Website review
ifthenthemusical.com

Generated on March 27 2025 07:38 AM

The score is 37/100
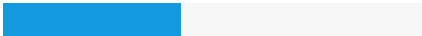
SEO Content

✓	Title	If/Then | Music Theatre International **Length : 37** 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	Good, your page take advantage of Og Properties.

Property	Content
site_name	Music Theatre International
type	article
title	If/Then
url	https://www.mtishows.com/ifthen
updated_time	2025-01-11T01:10:05-05:00
image	https://www.mtishows.com/sites/default/files/show/hero/000462_hero.jpg

Headings

H1	H2	H3	H4	H5	H6
6	32	8	0	2	0

- [H1] If/Then
- [H1] Free Read: Change Your Fate with If/Then
- [H1] We The Women: The Powerful Protagonists of MTI's Catalogue
- [H1] Filichia Features: IF/THEN – and Now

SEO Content

- [H1] And the Nominees Are...MTI Authors at the 2018 Tony Awards!
- [H1] Music Theatre International Secures Worldwide Licensing Rights to If/Then
- [H2] Main menu
- [H2] Concert Selections for If/Then
- [H2] Prologue
- [H2] What If?
- [H2] It's A Sign
- [H2] A Map of New York
- [H2] You Never Know
- [H2] Ain't No Man Manhattan
- [H2] What The?
- [H2] Here I Go
- [H2] You Don't Need to Love Me
- [H2] No More Wasted Time
- [H2] Surprise
- [H2] This Day/Walking by a Wedding
- [H2] Hey, Kid
- [H2] Some Other Me
- [H2] Best Worst Mistake
- [H2] I Hate You
- [H2] A Map of New York (Reprise)
- [H2] You Learn to Live Without
- [H2] The Moment Explodes
- [H2] Love While You Can
- [H2] What Would You Do?
- [H2] Always Starting Over
- [H2] What If? (Reprise)
- [H2] Media
- [H2] Resources
- [H2] Questions & Answers
- [H2] Callboard
- [H2] Secondary Menu
- [H2] Follow us
- [H2] Thoughts on our site?
- [H3] Share
- [H3] Show Essentials
- [H3] Songs
- [H3] Cost Estimator
- [H3] Upcoming
- [H3] Similar Shows
- [H3] Tags
- [H3] Explore
- [H5] inquire about license
- [H5] Europe License

❌	Images	We found 22 images on this web page. 8 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 : **8%** This page's ratio of text to HTML code is below 15 percent, this means

SEO Content

		that your website probably needs more text content.
✓	Flash	Perfect, no Flash content has been detected on this page.
✓	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 81 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 13.58% Internal Links 86.42%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
MyMTI HOME	External	Passing Juice
Apply for a License	External	Passing Juice
Request a Perusal	External	Passing Juice
Pay an Invoice	External	Passing Juice
MTI	External	Passing Juice
MTI Europe	External	Passing Juice
MTI Australasia	External	Passing Juice

In-page links

Search	Internal	Passing Juice
If/Then	Internal	Passing Juice
Concert Selections	Internal	Passing Juice
Follow	Internal	Passing Juice
Full Synopsis	Internal	Passing Juice
Materials and Orchestration	Internal	Passing Juice
Show Essentials	Internal	Passing Juice
Full Cast Info	Internal	Passing Juice
Full Billing	Internal	Passing Juice
Full Song List	Internal	Passing Juice
Estimate Your Cost	Internal	Passing Juice
Upcoming	Internal	Passing Juice
Next to Normal	Internal	Passing Juice
Murder Ballad	Internal	Passing Juice
Tick, Tick... Boom!	Internal	Passing Juice
Contemporary Broadway	Internal	Passing Juice
Drama	Internal	Passing Juice
Book Musical	Internal	Passing Juice
Contemporary	Internal	Passing Juice
NYC	Internal	Passing Juice
Small Cast Collection	Internal	Passing Juice
College Collection	Internal	Passing Juice
Female Star Vehicle	Internal	Passing Juice
Show History	Internal	Passing Juice
Critical Reaction	Internal	Passing Juice
Awards	Internal	Passing Juice
Connect	Internal	Passing Juice
CUR8 (formerly ShowTix4U)	Internal	Passing Juice

In-page links

Details	Internal	Passing Juice
Digital Scripts & Scores – Powered by ProductionPro	Internal	Passing Juice
Details	Internal	Passing Juice
Full Reference Score	Internal	Passing Juice
Details	Internal	Passing Juice
How Does The Show Go On?	Internal	Passing Juice
Details	Internal	Passing Juice
KeyboardTEK	Internal	Passing Juice
Details	Internal	Passing Juice
Logo Pack	Internal	Passing Juice
Details	Internal	Passing Juice
Reference Recording	Internal	Passing Juice
Details	Internal	Passing Juice
Stage Write: Staging Assistant	Internal	Passing Juice
Details	Internal	Passing Juice
Transpositions-On-Demand	Internal	Passing Juice
Details	Internal	Passing Juice
Video License	Internal	Passing Juice
Details	Internal	Passing Juice
Ask a Question	Internal	Passing Juice
See All Questions	Internal	Passing Juice
By smpsm8027	Internal	Passing Juice
Login to flag as inappropriate	Internal	Passing Juice
Evil Dead The Musical	Internal	Passing Juice
If/Then	Internal	Passing Juice
Kinky Boots	Internal	Passing Juice
Mamma Mia!	Internal	Passing Juice
Something Rotten!	Internal	Passing Juice

In-page links

Sweeney Todd		Internal	Passing Juice
Answer this Question		Internal	Passing Juice
By arneschogler		Internal	Passing Juice
Answer this Question		Internal	Passing Juice
Read More		Internal	Passing Juice
Read More		Internal	Passing Juice
Read More		Internal	Passing Juice
Read More		Internal	Passing Juice
Read More		Internal	Passing Juice
Terms & Conditions		Internal	Passing Juice
Privacy Policy		Internal	Passing Juice
Contact		Internal	Passing Juice
Facebook US		External	Passing Juice
Twitter US		External	Passing Juice
YouTube US		External	Passing Juice
Instagram US		External	Passing Juice
Send Feedback		Internal	Passing Juice

SEO Keywords

Keywords Cloud	two musical new follows life details performance story show license

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
musical	17	✖	✖	✖	✖
performance	16	✖	✖	✖	✖

Keywords Consistency

new	13	✖	✖	✖	✔
show	13	✖	✖	✖	✔
details	12	✖	✖	✖	✖

Usability

◯	Url	Domain : ifthenthemusical.com Length : 20
✔	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 : 83 Warnings : 14
✖	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	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles.

Document

✖ Too bad, your website has too many CSS files (more than 4).

✖ Too bad, your website has too many JS files (more than 6).

✔ Perfect, your website takes 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 crawl the site more intelligently.
✔ Robots.txt	http://ifthenthemusical.com/robots.txt Great, your website has a robots.txt file.
✔ Analytics	Great, your website has an analytics tool. Google Analytics