







Website Analysis: gpna.com

Generated on April 12 2026 09:45 AM






The score is 67/100



SEO Content

	<p>Title</p>	<p>Rapid City and Western South Dakotas Largest Law Firm : Gunderson, Palmer, Nelson, Ashmore LLP Attorneys at Law</p> <p>Length : 111</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>								
	<p>Description</p>	<p>Gunderson, Palmer, Nelson & Ashmore, LLP has provided a full range of legal services for over 50 years in Rapid City and is one of the largest, highly respected, and most widely known law firms in Western South Dakota and a multi-state region. We are conveniently located in the historic Elks Building in downtown Rapid City, South Dakota and the Historic Hyde Building in Pierre, SD.</p> <p>Length : 388</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>								
	<p>Keywords</p>	<p>rapid city law, rapid city law firm, rapid city attorney, rapid city lawyer, law, lawyer, attorney, real estate law, insurance law, construction law, trust law, business law, estate planning, litigation, black hills law, black hills lawyer, black hills attorney, South Dakota, Pierre, Pierre law, Pierre law firm, attorneys in Pierre, Pierre lawyer</p> <p>Good, your page contains meta keywords.</p>								
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1644 1481 2018"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://gpna.com</td> </tr> <tr> <td>title</td> <td>Rapid City and Western South Dakotas Largest Law Firm : Gunderson, Palmer, Nelson, Ashmore LLP Attorneys at Law</td> </tr> </tbody> </table>	Property	Content	type	website	url	https://gpna.com	title	Rapid City and Western South Dakotas Largest Law Firm : Gunderson, Palmer, Nelson, Ashmore LLP Attorneys at Law
Property	Content									
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SEO Content

		<p>description Gunderson, Palmer, Nelson & Ashmore, LLP has provided a full range of legal services for over 50 years in Rapid City and is one of the largest, highly respected, and most widely known law firms in Western South Dakota and a multi-state region. We are conveniently located in the historic Elks Building in downtown Rapid City, South Dakota and the Historic Hyde Building in Pierre, SD.</p> <p>image https://gpna.com/assets/img/GPNA-Entry.jpg</p>												
	Headings	<table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>3</td> <td>10</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] Experience Trust Results • [H2] Here to Help • [H2] Latest News • [H2] Practice Areas • [H3] Personal Injury • [H3] Business Law • [H3] Criminal Law • [H3] Litigation • [H3] Construction Law • [H3] Real Estate • [H3] Attorney Sara Frankenstein Appointed to the U.S. Commission on Civil Rights • [H3] Real Estate Finance: South Dakota • [H3] Celebrating 30 Years of Excellence: Beth... • [H3] 2025 State Bar's Ask-A-Lawyer Event 	H1	H2	H3	H4	H5	H6	1	3	10	0	0	0
H1	H2	H3	H4	H5	H6									
1	3	10	0	0	0									
	Images	<p>We found 9 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	Text/HTML Ratio	<p>Ratio : 28%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>												
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>												
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>												

SEO Links

	URL Rewrite	Good. Your links looks friendly!
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SEO Links

		
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 52 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p>

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Practice Areas	Internal	Passing Juice
Agricultural Law	Internal	Passing Juice
Business Law	Internal	Passing Juice
Construction Law	Internal	Passing Juice
Criminal Law	Internal	Passing Juice
Employment Law	Internal	Passing Juice
Estate Planning and Probate	Internal	Passing Juice
Governmental Law	Internal	Passing Juice
Health Law	Internal	Passing Juice
Insurance	Internal	Passing Juice
Litigation	Internal	Passing Juice
Mining and Energy Law	Internal	Passing Juice
Personal Injury	Internal	Passing Juice
Real Estate	Internal	Passing Juice
Trusts	Internal	Passing Juice
Utility/Energy Law	Internal	Passing Juice


In-page links

Workers Compensation	Internal	Passing Juice
Turner J. Blasius	Internal	Passing Juice
Lisa K. Cagle	Internal	Passing Juice
Katelyn A. Cook	Internal	Passing Juice
Justin A. DiBona	Internal	Passing Juice
Sara Frankenstein	Internal	Passing Juice
Patrick G. Goetzinger	Internal	Passing Juice
Aidan F. Goetzinger	Internal	Passing Juice
Stacy R. Hegge	Internal	Passing Juice
Marcus L. Hluchy	Internal	Passing Juice
Kerri Cook Huber	Internal	Passing Juice
Ashley E. H. McDonald	Internal	Passing Juice
Matthew E. Naasz	Internal	Passing Juice
Quentin L. Riggins	Internal	Passing Juice
Catherine A. Seeley	Internal	Passing Juice
Jason M. Smiley	Internal	Passing Juice
Jana Smoot White	Internal	Passing Juice
Tyler C. Wetering	Internal	Passing Juice
Talbot J. Wiczorek	Internal	Passing Juice
Owen R. Wiese	Internal	Passing Juice
Richard M. Williams	Internal	Passing Juice
Contact	Internal	Passing Juice
Careers	Internal	Passing Juice
News	Internal	Passing Juice
Our Legacy	Internal	Passing Juice
Payments	Internal	Passing Juice
Pro Hac Vice	Internal	Passing Juice
Rapid City Professionals	Internal	Passing Juice

In-page links

Pierre Professionals	Internal	Passing Juice
Contact	Internal	Passing Juice
Practice Areas	Internal	Passing Juice
Practice Areas	Internal	Passing Juice
Attorneys	Internal	Passing Juice
News	Internal	Passing Juice
History	Internal	Passing Juice




SEO Keywords

	Keywords Cloud	dakota attorneys city law nelson gunderson ashmore south rapid palmer
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
law	18	✓	✓	✓	✓
rapid	9	✓	✓	✓	✗
city	8	✓	✓	✓	✗
south	8	✓	✓	✓	✓
attorneys	7	✓	✓	✗	✗












Usability

	Url	Domain : gpna.com Length : 8
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

	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 : 5 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.
	Speed Tips	<ul style="list-style-type: none"> 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. Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://gpna.com/sitemap
	Robots.txt	http://gpna.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.