



Website Analysis: non-format.com

Generated on March 30 2026 07:06 AM






The score is 58/100







SEO Content

| | Title | <p>Non-Format — USA / Norway</p> <p>Length : 25</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | | | |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------|-------|--------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------|--------|-------|
| | Description | <p>Non-Format was originally founded in London in 2000 by Kjell Ekhorn (Norwegian) and Jon Forss (British). Together they work on a range of projects including art direction, design, illustration and custom typography for clients including Adobe, Coca-Cola, EMI, Gap, IBM, New York Times, Nike, Nokia, Rick Owens, Sony Music and a great many others. In 2015 they merged with ANTI.</p> <p>Length : 377</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p> | | | | | | | | | | |
| | Keywords | <p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p> | | | | | | | | | | |
| | Og Meta Properties | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1447 1481 2072"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>USA / Norway</td> </tr> <tr> <td>description</td> <td>Non-Format was originally founded in London in 2000 by Kjell Ekhorn (Norwegian) and Jon Forss (British). Together they work on a range of projects including art direction, design, illustration and custom typography for clients including Adobe, Coca-Cola, EMI, Gap, IBM, New York Times, Nike, Nokia, Rick Owens, Sony Music and a great many others. In 2015 they merged with ANTI.</td> </tr> <tr> <td>site_name</td> <td>Non-Format</td> </tr> <tr> <td>locale</td> <td>en_US</td> </tr> </tbody> </table> | Property | Content | title | USA / Norway | description | Non-Format was originally founded in London in 2000 by Kjell Ekhorn (Norwegian) and Jon Forss (British). Together they work on a range of projects including art direction, design, illustration and custom typography for clients including Adobe, Coca-Cola, EMI, Gap, IBM, New York Times, Nike, Nokia, Rick Owens, Sony Music and a great many others. In 2015 they merged with ANTI. | site_name | Non-Format | locale | en_US |
| Property | Content | | | | | | | | | | | |
| title | USA / Norway | | | | | | | | | | | |
| description | Non-Format was originally founded in London in 2000 by Kjell Ekhorn (Norwegian) and Jon Forss (British). Together they work on a range of projects including art direction, design, illustration and custom typography for clients including Adobe, Coca-Cola, EMI, Gap, IBM, New York Times, Nike, Nokia, Rick Owens, Sony Music and a great many others. In 2015 they merged with ANTI. | | | | | | | | | | | |
| site_name | Non-Format | | | | | | | | | | | |
| locale | en_US | | | | | | | | | | | |

SEO Content

| | | | | | | | |
|-----------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----|----|----|----|
| | | url | http://non-format.com/ | | | | |
| | | type | website | | | | |
|  | Headings | H1 | H2 | H3 | H4 | H5 | H6 |
| | | 1 | 0 | 0 | 0 | 0 | 0 |
| | | <ul style="list-style-type: none"> [H1] Vår (spring) 2026 — A5 flyer | | | | | |
|  | Images | <p>We found 22 images on this web page.</p> <p>22 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>Great, there are no Iframes detected on this page.</p> | | | | | |

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 0 link(s) to files |
|  | Statistics | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 28%</p> <p>Internal Links 72%</p> |

In-page links

| Anchor | Type | Juice |
|--------|------|-------|
|--------|------|-------|

In-page links

| | | |
|--------------------------------------------------------------|----------|---------------|
| Upgrade to a different browser | External | Passing Juice |
| install Google Chrome Frame | External | Passing Juice |
| Showcase | Internal | Passing Juice |
| Typography | Internal | Passing Juice |
| Print & Editorial | Internal | Passing Juice |
| Image-making | Internal | Passing Juice |
| Music Packaging | Internal | Passing Juice |
| Posters | Internal | Passing Juice |
| Brand Development | Internal | Passing Juice |
| Moving Image | Internal | Passing Juice |
| Apparel & Products | Internal | Passing Juice |
| Profile | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Clients | Internal | Passing Juice |
| Awards | Internal | Passing Juice |
| Exhibitions | Internal | Passing Juice |
| Publicity & Profiles | Internal | Passing Juice |
| Twitter | External | Passing Juice |
| Facebook | External | Passing Juice |
| Vimeo | External | Passing Juice |
| Behance | External | Passing Juice |
| &lt; | Internal | Passing Juice |
| &gt; | Internal | Passing Juice |
| News : Non-Format is now partnered with ANTI | External | Passing Juice |
| Info/credits | Internal | Passing Juice |

SEO Keywords

Keywords Cloud

spring vår **packaging recordings** lara

SEO Keywords



-format nymusikk showcase flyer music

Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|------------|---------|-------|----------|-------------|----------|
| music | 13 | ✘ | ✘ | ✔ | ✘ |
| packaging | 12 | ✘ | ✘ | ✘ | ✘ |
| recordings | 10 | ✘ | ✘ | ✘ | ✘ |
| nymusikk | 6 | ✘ | ✘ | ✘ | ✘ |
| flyer | 6 | ✘ | ✘ | ✘ | ✔ |










Usability

| | | |
|--|--------------|-------------------------------------------------------------------------------------------------------------------------------|
| | Url | Domain : non-format.com Length : 14 |
| | Favicon | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often. |
| | Printability | We could not find a Print-Friendly CSS. |
| | Language | Good. Your declared language is no. |
| | 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 : 1 Warnings : 11 |





Document

| | | |
|-----------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | | |
|  | 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 | <ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! 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 |
|-------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Optimization

| | | |
|-------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | <p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p> |
|  | Robots.txt | <p>http://non-format.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p> |
|  | Analytics | <p>Great, your website has an analytics tool.</p> <p> Google Analytics</p> |