SEO Content

❌	**Title**	**Length : 0** Very bad. We haven't found title on your page.
❌	**Description**	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	**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	H2	H3	H4	H5	H6 | | 4 | 5 | 4 | 0 | 0 | 0 | • [H1] Fourth Annual Joint Conference of the Upstate Chapters of the American Statistical Association • [H1] Selected Themes for this Year's Conference • [H1] Data Competition • [H1] Keynote Speaker • [H2] Geneseo, NY, April 10th-11th, 2015 • [H2] Novel approaches to data analysis • [H2] Applications of statistical and computational methods to interesting data sets • [H2] Statistics education in secondary schools (and beyond) • [H2] Fun Statistics • [H3] Important Dates • [H3] Conference Topics • [H3] When and Where • [H3] Contact

❌	**Images**	We found 12 images on this web page. 11 alt attributes are empty or missing. Add alternative text so that

SEO Content

		search engines can better understand the content of your images.
✓	Text/HTML Ratio	Ratio : 53% 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	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 14 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%

In-page links

Anchor	Type	Juice
exness	External	Passing Juice
Register	Internal	Passing Juice
Call for Abstracts	Internal	Passing Juice
Conference Information	Internal	Passing Juice
Program	Internal	Passing Juice
General Information	Internal	Passing Juice

In-page links

Data Competition	Internal	Passing Juice
Scoreboard	Internal	Passing Juice
Overview	Internal	Passing Juice
Register	Internal	Passing Juice
Login	Internal	Passing Juice
Sponsors	Internal	Passing Juice
Committee	Internal	Passing Juice
Home	Internal	Passing Juice

SEO Keywords

Keywords Cloud	years conference statistical data analysis statistics competition education friday abstract

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
data	20	✖	✖	✖	✔
competition	14	✖	✖	✖	✔
statistical	13	✖	✖	✖	✔
conference	13	✖	✖	✖	✔
statistics	8	✖	✖	✖	✔

Usability

	Url	Domain : up-stat.org Length : 11
❌	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.

Usability

	Printability	We could not find a Print-Friendly CSS.
❌	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
❌	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	XHTML 1.0 Strict
✅	Encoding	Perfect. Your declared charset is WINDOWS-1252.
❌	W3C Validity	Errors : 16 Warnings : 5
✅	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	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✖ Too bad, your website has too many CSS files (more than 4). ✔ Perfect, your website has few JavaScript files. ✔ 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://up-stat.org/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.