Website Analysis: americanpotential.com

The score is 45/100

SEO Content

✅	Title	"American Potential" - An AFP Podcast Hosted by Jeff Crank Length : 58 Perfect, your title contains between 10 and 70 characters.
✅	Description	Click here to learn about "American Potential," an Americans for Prosperity (AFP) podcast hosted by Jeff Crank. Length : 111 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
locale	en_US
type	website
title	Home
description	Click here to learn about "American Potential," an Americans for Prosperity (AFP) podcast hosted by Jeff Crank.
url	https://americanpotential.com/
site_name	American Potential
image	https://americanpotential.com/wp-content/uploads/2022/09/sd-1024x770.jpg

⚪	Headings	

H1	H2	H3	H4	H5	H6
2	16	3	2	0	0

SEO Content

- [H1] America Is Not Reaching Its Full Potential
- [H1] But We Believe It Can
- [H2] What is American Potential?
- [H2] What Does American Potential Believe?
- [H2] Everyone has a story to share.
- [H2] English Version of the Podcast
- [H2] Spanish Version of the Podcast
- [H2] About The American Potential Podcast
- [H2] Host of American Potential: Jeff Crank
- [H2] Regional Vice President of AFP
- [H2] "Because when you learn about ordinary people doing extraordinary things, you plant the seeds to think."
- [H2] "If they can do it, so can I. If they could do it, why shouldn't I?"
- [H2] About
- [H2] Destiny calls out to each of us.
- [H2] Latest News
- [H2] Share Your Story
- [H2] Share Your Story
- [H2] Share Your Story
- [H3] How a Group of High School Friends Helped Save Louisville from a Budget Crisis
- [H3] America's Unseen Border Crisis: A Call to Action
- [H3] Overcoming Language Barriers and Educational Struggles: A Personal Story
- [H4] American Potential is a project of Americans for Prosperity, an advocacy and accountability organization that helps pass policies to expand freedom and opportunity.
- [H4] Need to be quiet and forgot your earbuds? Don't worry, you can stay up to date by reading our latest shows.

❌	Images	We found 9 images on this web page. 9 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 : 0% 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	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!

SEO Links

✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	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 10% Internal Links 90%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
About	Internal	Passing Juice
Podcast	Internal	Passing Juice
Contact	Internal	Passing Juice
Top Stories	Internal	Passing Juice
own website.	External	Passing Juice
How a Group of High School Friends Helped Save Louisville from a Budget Crisis	Internal	Passing Juice
America’s Unseen Border Crisis: A Call to Action	Internal	Passing Juice
Overcoming Language Barriers and Educational Struggles: A Personal Story	Internal	Passing Juice

SEO Keywords

○	Keywords Cloud	

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

Usability

●	Url	Domain : americanpotential.com Length : 21
✔	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 : 13 Warnings : 2
✔	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. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✖ 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://americanpotential.com/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.