

Website Analysis: asphaltpavement.org

Generated on February 03 2026 06:17 AM





The score is 65/100







SEO Content

	Title	National Asphalt Pavement Association (NAPA) - National Asphalt Pavement Association					
		Length : 84					
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.					
	Description	The only trade association that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations.					
		Length : 215					
		Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.					
	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	H1 2	H2 1	H3 12	H4 1	H5 0	H6 0
		<ul style="list-style-type: none">• [H1] National Asphalt Pavement Association• [H1] Upcoming Events• [H2] Look Back at 2024!• [H3] NAPA's Purpose• [H3] An Extension of Your Team• [H3] Benchmarking the Industry's Best• [H3] JOIN NAPA• [H3] Stay Informed• [H3] NAPA's Purpose• [H3] An Extension of Your Team• [H3] Benchmarking the Industry's Best• [H3] JOIN NAPA					

SEO Content

		<ul style="list-style-type: none">• [H3] Stay Informed• [H3] Our Mission• [H3] Our Vision• [H4] Networking
	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes
	Text/HTML Ratio	Ratio : 33% 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.
	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!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 74 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 12.16% Internal Links 87.84%

In-page links

Anchor	Type	Juice
Learn more	External	Passing Juice
Skip to content	Internal	Passing Juice
NAPA Research & Education Foundation	Internal	Passing Juice

In-page links

Asphalt Pavement Alliance	External	Passing Juice
The Road Forward	Internal	Passing Juice
Careers	Internal	Passing Juice
Contact	Internal	Passing Juice
About NAPA	Internal	Passing Juice
=	External	Passing Juice
Governance	Internal	Passing Juice
NAPA Bylaws	Internal	Passing Juice
Antitrust Policy	Internal	Passing Juice
Mergers & Acquisitions Policies	Internal	Passing Juice
Conflict of Interest Policy	Internal	Passing Juice
Meetings Policy	Internal	Passing Juice
Audio & Video Recordings and AI Notetaking Apps	Internal	Passing Juice
State Advisor Elections	Internal	Passing Juice
Strategic Plan	Internal	Passing Juice
National Officers	Internal	Passing Juice
Our People	Internal	Passing Juice
NAPA Fellowship Program	Internal	Passing Juice
NAPA Partners	Internal	Passing Juice
Expertise	Internal	Passing Juice
Advocacy	Internal	Passing Juice
Take Action Now!	Internal	Passing Juice
PAMC & NAPA PAC	Internal	Passing Juice
Regulatory Priorities	Internal	Passing Juice
Advocacy Tools and Information	Internal	Passing Juice
Infrastructure Investment & Jobs Act (IIJA) and Inflation Reduction Act (IRA)	Internal	Passing Juice
Engineering	Internal	Passing Juice
Airports	Internal	Passing Juice

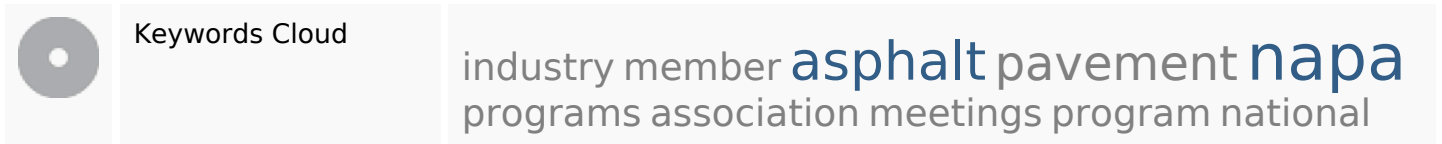
In-page links

Plastics in Asphalt	Internal	Passing Juice
Training & Education	Internal	Passing Juice
Resources	Internal	Passing Juice
Environment, Health & Safety	Internal	Passing Juice
Environmental	Internal	Passing Juice
Health & Safety	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Recycling	Internal	Passing Juice
ENERGY STAR APEX Program	Internal	Passing Juice
Programs	Internal	Passing Juice
NAPA Meetings & Events	Internal	Passing Juice
Meetings Calendar	Internal	Passing Juice
Meeting Photos	Internal	Passing Juice
NAPA Programs	Internal	Passing Juice
Awards	Internal	Passing Juice
Diamond Commendation Program	Internal	Passing Juice
Emerald Eco-Label EPD Program	Internal	Passing Juice
CrewSafety: Work Zone Training	Internal	Passing Juice
NAPA Webinars	Internal	Passing Juice
Membership	Internal	Passing Juice
Join NAPA	Internal	Passing Juice
Member Benefits	Internal	Passing Juice
Frequently Asked Questions About NAPA Membership	Internal	Passing Juice
Member Tool Kits	Internal	Passing Juice
Member Pride	Internal	Passing Juice
Committees	Internal	Passing Juice
News & Resources	Internal	Passing Juice
Asphalt Textbook	Internal	Passing Juice

In-page links

Resource Center	Internal	Passing Juice
Hey NAPA (AI Assistant)	Internal	Passing Juice
NAPA Now (Blog)	External	Passing Juice
NAPA Quarterly (Magazine)	Internal	Passing Juice
Pave It Black (Podcast)	Internal	Passing Juice
Buyers Guide	External	Passing Juice
I Love Asphalt Store	External	Passing Juice
Annual Report	External	Passing Juice
Press	Internal	Passing Juice
Advertise with Us	External	Passing Juice
Subscribe	Internal	Passing Juice
Read More	Internal	Passing Juice
Resource Center	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Designed by Moire Marketing Partners	External	Passing Juice






SEO Keywords














Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
napa	44	✓	✗	✗	✓
asphalt	28	✓	✗	✓	✓
pavement	20	✓	✗	✗	✓
industry	16	✗	✗	✗	✓
national	13	✓	✗	✓	✓


Usability

	Url	Domain : asphaltpavement.org Length : 19
	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 : 3 Warnings : 1
	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><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> Perfect, your website has few JavaScript files.</div><div> Too bad, your website does not take advantage of gzip.</div></div>

Mobile

	Mobile Optimization	<div data-bbox="555 197 603 230">✓</div> Apple Icon
		<div data-bbox="555 264 603 297">✓</div> Meta Viewport Tag
		<div data-bbox="555 331 603 365">✓</div> Flash content

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div data-bbox="555 658 1481 707">http://asphaltpavement.org/sitemap.xml</div>
	Robots.txt	<p>http://asphaltpavement.org/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>