accessories</a>                     | Internal | Passing Juice |
| <a href="#">Cat Themed</a>                      | Internal | Passing Juice |
| <a href="#">Dog Themed</a>                      | Internal | Passing Juice |
| <a href="#">Paw Print</a>                       | Internal | Passing Juice |
| <a href="#">Hats</a>                            | Internal | Passing Juice |
| <a href="#">Scarves</a>                         | Internal | Passing Juice |
| <a href="#">Phone Cases</a>                     | Internal | Passing Juice |
| <a href="#">Shopping Bags</a>                   | Internal | Passing Juice |
| <a href="#">Shoulder Bags</a>                   | Internal | Passing Juice |
| <a href="#">Tote Bags</a>                       | Internal | Passing Juice |
|   |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Home Decor</a>                           | Internal | Passing Juice |
| <a href="#">Animal Themed</a>                        | Internal | Passing Juice |
| <a href="#">Cat Themed</a>                           | Internal | Passing Juice |
| <a href="#">Dog Themed</a>                           | Internal | Passing Juice |
| <a href="#">Paw Print Home</a>                       | Internal | Passing Juice |
| <a href="#">Baskets</a>                              | Internal | Passing Juice |
| <a href="#">Bathroom</a>                             | Internal | Passing Juice |
| <a href="#">Kitchen Tools</a>                        | Internal | Passing Juice |
| <a href="#">Mugs &amp; Cups</a>                      | Internal | Passing Juice |
| <a href="#">Wall Decor</a>                           | Internal | Passing Juice |
| <a href="#">Pets</a>                                 | Internal | Passing Juice |
| <a href="#">Cat Boutique</a>                         | Internal | Passing Juice |
| <a href="#">Cat Toys</a>                             | Internal | Passing Juice |
| <a href="#">Collars</a>                              | Internal | Passing Juice |
| <a href="#">Dog Boutique</a>                         | Internal | Passing Juice |
| <a href="#">Dog Toys</a>                             | Internal | Passing Juice |
| <a href="#">Home &amp; Grooming</a>                  | Internal | Passing Juice |
| <a href="#">Pet Clothing</a>                         | Internal | Passing Juice |
| <a href="#">Tags</a>                                 | Internal | Passing Juice |
| <a href="#">Pet Treats &amp; Supplements</a>         | Internal | Passing Juice |
| <a href="#">Toys</a>                                 | Internal | Passing Juice |
| <a href="#">Birth to 24 Months</a>                   | Internal | Passing Juice |
| <a href="#">2 to 4 Years</a>                         | Internal | Passing Juice |
| <a href="#">5 to 7 Years</a>                         | Internal | Passing Juice |
| <a href="#">8 to 13 Years</a>                        | Internal | Passing Juice |
| <a href="#">Cognition &amp; Problem Solving Toys</a> | Internal | Passing Juice |
| <a href="#">Communication &amp; Interaction Toys</a> | Internal | Passing Juice |
| <a href="#">Creative Thinking Toys</a>               | Internal | Passing Juice |
|  |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Emotional Development Toys</a>     | Internal | Passing Juice |
| <a href="#">Sensory Motor Development Toys</a> | Internal | Passing Juice |
| <a href="#">Gifts</a>                          | Internal | Passing Juice |
| <a href="#">Birthday</a>                       | Internal | Passing Juice |
| <a href="#">Gifts for Dad</a>                  | Internal | Passing Juice |
| <a href="#">Gifts for Mom</a>                  | Internal | Passing Juice |
| <a href="#">Hostess</a>                        | Internal | Passing Juice |
| <a href="#">Housewarming</a>                   | Internal | Passing Juice |
| <a href="#">Romantic</a>                       | Internal | Passing Juice |
| <a href="#">Gifts Under \$30</a>               | Internal | Passing Juice |
| <a href="#">Gifts Under \$50</a>               | Internal | Passing Juice |
| <a href="#">Gifts Under \$100</a>              | Internal | Passing Juice |
| <a href="#">Gifts Under \$200</a>              | Internal | Passing Juice |
| <a href="#">The Hunger Site</a>                | Internal | Passing Juice |
| <a href="#">The Breast Cancer Site</a>         | Internal | Passing Juice |
| <a href="#">The Veterans Site</a>              | Internal | Passing Juice |
| <a href="#">The Alzheimer's Site</a>           | Internal | Passing Juice |
| <a href="#">The Autism Site</a>                | Internal | Passing Juice |
| <a href="#">The Diabetes Site</a>              | Internal | Passing Juice |
| <a href="#">The Literacy Site</a>              | Internal | Passing Juice |
| <a href="#">The Animal Rescue Site</a>         | Internal | Passing Juice |
| <a href="#">The Rainforest Site</a>            | Internal | Passing Juice |
| <a href="#">join us on Facebook</a>            | External | Passing Juice |
| <a href="#">Why this ad?</a>                   | Internal | Passing Juice |
| <a href="#">Recent Projects</a>                | Internal | Passing Juice |
| <a href="#">Advertise With Us</a>              | Internal | Passing Juice |
| <a href="#">The Hunger Site</a>                | Internal | Passing Juice |
| <a href="#">The Breast Cancer Site</a>         | Internal | Passing Juice |
|  |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">The Animal Rescue Site</a>                         | Internal | Passing Juice |
| <a href="#">The Veterans Site</a>                              | Internal | Passing Juice |
| <a href="#">The Autism Site</a>                                | Internal | Passing Juice |
| <a href="#">Sensational Beginnings</a>                         | External | Passing Juice |
| <a href="#">The Alzheimers Site</a>                            | Internal | Passing Juice |
| <a href="#">The Diabetes Site</a>                              | Internal | Passing Juice |
| <a href="#">The Literacy Site</a>                              | Internal | Passing Juice |
| <a href="#">The Rainforest Site</a>                            | Internal | Passing Juice |
| <a href="#">Creative Kidstuff</a>                              | External | Passing Juice |
| <a href="#">Shop to Support Fair Trade</a>                     | Internal | Passing Juice |
| <a href="#">Shop for Pink Ribbon</a>                           | Internal | Passing Juice |
| <a href="#">Shop to Help Rescued Animals</a>                   | Internal | Passing Juice |
| <a href="#">Shop to Support Veterans</a>                       | Internal | Passing Juice |
| <a href="#">Shop to Support Autism Research</a>                | Internal | Passing Juice |
| <a href="#">Shop to Support Alzheimers Research</a>            | Internal | Passing Juice |
| <a href="#">Shop to Support Diabetes Research</a>              | Internal | Passing Juice |
| <a href="#">Shop to Support Education &amp; Literacy</a>       | Internal | Passing Juice |
| <a href="#">Shop to Support Wildlife &amp; the Environment</a> | Internal | Passing Juice |
| <a href="#">Shop to Help Women Around the World</a>            | External | Passing Juice |
| <a href="#">Shop to Provide Toys for Children in Need</a>      | External | Passing Juice |
| <a href="#">Shop to Help Hungry Pets in Need</a>               | External | Passing Juice |
| <a href="#">Shop to Help People, Pets, &amp; Planet</a>        | Internal | Passing Juice |
| <a href="#">Find Local Pet Care</a>                            | External | Passing Juice |
| <a href="#">GreaterGood.org</a>                                | External | Passing Juice |

## SEO Keywords



Keywords Cloud






pets animals support **help** research **shop**  
**site** autism gifts greatergood







## Keywords Consistency

| Keyword     | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| shop        | 16      | ✖     | ✖        | ✖           | ✔        |
| site        | 12      | ✖     | ✖        | ✖           | ✔        |
| help        | 11      | ✖     | ✖        | ✖           | ✔        |
| greatergood | 9       | ✔     | ✖        | ✖           | ✔        |
| support     | 7       | ✖     | ✖        | ✖           | ✖        |








## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : greatergood.com<br>Length : 15           |
|   | 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 : 46<br>Warnings : 13                         |
|  | 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>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p> |
|  | Robots.txt  | <p><a href="http://greatergood.com/robots.txt">http://greatergood.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>   |
|  | Analytics   | <p>Great, your website has an analytics tool.</p> <div> Google Analytics</div>  |