Website review
massconvention.com

Generated on March 21 2025 21:59 PM

The score is 49/100

SEO Content

✅	Title	Homepage - MCCA **Length : 15** 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
---	---	---	---	---	---
27	12	0	0	0	0

[H1] Massachusettes Convention Center Authority
[H1] Navigation: sections
[H1] Navigation: main
[H1] Welcome
[H1] We're Hiring!
[H1] Signature Boston
[H1] Upcoming Events
[H1] Featured
[H1] Feature Video
[H1] Testimonial
[H1] Social
[H1] Feature Photos
[H1] Feature Photos
[H1] Featured
[H1] Feature Video
[H1] Testimonial
[H1] Social
[H1] Feature Photos
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SEO Content

- [H1] Feature Photos
- [H1] Featured
- [H1] Feature Video
- [H1] Testimonial
- [H1] Social
- [H1] Feature Photos
- [H1] Feature Photos
- [H1] Navigation: site wide
- [H1] Navigation: legal information
- [H2] Commuters to get new ferry route from North Station to Seaport
- [H2] Belle of the Ball
- [H2] Community Mondays at the Lawn on D
- [H2]
- [H2] Massachusetts Convention Center Authority Board of Directors Votes to Approve 30-Year Hospitality, Public Sector and Finance Veteran Marcel Vernon, Sr. as Executive Director
- [H2] AONL Inspiring Leaders Conference
- [H2] The Progressive New England Boat Show 2023
- [H2]
- [H2] Boston Hotel Market Update: Ten Things to Know for 2025
- [H2] New England Cannabis Convention
- [H2] ACTFL 2022
- [H2]

❌	Images	We found 22 images on this web page. 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 : **24%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	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	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.

SEO Links

✓	In-page links	We found a total of 57 links including 1 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 35.09% Internal Links 64.91%

In-page links

Anchor	Type	Juice
Planners	External	Passing Juice
Exhibitors	External	Passing Juice
Attendees	External	Passing Juice
Community	Internal	Passing Juice
About Us	Internal	Passing Juice
Events	External	Passing Juice
-	Internal	Passing Juice
Business Opportunities	Internal	Passing Juice
Job Openings	Internal	Passing Juice
Corporate Social Responsibility	Internal	Passing Juice
Green Environment	Internal	Passing Juice
Grants Program Overview	Internal	Passing Juice
Community Partnership Grant	Internal	Passing Juice
Hospitality Scholarship Grant	Internal	Passing Juice
Diversity	Internal	Passing Juice
Arts	Internal	Passing Juice
Culture of Caring	Internal	Passing Juice
Conventions C.A.R.E	Internal	Passing Juice
Art Program	Internal	Passing Juice
Boston Convention & Exhibition Center	External	Passing Juice

In-page links

The Lawn On D Powered by Citizens Bank	External	Passing Juice
John B. Hynes Veterans Memorial Convention Center	External	Passing Juice
MassMutual Center	External	Passing Juice
Boston Common Garage	Internal	Passing Juice
Lot On D	Internal	Passing Juice
MMC Convention Center Carpark	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Hynes	Internal	Passing Juice
MassMutual	Internal	Passing Juice
Boston Common Garage	Internal	Passing Juice
The Lawn on D Powered by Citizens Bank	Internal	Passing Juice
Board of Directors	Internal	Passing Juice
Staff Directory	Internal	Passing Juice
Press Releases	Internal	Passing Juice
Newsletters	Internal	Passing Juice
Meeting Resources	Internal	Passing Juice
Financial Statement	Internal	Passing Juice
Public Records Request	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Book an Event	External	Passing Juice
The Lawn on D Powered by Citizens Bank Overview	External	Passing Juice
Full calendar	External	Passing Juice
Events	Internal	Passing Juice
Community	Internal	Passing Juice
Destination	Internal	Passing Juice
Commuters to get new ferry route from North Station to Seaport	External	Passing Juice
Belle of the Ball	External	Passing Juice
https://massconvention.com/community/community-work-	Internal	Passing Juice

In-page links

with-us-job-openings		
Massachusetts Convention Center Authority Board of Directors Votes to Approve 30-Year Hospitality, Public Sector and Finance Veteran Marcel Vernon, Sr. as Executive Director	External	Passing Juice
AONL Inspiring Leaders Conference	External	Passing Juice
Boston Hotel Market Update: Ten Things to Know for 2025	External	Passing Juice
New England Cannabis Convention	External	Passing Juice
Back to Top	Internal	Passing Juice
Home	Internal	Passing Juice
Contact Us	External	Passing Juice
Directions	External	Passing Juice
Explore Boston	External	Passing Juice

SEO Keywords

Keywords Cloud	convention mcca new from massachusetts lovejoy service social boston pier

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
mcca	9	✔	✖	✖	✖
convention	8	✖	✖	✖	✔
new	7	✖	✖	✖	✔
pier	5	✖	✖	✖	✖
boston	5	✖	✖	✖	✔

Usability

	Url	Domain : massconvention.com Length : 18
	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 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 26 Warnings : 33
	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. ✔ Great, your website has few CSS files. ✖ 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://massconvention.com/robots.txt
		Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool.
		Google Analytics