

# SEO Report for <https://www.worldwildlife.org/>

**86 / 100**

SEO SCORE

**42 / 49**

PASSED CHECKS

**7 / 49**

FAILED CHECKS

**0 / 49**

WARNINGS

## COMMON SEO ISSUES

### Meta Title

✓ The meta title of your page has a length of 59 characters. Most search engines will truncate meta titles to 70 characters.

→ WWF - Endangered Species Conservation | World Wildlife Fund

### Meta Description

✓ The meta description of your page has a length of 142 characters. Most search engines will truncate meta descriptions to 160 characters.

→ World Wildlife Fund - The leading organization in wildlife conservation and endangered species. Learn how you can help WWF make a difference.

### Google Search Results Preview

ⓘ [WWF - Endangered Species Conservation | World Wildlife Fund](https://www.worldwildlife.org)  
<https://www.worldwildlife.org>  
 World Wildlife Fund - The leading organization in wildlife conservation and endangered species. Learn how you can help WWF make a difference.

### Most Common Keywords Test









ⓘ There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.



→ wildlife - 7 times  
 → help - 6 times  
 → species - 5 times  
 → conservation - 5 times  
 → adopt - 4 times




### Keyword Usage





ⓘ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.

✓ Keyword(s) included in Title tag  
 ✓ Keyword(s) included in Meta-Description tag









Keywords Cloud	<p>  account <b>action</b> <b>adopt</b> animal arctic athletic band careers central change <b>climate</b> companies connect <b>conservation</b> conserve contact control countries days declaration defender disclosures <b>donate</b> donation education <b>email</b> experts face facebook favorite feeds fighting financials food forest forests fresh fund google <b>help</b> helps hope illegal instagram kids largest leadership life logger login make mission mobile monthly natural <b>news</b> oceans pantanal <b>places</b> policy press privacy reasons reply retweet rhinos rights safeguard save search signed site snow <b>species</b> state street sumatra <b>support</b> tech terms text today trade trafficking travel tropical twitter unit <b>view</b> washington water wetland wild <b>wildlife</b> work world world_wildlife world's wwf's youtube </p>
Related Keywords	<p>  This URL is currently ranked in the top 20 organic Google listings for the search terms below: </p> <hr/> <ul style="list-style-type: none"> <li>→ how to protect macaws</li> <li>→ what do tigers live in</li> <li>→ where tiger</li> <li>→ rhinoceros endangered facts</li> <li>→ wwf terrestrial ecoregions</li> </ul>
Competitor Domains	<p>  Some of the most relevant competitors for your domain are listed below: </p> <hr/> <ul style="list-style-type: none"> <li>→ panda.org</li> <li>→ defenders.org</li> <li>→ iucnredlist.org</li> <li>→ a-z-animals.com</li> <li>→ animalfactguide.com</li> </ul>
<h1> Headings Status	<p>  Your page contains H1 headings. Their contents are listed below: </p> <hr/> <ul style="list-style-type: none"> <li>→ WWF</li> </ul>
<h2> Headings Status	<p>  Your page contains H2 headings. Their contents are listed below: </p> <hr/> <ul style="list-style-type: none"> <li>→ How a lack of winter sea ice disrupts life in the Arctic</li> </ul>
Robots.txt Test	<p>  Congratulations! Your site uses a "robots.txt" file: <a href="https://www.worldwildlife.org/robots.txt">https://www.worldwildlife.org/robots.txt</a> </p>
Sitemap Test	<p>  Congratulations! We've found 1 sitemap file for your website: </p> <hr/> <ul style="list-style-type: none"> <li>→ <a href="https://www.worldwildlife.org/sitemap.xml">https://www.worldwildlife.org/sitemap.xml</a></li> </ul>
Broken Links Test	<p>  Congratulations! We have checked 96 links on this web page and none of them are broken. </p>






<b>SEO Friendly URL Test</b>	<div><div> We have found 3 URLs that are not SEO friendly!</div><div><div></div><div><div>→ <a href="https://www.worldwildlife.org:443/about/news_press">https://www.worldwildlife.org:443/about/news_press</a></div><div>→ <a href="https://www.worldwildlife.org/ https://su...erver/?pagename=panda_nation_fundraising">https://www.worldwildlife.org/ https://su...erver/?pagename=panda_nation_fundraising</a></div><div>→ <a href="https://www.worldwildlife.org:443/specie...ort=extinction_status&amp;direction=desc">https://www.worldwildlife.org:443/specie...ort=extinction_status&amp;direction=desc</a></div></div></div><div><div><b>HOW TO FIX SEO FRIENDLY URL TEST</b></div><div><div>- In order for URLs to be SEO friendly, they should be clearly named for what they are and contain no spaces, underscores or other characters. You should avoid the use of parameters when possible, as they are make URLs less inviting for users to click or share.</div><div>- If your website is new and is not indexed by search engines you can replace underscores with hyphens or redirect those links to URLs that use hyphens.BUT, if your website is ranked well by search engines you do not need to do this (probably you have other ranking factors working very well).</div><div>- The general advice remains: build links that contain hyphens rather than underscores and avoid dynamic URLs.</div></div></div></div>
<b>Image Alt Test</b>	<div><div><div> Your webpage has <b>10</b> 'img' tags and <b>8</b> of them are missing the required 'alt' attribute.</div><div><div></div><div><div><b>HOW TO FIX IMAGE ALT TEST</b></div><div><div>In order to pass this test you must add an <b>alt</b> attribute to every <b>&lt;img&gt;</b> tag used into your webpage. An image with an alternate text specified is inserted using the following HTML line:</div><div><div><div><div></div><div>&lt;img src="image.png" alt="text_to_describe_your_image"&gt;</div></div></div></div><div><div>Remember that the point of alt text is to provide the same functional information that a visual user would see. Search engines, users who disabled images in their browsers and other agents who are unable to see the images on your webpage can read the alt attributes assigned to the image since they cannot view it.</div><div>Learn more about <a href="#">optimizing images for SEO</a>.</div></div></div></div></div></div></div>

<b>Inline CSS Test</b>	<div><div> Your webpage is using <b>4</b> inline CSS styles!</div><div>HOW TO FIX INLINE CSS TEST</div><p>It is a good practice to move all the inline CSS rules into an external file in order to make your page "lighter" in weight and decrease the code to text ratio.</p><ul style="list-style-type: none"><li>• check the HTML code of your page and identify all style attributes</li><li>• for each style attribute found you must properly move all declarations in the external CSS file and remove the style attribute</li></ul><p>For example:</p><div><pre>&lt;!--this HTML code with inline CSS rule:--&gt; &lt;p style="color:red; font-size: 12px"&gt;some text here&lt;/p&gt;  &lt;!--would became:--&gt; &lt;p&gt;some text here&lt;/p&gt;  &lt;!--and the rule added into your CSS file:--&gt; p{color:red; font-size: 12px}</pre></div></div>
<b>Deprecated HTML Tags</b>	<div><div> Congratulations! Your page does not use HTML deprecated tags.</div></div>
<b>Google Analytics Test</b>	<div><div><div> A Google Analytics script is not detected on this page. While there are several tools available to monitor your site's visitors and traffic sources, Google Analytics is a free, commonly recommended program to help diagnose potential SEO issues.</div><div>HOW TO FIX GOOGLE ANALYTICS TEST</div><p>In order to pass this test you must create an account on <a href="#">Google Analytics site</a> and insert into your page a small javascript tracking code.</p><p><b>Example:</b></p><div><pre>&lt;!-- Google Analytics --&gt; &lt;script&gt; (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]  function(){ (i[r].q=i[r].q  []).push(arguments)},i[r].l=1*new Date();a=s.createElement(o), m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m) })(window,document,'script','/www.google-analytics.com/analytics.js','ga');  ga('create', 'UA-XXXX-Y', 'auto'); ga('send', 'pageview');  &lt;/script&gt; &lt;!-- End Google Analytics --&gt;</pre></div><p>Note that you have to change the 'UA-XXXX-Y' with the proper id which you'll find in your analytics account.</p></div></div>






Favicon Test	 Congratulations! Your website appears to have a favicon. 🐼
Backlinks Checker	<p> Your domain has <b>1,301,716 total backlinks</b> from <b>18,243 referring domains</b>. Some most recently found backlinks for your domain are listed below:</p> <hr/> <p>→ Checked on Mar 21, 2018: <a href="http://cribbiopom.soclog.se/p/2017/3/?link=1490678923">http://cribbiopom.soclog.se/p/2017/3/?link=1490678923</a></p> <p>→ Checked on Mar 21, 2018: <a href="http://webshop.wattvolt.se/...sc&amp;mode=list&amp;order=position">http://webshop.wattvolt.se/...sc&amp;mode=list&amp;order=position</a></p> <p>→ Checked on Mar 21, 2018: <a href="http://crew.se/">http://crew.se/</a></p> <p>→ Checked on Mar 21, 2018: <a href="http://crestor-forum-trudebin.piczo.com/">http://crestor-forum-trudebin.piczo.com/</a></p> <p>→ Checked on Mar 21, 2018: <a href="http://webshop.wattvolt.se/...15-speakon-speakon-10m.html">http://webshop.wattvolt.se/...15-speakon-speakon-10m.html</a></p>
JS Error Checker	 Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	 Congratulations! Your website is connected successfully with social media using: <a href="#">Facebook</a> ; <a href="#">Twitter</a> ; <a href="#">Google Plus</a> ;

## SPEED OPTIMIZATIONS

HTML Page Size Test	 Congratulations! The size of your web page's HTML is 15.36 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	 Congratulations! Your page is successfully compressed using <b>gzip compression</b> on your code. Your HTML is compressed from <b>63.43 Kb</b> to <b>15.36 Kb (76 % size savings)</b> . This helps ensure a faster loading web page and improved user experience.
Site Loading Speed Test	 Your site loading time is around <b>1.53 seconds</b> and this is under the average loading speed which is <b>5 seconds</b> .
Page Objects	<p> Your page has more than 20 http requests, which can slow down page loading. You can try <a href="#">reducing http requests through various methods</a> such as using text instead of images, using css sprites, <a href="#">using data URIs instead of images</a>, or combining several external files together into one.</p> <hr/> <p>HTML Pages: 1; CSS Files: 2; Scripts: 4; Images: 28; Flash Files: 0;</p>
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. <a href="#">Caching</a> helps speed page loading times as well as reduces server load.
Flash Test	 Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
Image Expires Tag Test	 Congratulations! Your webpage use 'Expires' header for your images and the browsers will display these images from the cache.
JS Minification Test	 Congratulations! Your website's JavaScript files are minified!

CSS Minification Test	 Congratulations! Your website's CSS files are minified!
Nested Tables Test	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	 Congratulations! Your webpage does not use frames.
Doctype Test	 Congratulations! Your website has a doctype declaration: <hr/> → <code>&lt;!DOCTYPE html&gt;</code>
URL Redirects Checker	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

## SERVER AND SECURITY

URL Canonicalization Test	 <a href="https://www.worldwildlife.org">https://www.worldwildlife.org</a> and <a href="https://worldwildlife.org">https://worldwildlife.org</a> resolve to the same URL.
HTTPS Test	 Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that <a href="#">using https may be detrimental to ad earnings</a> .
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to <a href="#">turn off server signature</a> and <a href="#">improve your website's security</a> . <hr/> → Server: Apache/2.2.15 (CentOS) <hr/> <b>HOW TO FIX SERVER SIGNATURE TEST</b> By default, the Apache webserver sends HTTP headers with some information about your server version, operating system, modules installed, etc. These informations can be used by hackers in order to exploit vulnerabilities (specially if you are running an older version). These information can be hidden or changed with very basic configurations. Open Apache's configuration file ( <b>httpd.conf</b> or <b>apache.conf</b> ) and search for <b>ServerSignature</b> . If you find it, edit it to: <div>             ServerSignature Off              ServerTokens Prod           </div> If you don't find it, just add these two lines at the end of the file. Note that, after you modify the configuration file, you must restart the Apache server.
Directory Browsing Test	 Congratulations! Your server has disabled directory browsing.

## Plaintext Emails Test

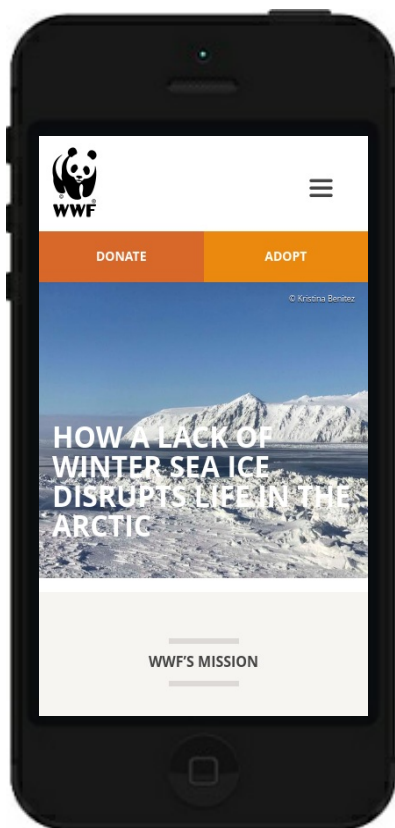
✓ Congratulations! Your webpage does not include email addresses in plaintext.

## MOBILE USABILITY

### Media Query Responsive Test

✓ Congratulations, your website uses media query technique, which is the base for responsive design functionalities.

### Mobile Snapshot



## ADVANCED SEO

### Microdata Schema Test






✗ Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for [getting started with microdata](#).

#### HOW TO FIX MICRODATA SCHEMA TEST

HTML5 Microdata is an easy way to add semantic markup to your web pages. Search engines rely on this markup to improve the display of search results, making it easier for people to find the right web pages.

Here is a simple example of how to use HTML5 microdata in your contact web page:

```
<div itemscope itemtype="http://schema.org/Person">
  <span itemprop="name">Joe Doe</span>
  <span itemprop="company">The Example Company</span>
  <span itemprop="tel">604-555-1234</span>
  <a itemprop="email" href="mailto:joe.doe@example.com">joe.doe@example.com</a>
</div>
```

<b>Noindex Checker</b>	 Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.
<b>Canonical Tag Checker</b>	 Your page does not use the canonical link tag.
<b>Nofollow Checker</b>	 Your webpage is using the nofollow meta tag. You are advised to use this tag carefully since search engines will not crawl all links from your webpage. <hr/> <p>→ &lt;a data-track-event="Homepages Show Quarter Twitter Card - Tweet Link Today, three countries signed a declaration to safeguard the Pantanal, the world's largest tropical wetland... http://wwf.to/2FUHjf8" href="http://wwf.to/2FUHjf8" rel="nofollow" target="new"&gt;http://wwf.to/2FUHjf8&lt;/a&gt;</p> <hr/> <p><b>HOW TO FIX NOFOLLOW CHECKER</b></p> <p>If you want search engines to crawl all the outgoing links on your webpage you must remove the nofollow meta tag.</p>
<b>Disallow Directive Checker</b>	 Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked. <hr/> <p>→ # Disallow: /</p> <p>→ Disallow: /pages/global-environment-facility-gef-business-resources</p> <p>→ Disallow: /publications/wwf-us-recipient-procurement-guidelines</p> <p>→ Disallow: /personalization</p>
<b>SPF records checker</b>	 Congratulations! Your DNS server is using an SPF record. This SPF record is listed below: <hr/> <p>→ v=spf1 include:spf.protection.outlook.com -all</p>