Website review
gotoandplay.it

The score is 31/100

SEO Content

✓	Title	gotoAndPlay(): Flash games, tutorials and game development **Length : 58** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	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 43 images on this web page. 40 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 : **7%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✗	Flash	Terrible, you have Flash content, this mean that for search engines hard to understand your content.

SEO Content

❌	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
❌	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 14 links including 0 link(s) to files
⊙	Statistics	External Links : noFollow 0% External Links : Passing Juice 21.43% Internal Links 78.57%

In-page links

Anchor	Type	Juice
Homepage	Internal	Passing Juice
News	Internal	Passing Juice
Games	Internal	Passing Juice
Articles	Internal	Passing Juice
Reviews	Internal	Passing Juice
Spotlight	Internal	Passing Juice
Forums	Internal	Passing Juice
Info	Internal	Passing Juice
Links	Internal	Passing Juice
Advertise	Internal	Passing Juice
Credits	Internal	Passing Juice

In-page links

www.smartfoxserver.com	External	Passing Juice
www.gotoandplay.biz	External	Passing Juice
www.openspace-engine.com	External	Passing Juice

SEO Keywords

Keywords Cloud	flash reviews links info gotoandplay credits spotlight central games forums

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
gotoandplay	3	✔	✖	✖	✖
games	2	✔	✖	✖	✖
flash	2	✔	✖	✖	✖
links	1	✖	✖	✖	✖
central	1	✖	✖	✖	✖

Usability

	Url	Domain : gotoandplay.it Length : 14
✔	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.

Usability

Document

✓	Doctype	HTML 4.01 Transitional
✓	Encoding	Perfect. Your declared charset is ISO-8859-1.
✗	W3C Validity	Errors : 142 Warnings : 42
✗	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✓	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
●	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. ✗ Too bad, your website does not take advantage of gzip.

Mobile

●	Mobile Optimization	✗ Apple Icon ✗ Meta Viewport Tag ✗ Flash content

Optimization

✗	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. 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

Optimization

		crawl the site more intelligently.
✅	Robots.txt	http://gotoandplay.it/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.