








# Website Analysis: turner.pem.org

Generated on April 10 2026 05:38 AM





The score is 56/100







## SEO Content

	<b>Title</b>	<p>Peabody Essex Museum - Mood-O-Meter</p> <p>Length : 35</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<b>Description</b>	<p>How do you feel today? Find out what the Mood-O-Meter thinks.</p> <p>Length : 61</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<b>Keywords</b>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 1778"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Peabody Essex Museum - Mood-O-Meter</td> </tr> <tr> <td>site_name</td> <td>Peabody Essex Museum - Mood-O-Meter</td> </tr> <tr> <td>url</td> <td>http://turner.pem.org/</td> </tr> <tr> <td>description</td> <td>How do you feel today? Find out what the Mood-O-Meter thinks.</td> </tr> <tr> <td>image</td> <td>http://turner.pem.org/_/assets/img/pem-turner-mood.jpg</td> </tr> </tbody> </table>	Property	Content	title	Peabody Essex Museum - Mood-O-Meter	site_name	Peabody Essex Museum - Mood-O-Meter	url	http://turner.pem.org/	description	How do you feel today? Find out what the Mood-O-Meter thinks.	image	http://turner.pem.org/_/assets/img/pem-turner-mood.jpg
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	<b>Headings</b>	<table border="1" data-bbox="539 1809 1481 1883"> <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>2</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1912 1465 2011" style="list-style-type: none"> <li>• [H1] Peabody Essex Museum's Turner Mood-O-Meter</li> <li>• [H1] Turner's Apothecary presents our unique Mood-O-Meter prescribing art to suit your mood.</li> </ul>	H1	H2	H3	H4	H5	H6	2	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
2	0	0	0	0	0									
	<b>Images</b>	<p>We found 2 images on this web page.</p>												

## SEO Content

		2 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 : 10%  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	Great, there are no Iframes detected on this page.


## 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 0 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

## In-page links

Anchor	Type	Juice
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## SEO Keywords

	Keywords Cloud	site optimized portrait mood suit <b>mood-o-meter</b> essex peabody mode rotate
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
mood-o-meter	3	✓	✗	✓	✓
peabody	2	✓	✗	✗	✓
essex	2	✓	✗	✗	✓
rotate	1	✗	✗	✗	✗
mode	1	✗	✗	✗	✗








## Usability

	Url	Domain : turner.pem.org Length : 14
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	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 : 2 Warnings : 4
	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.





## Document

		
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## 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><a href="http://turner.pem.org/robots.txt">http://turner.pem.org/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <ul style="list-style-type: none"><li> Google Analytics</li></ul>