Website review yahoo.co.jp

The score is 38/100

SEO Content

✓	Title	Yahoo! JAPAN Length : 12 Perfect, your title contains between 10 and 70 characters.
✓	Description	日本最大級のポータルサイト。検索、オークション、ニュース、メール、コミュニティ、ショッピングなど80以上のサービスを展開。あなたの生活をより豊かにする「ライフエンジン」を目指していきます。 Length : 96 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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
◯	Headings	H1 H2 H3 H4 H5 H6 0 0 0 0 0 0
✗	Images	We found 64 images on this web page. 47 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 : 3% 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	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 51 links including 2 link(s) to files
⊙	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.88% Internal Links 94.12%

In-page links

Anchor	Type	Juice
Internet Explorer□□□□□□□□□	External	Passing Juice
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In-page links

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GYAO!	Internal	Passing Juice
Y!□□□□	External	Passing Juice
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SEO Keywords

Keywords Cloud	□□□□ □□□□ yahoo □□□□□□□□ □□□□□□□□□□□ rights □□□□ japan □□□□□□□□□□□ □□□□□□□□□□□

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
japan	2	✔	✖	✖	✖
yahoo	2	✔	✖	✖	✖
□□□□	1	✖	✖	✖	✖
□□□□□□□□□□□	1	✖	✖	✖	✖
□□□□	1	✖	✖	✖	✖

Usability

	Url	Domain : yahoo.co.jp Length : 11
✔	Favicon	Great, your website has a favicon.
✘	Printability	We could not find a Print-Friendly CSS.
✘	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✘	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 4.01 Transitional
✔	Encoding	Perfect. Your declared charset is UTF-8.
✘	W3C Validity	Errors : 209 Warnings : 18
✔	Email Privacy	Great no email address has been found in plain text!
✘	Deprecated HTML	

Deprecated tags	Occurrences
<center>	2
<font>	2

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	
		✘ Attention! Try to avoid nested tables in HTML.
		✘ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ Perfect, your website has few JavaScript files.
		✔ Perfect, your website takes advantage of gzip.

Document

Mobile

	Mobile Optimization		
		✖	Apple Icon
		✖	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✔		http://yahoo.co.jp/sitemap.xml
✔	Robots.txt	http://yahoo.co.jp/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.