










# Website review visualisingchina.net

Generated on January 24 2025 08:55 AM

The score is 71/100







## SEO Content

	Title	Welcome   Historical Photographs of China <b>Length : 41</b> Perfect, your title contains between 10 and 70 characters.						
	Description	<b>Length : 0</b> Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.						
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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 <a href="#">this free og properties generator</a> to create them.						
	Headings	<b>H1</b> 1	<b>H2</b> 6	<b>H3</b> 0	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0	<ul style="list-style-type: none"><li>• [H1] Historical Photographs of China</li><li>• [H2] Panoramic photographs by G. Warren Swire</li><li>• [H2] Our sponsors</li><li>• [H2] Focus on</li><li>• [H2] Latest from the blog</li><li>• [H2] Recently added</li><li>• [H2] Share this page</li></ul>
	Images	We found 21 images on this web page. Good, most or all of your images have alt attributes.						
	Text/HTML Ratio	Ratio : <b>37%</b> Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.						
	Flash	Perfect. no Flash content has been detected on this page.						

## SEO Content

		
	Iframe	Great, there are no Iframes detected on this page.

## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 25 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 52% Internal Links 48%

## In-page links

Anchor	Type	Juice
<a href="#">Lucky Dip</a>	Internal	Passing Juice
<a href="#">All Collections</a>	Internal	Passing Juice
<a href="#">Featured Collections</a>	Internal	Passing Juice
<a href="#">Photographers</a>	Internal	Passing Juice
<a href="#">Re-use</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Search Tips</a>	Internal	Passing Juice
<a href="#">can be found here</a>	Internal	Passing Juice
<a href="#">Digital Humanities Research Center</a>	External	Passing Juice

## In-page links

<a href="#">University of Lincoln</a>	External	Passing Juice
<a href="#">Institut d'Asie Orientale</a>	External	Passing Juice
<a href="#">TGE-Adonis</a>	External	Passing Juice
<a href="#">Chiang Ching-Kuo Foundation</a>	External	Passing Juice
<a href="#">The British Academy</a>	External	Passing Juice
<a href="#">John Swire &amp; Sons, Ltd.</a>	External	Passing Juice
<a href="#">AHRC</a>	External	Passing Juice
<a href="#">JISC</a>	External	Passing Juice
<a href="#">WUN</a>	External	Passing Juice
<a href="#">The University of Bristol</a>	External	Passing Juice
<a href="#">Fu Bingchang</a>	Internal	Passing Juice
<a href="#">More from the blog</a>	Internal	Passing Juice
<a href="#">Copyright &amp;copy; 2025 University of Bristol</a>	Internal	Passing Juice
<a href="#">cookie and privacy policy</a>	Internal	Passing Juice
<a href="#">Mirror site</a>	External	Passing Juice
<a href="#">Shanghai Jiaotong University</a>	External	Passing Juice

## SEO Keywords

	Keywords Cloud	research university blog collections photographs search china from images shanghai
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## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
china	8	✓	✗	✗	✓
from	7	✗	✗	✗	✓









## Keywords Consistency

photographs	7	✓	✗	✗	✓
collections	6	✗	✗	✗	✗
search	6	✗	✗	✗	✗

## Usability

	Url	Domain : visualisingchina.net 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 : 0 Warnings : 0
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Perfect. No inline css has been found in HTML tags!</div>

## Document

- ✔ Great, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✘ Too bad, your website does not take 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://visualisingchina.net/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics