Website Analysis: atlasobscura.com

The score is 49/100

SEO Content

✔	Title	Curious and Wondrous Travel Destinations - Atlas Obscura Length : 56 Perfect, your title contains between 10 and 70 characters.
✔	Description	Definitive guidebook and friendly tour-guide to the world's most wondrous places. Travel tips, articles, strange facts and unique events. Length : 141 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
site_name	Atlas Obscura

○	Headings	

H1	H2	H3	H4	H5	H6
1	45	32	1	0	1

- [H1] How Many U.S. States Can You Check Off?
- [H2] Petite Ceinture
- [H2] Sign up for our Newsletter
- [H2] Begin Your Journey
- [H2] Destinations From Across the Atlas
- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: tokyo-japan" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-name" > Tokyo
- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: austin-texas" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-name" > Austin
- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: pasadena-california" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-

name" > Pasadena

- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: mexico-city-mexico" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-name" > Mexico City
- [H2] All the Other Names for the Moon
- [H2] Wonder All Around Us
- [H2] 10 Places to Kiss All the Time and Disco Occasionally
- [H2] Your Emails Are Fueling My Quest to See All 50 States
- [H2] How to Walk on the Trail of Tears
- [H2] Explore the Atlas
- [H2] The Witch's Castle
- [H2] Santuario di San Patrizio
- [H2] The Museum of Alchemists and Magicians of Old Prague
- [H2] The Neon Museum
- [H2] Ludolph van Ceulen Memorial
- [H2] Camp No-Be-Bo-Sco
- [H2] Casa Batlló
- [H2] The Singing Oak
- [H2] St. Norbert Roman Catholic Church
- [H2] Bock Bock Gravesite
- [H2] Čučuci Waterfall
- [H2] Lamlash Stone Circle
- [H2] Nobunaga Daimyōjin
- [H2] The Voss Model
- [H2] Albert Kahn Museum
- [H2] The Catacombs of Priscilla
- [H2] Discover Our Stories
- [H2] Central Park Could Have Been Filled With Fussy, Fancy Gardens
- [H2] Wonder All Around Us
- [H2] Plan Your Adventure
- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: kamakura-japan" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-name" > Kamakura
- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: boston-massachusetts" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-name" > Boston
- [H2] analytics#sendEvent" data-ga-event-action="Clicked On: flagstaff-arizona" data-ga-event-category="Destination Guide" data-ga-event-label="@PATH@" class="destination-name" > Flagstaff
- [H2] Top Countries
- [H2] Top Cities
- [H2] Complete Your Bookshelf
- [H2] analytics#sendEvent" data-ga-event-action="Clicked Shop Item" data-ga-event-category="Homepage" data-ga-event-label="Wild Life Book" > Our Newest Book: Wild Life
- [H2] analytics#sendEvent" data-ga-event-action="Clicked Shop Item" data-ga-event-category="Homepage" data-ga-event-label="Explorer's Library" class="aon-heading-tinier lg:aon-heading-tiny mt-4 mb-1 text-gray-900" > The Explorer's Library
- [H2] Get Our Email Newsletter
- [H2] Follow Us

SEO Content

- [H2] Get the app
- [H3] Popular Destinations
- [H3] Place of the Day
- [H3] The Atlas Obscura Podcast
- [H3] Get wonder in your inbox
- [H3] Wonder delivered to your inbox
- [H3] Editor's Picks
- [H3] Destinations From Across the Atlas
- [H3] Japan
- [H3] Texas
- [H3] California
- [H3] Mexico
- [H3] language
- [H3] More Stories
- [H3] horses
- [H3] List
- [H3] Article
- [H3] native americans
- [H3] Hidden Wonders
- [H3] Add & Edit Places
- [H3] Become a Member
- [H3] Download the App
- [H3] Articles, Videos, and Podcast
- [H3] If John J. Rink had gotten his way, that is.
- [H3] A stop at the gravesite of a Kentucky Derby champion reveals how Atlas Obscura turns ordinary drives into unexpected discoveries.
- [H3] Guides, lists, and itineraries
- [H3] Japan
- [H3] Massachusetts
- [H3] Arizona
- [H3] Books and Box Sets
- [H3] An Explorer's Guide to the World's Living Wonders
- [H3] Combination of Two Bestsellers
- [H3] Follow Atlas Obscura for more Wonders everyday
- [H4] Get your daily burst of wonder with all-new episodes of The Atlas Obscura Podcast.
- [H6] Join the Community

❌	Images	We found 63 images on this web page. 25 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 : 1% 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.

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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✓	In-page links	We found a total of 137 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 0.73% Internal Links 99.27%

In-page links

Anchor	Type	Juice
Sign In	Internal	Passing Juice
Join	Internal	Passing Juice
Paris	Internal	Passing Juice
London	Internal	Passing Juice
New York	Internal	Passing Juice
Berlin	Internal	Passing Juice
Rome	Internal	Passing Juice
Los Angeles	Internal	Passing Juice
Start Your Map!	Internal	Passing Juice
Petite Ceinture	Internal	Passing Juice
Allison Meier	Internal	Passing Juice

In-page links

Privacy Policy	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Tokyo	Internal	Passing Juice
Austin	Internal	Passing Juice
Pasadena	Internal	Passing Juice
Mexico City	Internal	Passing Juice
analytics#sendEvent" data-ga-event-category="Homepage" data-ga-event-action="Clicked Placement: feature_1" data-ga-event-label="Article" > All the Other Names for the Moon	Internal	Passing Juice
Sarah Laskow	Internal	Passing Juice
analytics#sendEvent" data-ga-event-category="Homepage" data-ga-event-action="Clicked Placement: small_1" data-ga-event-label="Article" > Wonder All Around Us	Internal	Passing Juice
Louise Story	Internal	Passing Juice
Holyn Thigpen	Internal	Passing Juice
The Witch's Castle	Internal	Passing Juice
Katey Zich	Internal	Passing Juice
Santuario di San Patrizio	Internal	Passing Juice
Max Cortesi	Internal	Passing Juice
The Museum of Alchemists and Magicians of Old Prague	Internal	Passing Juice
Eric Grundhauser	Internal	Passing Juice
The Neon Museum	Internal	Passing Juice
Stanislav Stanković	Internal	Passing Juice
Ludolph van Ceulen Memorial	Internal	Passing Juice
CoolCrab	Internal	Passing Juice
Camp No-Be-Bo-Sco	Internal	Passing Juice
Casa Batlló	Internal	Passing Juice
Isidro	Internal	Passing Juice
The Singing Oak	Internal	Passing Juice
Hope Corrigan	Internal	Passing Juice

In-page links

St. Norbert Roman Catholic Church	Internal	Passing Juice
temoore753	Internal	Passing Juice
Bock Bock Gravesite	Internal	Passing Juice
Shelby Knox	Internal	Passing Juice
Čučuci Waterfall	Internal	Passing Juice
Silvana Lopes	Internal	Passing Juice
Lamlash Stone Circle	Internal	Passing Juice
butterfly829	Internal	Passing Juice
Nobunaga Daimyōjin	Internal	Passing Juice
The Voss Model	Internal	Passing Juice
lewdinih	Internal	Passing Juice
Albert Kahn Museum	Internal	Passing Juice
Julie Machin	Internal	Passing Juice
The Catacombs of Priscilla	Internal	Passing Juice
Georgina Emerson	Internal	Passing Juice
View all Places	Internal	Passing Juice
Central Park Could Have Been Filled With Fussy, Fancy Gardens	Internal	Passing Juice
Jessica Leigh Hester	Internal	Passing Juice
The Singaporean Baker Inventing a Pie for Every American State	Internal	Passing Juice
Samantha Chong	Internal	Passing Juice
The Strange Saga of Kowloon Walled City	Internal	Passing Juice
James Crawford	Internal	Passing Juice
In Shakespeare, Food References Are a Window to the Soul	Internal	Passing Juice
Leigh Chavez-Bush	Internal	Passing Juice
The Rebirth of Pennsylvania's Infamous Burning Town	Internal	Passing Juice
Colin Dickey	Internal	Passing Juice
Inside Thomas Edison's Botanical Laboratory	Internal	Passing Juice

In-page links

The Glorious 30-Year Star-Studded Past of the Oscars for Animals	Internal	Passing Juice
Jessie Guy-Ryan	Internal	Passing Juice
The True Story of Dr. Voronoff's Plan to Use Monkey Testicles to Make Us Immortal	Internal	Passing Juice
Eric Grundhauser	Internal	Passing Juice
Your Emails Are Fueling My Quest to See All 50 States	Internal	Passing Juice
How to Walk on the Trail of Tears	Internal	Passing Juice
The Trip That Changed Me: How Running the World's Biggest Marathons Pushed AnneMette Bontaites's Limits	Internal	Passing Juice
AnneMette Bontaites	Internal	Passing Juice
My 50-State Quest: Gravette, Arkansas	Internal	Passing Juice
When Video Games Jump the Screen	Internal	Passing Juice
Lauren Johnston	Internal	Passing Juice
This Intrepid 19th-Century Reporter Refused to Accept the Unacceptable	Internal	Passing Juice
Daniel McDermon	Internal	Passing Juice
When the Genius of Studio Ghibli Built a Giant Cuckoo Clock	Internal	Passing Juice
View all Stories	Internal	Passing Juice
Kamakura	Internal	Passing Juice
Boston	Internal	Passing Juice
Flagstaff	Internal	Passing Juice
United States	Internal	Passing Juice
United Kingdom	Internal	Passing Juice
Italy	Internal	Passing Juice
Japan	Internal	Passing Juice
Germany	Internal	Passing Juice
Spain	Internal	Passing Juice
France	Internal	Passing Juice
Canada	Internal	Passing Juice

In-page links

Mexico	Internal	Passing Juice
Australia	Internal	Passing Juice
Sweden	Internal	Passing Juice
Netherlands	Internal	Passing Juice
New York	Internal	Passing Juice
Brooklyn	Internal	Passing Juice
San Francisco	Internal	Passing Juice
Edinburgh	Internal	Passing Juice
Chicago	Internal	Passing Juice
Seattle	Internal	Passing Juice
Stockholm	Internal	Passing Juice
Madrid	Internal	Passing Juice
New Orleans	Internal	Passing Juice
Glasgow	Internal	Passing Juice
Prague	Internal	Passing Juice
Athens	Internal	Passing Juice
Amsterdam	Internal	Passing Juice
Philadelphia	Internal	Passing Juice
Vienna	Internal	Passing Juice
Queens	Internal	Passing Juice
View all Destinations	Internal	Passing Juice
All Places	Internal	Passing Juice
Latest Places	Internal	Passing Juice
Most Popular	Internal	Passing Juice
Places to Eat	Internal	Passing Juice
Random	Internal	Passing Juice
Nearby	Internal	Passing Juice
Add a Place	Internal	Passing Juice

In-page links

Food & Drink	Internal	Passing Juice
Itineraries	Internal	Passing Juice
Lists	Internal	Passing Juice
Video	Internal	Passing Juice
Podcast	Internal	Passing Juice
Newsletters	Internal	Passing Juice
All Trips	Internal	Passing Juice
FAQ	Internal	Passing Juice
Membership	Internal	Passing Juice
Feedback & Ideas	External	Passing Juice
Community Guidelines	Internal	Passing Juice
Product Blog	Internal	Passing Juice
Unique Gifts	Internal	Passing Juice
Work With Us	Internal	Passing Juice
About	Internal	Passing Juice
FAQ	Internal	Passing Juice
Advertise With Us	Internal	Passing Juice
Advertising Guidelines	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice

SEO Keywords

◉	Keywords Cloud	places classpopdown-menu justify-center destinations search open loading h-auto aon--navbar--nav-componenthide w-full

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
justify-center	5	✖	✖	✖	✖
aon--navbar--nav-componenthide	4	✖	✖	✖	✖
w-full	4	✖	✖	✖	✖
open	3	✖	✖	✖	✖
places	3	✖	✖	✔	✔

Usability

◉	Url	Domain : atlasobscura.com Length : 16
✔	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	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

Document

✓		
	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.
		✖ Too bad, your website has too many JS files (more than 6).
		✓ Perfect, your website takes 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://atlasobscura.com/robots.txt

Great, your website has a robots.txt file. |
| ✓ | Analytics | Great, your website has an analytics tool.

Quantcast |