



Website Analysis: winthropgroup.com

Generated on April 14 2026 15:11 PM






The score is 57/100



SEO Content

	Title	<p>Winthrop Group · Home</p> <p>Length : 21</p> <p>Perfect, your title contains between 10 and 70 characters.</p>				
	Description	<p>Our work takes many forms, from authoritative publications, documentaries, and digital presentations to innovative archival collections, exhibitions and digital asset management systems - all of it tailored to your needs. In over 30 years, Winthrop has accumulated a long and distinguished list of clients, with some client relationships lasting two decades or more. world's leading history and archival services consulting firm Winthrop professionals write about current trends and events, and how history and archives play an integral role in shaping the future. History Consulting Archival Services The Winthrop Group has served hundreds of clients across the broad spectrum of business, government, and nonprofit sectors: from Fortune 500 corporations and leading professional service firms to small family firms, foundations, schools, and arts organizations. Winthrop professionals are distinguished for our unique array of skills History Services, Archival Services, History Consulting, Editorial Services Winthrop offers a unique brand of consulting based on a simple premise: that past experience is a powerful source of information and insight into the present. With unrivalled historical and archival expertise and a deep understanding of organizational culture, we help our clients capture experience and put it to work. The result is the institutional knowledge and long-term perspective they need to build a successful future. Homepage SEO</p> <p>Length : 1450</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="539 1977 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	Property	Content		
Property	Content					





SEO Content

		<table><tr><td>title</td><td>Winthrop Group · Home</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://winthropgroup.com</td></tr></table>	title	Winthrop Group · Home	type	website	url	https://winthropgroup.com						
title	Winthrop Group · Home													
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url	https://winthropgroup.com													
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>13</td><td>1</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Winthrop Group• [H2] About• [H2] Services• [H2] Client Portfolio• [H2] People• [H2] Insights• [H2] Contact Us• [H2] History Services• [H2] Information & Archival Services• [H2] Consulting• [H2] Editorial Services• [H2] Cooper Hewitt - Underground Modernist• [H2] Richard Hobbs Retires• [H2] Fast Company 25th Anniversary• [H3] Capturing Experience and Putting It to WorkWinthrop offers a unique brand of consulting based on a simple premise: that past experience is a powerful source of information and insight into the present. With unrivalled historical and archival expertise and a deep understanding of organizational culture, we help our clients capture experience and put it to work. The result is the institutional knowledge and long-term perspective they need to build a successful future.	H1	H2	H3	H4	H5	H6	1	13	1	0	0	0
H1	H2	H3	H4	H5	H6									
1	13	1	0	0	0									
	Images	We found 13 images on this web page. Good, most or all of your images have alt attributes												
	Text/HTML Ratio	Ratio : 14% 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!
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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 22 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.09% Internal Links 90.91%


In-page links

Anchor	Type	Juice
upgrade your browser	External	Passing Juice
activate Google Chrome Frame	External	Passing Juice
Winthrop Group	Internal	Passing Juice
About	Internal	Passing Juice
Services	Internal	Passing Juice
Client Portfolio	Internal	Passing Juice
People	Internal	Passing Juice
Insights	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Our Story	Internal	Passing Juice
Our Vision and Values	Internal	Passing Juice
Our Approach	Internal	Passing Juice
Career Opportunities	Internal	Passing Juice
History Services	Internal	Passing Juice
Information & Archival Services	Internal	Passing Juice
Consulting	Internal	Passing Juice
Editorial Services	Internal	Passing Juice

In-page links

Selected Work	Internal	Passing Juice
Client List	Internal	Passing Juice
Blog Posts	Internal	Passing Juice
Publications	Internal	Passing Juice
White Papers	Internal	Passing Juice





SEO Keywords

 Keywords Cloud	<p>all information experience services consulting richard archival winthrop work client</p>
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
services	5	✘	✘	✔	✔
winthrop	3	✔	✘	✔	✔
client	3	✘	✘	✔	✔
experience	3	✘	✘	✔	✔
work	3	✘	✘	✔	✔



Usability

 Url	Domain : winthropgroup.com Length : 17
 Favicon	Great, your website has a favicon.
 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.





Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 2 Warnings : 3
	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! Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6). 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	Missing Your website does not have an XML sitemap - this can be problematic.
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Optimization

		<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://winthropgroup.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div data-bbox="544 566 1481 645"> Google Analytics</div>