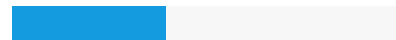












Website review sha.org.sg

Generated on May 26 2025 15:39 PM

The score is 32/100



SEO Content

|  | Title | Singapore Hotel Association :: Home Length : 36 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 | <table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>2</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H2] news• [H2] Upcoming Events | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 2 | 0 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 0 | 2 | 0 | 0 | 0 | 0 | | | | | | | | | |
|  | Images | We found 137 images on this web page. 11 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% 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 | Great, there are no Iframes detected on this page. | | | | | | | | | | | | |

SEO Content



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 21 links including 0 link(s) to files



Statistics

External Links : noFollow 0%

External Links : Passing Juice 9.52%

Internal Links 90.48%

In-page links

| Anchor | Type | Juice |
|--------------------------------------------|----------|---------------|
| = | Internal | Passing Juice |
| F&B Promotions | Internal | Passing Juice |
| Training & Development | Internal | Passing Juice |
| Jobs Connect | Internal | Passing Juice |
| Jobs Connect | Internal | Passing Juice |
| Publications | Internal | Passing Juice |
| Links & Information | Internal | Passing Juice |
| ABOUT SHA | Internal | Passing Juice |
| MEMBERS&rsquo; LISTING | Internal | Passing Juice |
| NEWS & EVENTS | Internal | Passing Juice |
| ACTIVITIES | Internal | Passing Juice |
| GSS 2017 | Internal | Passing Juice |

In-page links

| | | |
|-----------------------------------------------------------|----------|---------------|
| JOB REDESIGN | Internal | Passing Juice |
| = | Internal | Passing Juice |
| = | Internal | Passing Juice |
| = | External | Passing Juice |
| SHA-Unifocus Lunch & Learn | Internal | Passing Juice |
| Read More... | Internal | Passing Juice |
| DPP | Internal | Passing Juice |
| Sitemap | Internal | Passing Juice |
| Web Design & Development by Forecepts | External | Passing Juice |



SEO Keywords

| | | |
|-----------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------|
|  | Keywords Cloud | i soccer sha tournament learn lunch events 40th inter-hotel hotel |
|-----------------------------------------------------------------------------------|----------------|----------------------------------------------------------------------|




Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| sha | 5 | × | × | × | × |
| inter-hotel | 3 | × | × | × | × |
| 40th | 3 | × | × | × | × |
| tournament | 3 | × | × | × | × |
| soccer | 3 | × | × | × | × |












Usability

| | | |
|------------------------------------------------------------------------------------|---------|------------------------------------|
|  | Url | Domain : sha.org.sg Length : 10 |
|  | Favicon | Great, your website has a favicon. |



Usability

| | | |
|-----------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------|
|  | 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 | XHTML 1.0 Strict | | | | |
|-------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|-----|---|
|  | Encoding | Perfect. Your declared charset is UTF-8. | | | | |
|  | W3C Validity | Errors : 13 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 | <table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td><u></td><td>1</td></tr></table> <p>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.</p> | Deprecated tags | Occurrences | <u> | 1 |
| Deprecated tags | Occurrences | | | | | |
| <u> | 1 | | | | | |
|  | Speed Tips | <div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div> | | | | |

Mobile

| | | |
|-------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <div> Apple Icon</div> |
|-------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------|

Mobile



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://sha.org.sg/robots.txt>

Great, your website has a robots.txt file.



Analytics

Great, your website has an analytics tool.



Google Analytics