Website review
doodles.google

Generated on November 12 2024 15:06 PM

The score is 55/100

SEO Content

✓	Title	Google Doodles - Google's Search Logo Changes for Every Occasion **Length : 64** Perfect, your title contains between 10 and 70 characters.
✓	Description	Explore the spontaneous Google search logo changes made throughout the years to celebrate heroes, holidays, and much more. **Length : 122** Great, your meta description contains between 70 and 160 characters.
✗	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
title	Google Doodles - Google's Search Logo Changes for Every Occasion
url	https://doodles.google/
image	https://www.gstatic.com/marketing-cms/e1/0c/93afede64a078f33c728016189b0/google-doodles-logo.png
type	website
description	Explore the spontaneous Google search logo changes made throughout the years to celebrate heroes, holidays, and much more.

	Headings	**H1** 0	**H2** 6	**H3** 2	**H4** 0	**H5** 0	**H6** 0

- [H2] Explore interactive Doodles
- [H2] Play recurring game series

SEO Content

		- [H2] Latest Doodles from around the world - [H2] Find your Doodle - [H2] Discover more Doodles by color - [H2] Footer Links - [H3] Follow us - [H3] Doodles
❌	Images	We found 46 images on this web page. 2 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 : **19%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
❌	Flash	Terrible, you have Flash content, this mean that for search engines hard to understand your content.
✅	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 10 links including 0 link(s) to files
⬤	Statistics	External Links : noFollow 0% External Links : Passing Juice 40% Internal Links 60%

In-page links

Anchor	Type	Juice
Jump to content	Internal	Passing Juice

In-page links

Library		Internal	Passing Juice
Creating a Doodle		Internal	Passing Juice
About		Internal	Passing Juice
Events		Internal	Passing Juice
Places		Internal	Passing Juice
Privacy Policy		External	Passing Juice
Terms of Service		External	Passing Juice
About Google		External	Passing Juice
Google Products		External	Passing Juice

SEO Keywords

	Keywords Cloud	learn discover know more nov first google day doodle doodles

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
more	12	✖	✖	✔	✔
doodles	12	✔	✖	✖	✔
doodle	10	✔	✖	✖	✔
know	9	✖	✖	✖	✖
learn	9	✖	✖	✖	✖

Usability

	Url	Domain : doodles.google Length : 14
✔	Favicon	Great, your website has a favicon.

Usability

❌	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	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
❌	W3C Validity	Errors : 10 Warnings : 19
✅	Email Privacy	Great no email address has been found in plain text!
✅	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. ✔ Perfect, your website has few JavaScript files. ✔ Perfect, your website takes advantage of gzip.

Mobile

⚪	Mobile Optimization	✔ Apple Icon ✔ Meta Viewport Tag ✖ Flash content

Mobile

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		https://doodles.google/sitemap.xml
	Robots.txt	http://doodles.google/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.