Website review moon.com

Generated on January 06 2024 13:13 PM

The score is 54/100

SEO Content

✔	Title	Moon Guides | Moon Travel Guides **Length : 32** Perfect, your title contains between 10 and 70 characters.
✖	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	Good, your page take advantage of Og Properties.

Property	Content
type	article
title	Moon Guides
url	https://www.moon.com/
description	Get Inspired Discover Classic American Road Trips from Road Trip USA With mile-by-mile highlights for 11 routes, expert advice, and helpful maps, RoadTripUSA.com has all the inspiration y...
site_name	Moon Travel Guides
image	https://www.moon.com/wp-content/uploads/2024/01/Moon-Travel-Guides_winter.png
image:width	1875
image:height	517

SEO Content

		locale	en_US				

	Headings	**H1**	**H2**	**H3**	**H4**	**H5**	**H6**
		1	12	11	0	0	0

- [H1] Moon Guides
- [H2] Explore Hachette Book Group menu
- [H2] Search
- [H2] Site Preferences
- [H2] Promotion
- [H2] Moon Travel menu
- [H2] Carousel pagination
- [H2] Carousel pagination
- [H2] Newsletter Signup
- [H2] Get Inspired
- [H2] The Latest from Moon
- [H2] Discover Classic American Road Trips from Road Trip USA
- [H2] Footer
- [H3] Norway's Pulpit Rock Hike
- [H3] 6 Things I Learned Road-tripping the United States
- [H3] The Best of Prague, Vienna & Budapest
- [H3] Where to Go in Croatia, Slovenia, and Montenegro
- [H3] One Week in Greece Itinerary
- [H3] Social Media
- [H3] Social Media
- [H3] Newsletter Signup
- [H3] About About
- [H3] Resources Resources
- [H3] Terms and Policies Terms and Policies

	Images	We found 60 images on this web page. 12 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 : **1%** 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!

SEO Links

✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 76 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 40.79% Internal Links 59.21%

In-page links

Anchor	Type	Juice
Children’s Books	Internal	Passing Juice
Cooking	Internal	Passing Juice
Fiction	Internal	Passing Juice
Mind, Body, Spirit	Internal	Passing Juice
Mystery & Thriller	Internal	Passing Juice
Nonfiction	Internal	Passing Juice
Romance	Internal	Passing Juice
Sci-Fi & Fantasy	Internal	Passing Juice
Teen & Young Adult	Internal	Passing Juice
Travel	Internal	Passing Juice
Our Authors	Internal	Passing Juice
Author Events	External	Passing Juice
Discover	External	Passing Juice
Store	External	Passing Juice
Imprints	External	Passing Juice
About Hachette Book Group	Internal	Passing Juice
Careers	External	Passing Juice
Privacy Policy	Internal	Passing Juice

In-page links

Terms of Use	Internal	Passing Juice
Home	Internal	Passing Juice
U.S.	Internal	Passing Juice
Alaska	Internal	Passing Juice
California	Internal	Passing Juice
Florida	Internal	Passing Juice
Hawaii	Internal	Passing Juice
Heartland & Great Lakes	Internal	Passing Juice
New England	Internal	Passing Juice
New York & Mid-Atlantic	Internal	Passing Juice
Pacific Northwest	Internal	Passing Juice
Rocky Mountains	Internal	Passing Juice
The South	Internal	Passing Juice
The Southwest	Internal	Passing Juice
Texas	Internal	Passing Juice
Canada	Internal	Passing Juice
Europe	Internal	Passing Juice
Latin America & Caribbean	Internal	Passing Juice
Asia & Pacific	Internal	Passing Juice
Middle East & Africa	Internal	Passing Juice
52 Things To Do	Internal	Passing Juice
Road Trips	Internal	Passing Juice
National Parks	Internal	Passing Juice
Hiking & Outdoors	Internal	Passing Juice
City Walks & Beyond	Internal	Passing Juice
All Travel Guides	Internal	Passing Juice
Facebook	External	Passing Juice
Instagram	External	Passing Juice

In-page links

Pinterest	External	Passing Juice
Twitter	External	Passing Juice
About Moon	Internal	Passing Juice
Diversity & Inclusion	Internal	Passing Juice
NEW RELEASES	Internal	Passing Juice
COMING SOON	Internal	Passing Juice
Our Leadership	External	Passing Juice
Imprints	External	Passing Juice
Newsletter Subscription	External	Passing Juice
Banned and Challenged Books	External	Passing Juice
Social Impact at HBG	Internal	Passing Juice
Accessibility Statement	External	Passing Juice
HBG In the News	External	Passing Juice
Press & Publicity	External	Passing Juice
Authors & Agents	External	Passing Juice
Booksellers	External	Passing Juice
Client Services	External	Passing Juice
Librarians & Educators	External	Passing Juice
eCommerce Order Support	External	Passing Juice
Hachette Academic	External	Passing Juice
Hachette Speakers Bureau	External	Passing Juice
Careers	Internal	Passing Juice
Contact HBG	External	Passing Juice
FAQ	External	Passing Juice
Terms of Use	External	Passing Juice
Privacy Policy	External	Passing Juice
Cookie Policy	External	Passing Juice
Do Not Sell or Share My Personal Information	External	Passing Juice

In-page links

Fraud Alert	External	Passing Juice
CPSIA	External	Passing Juice

SEO Keywords

Keywords Cloud	group sign moon hachette guides menu book email travel authors

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hachette	5	✖	✖	✖	✔
travel	4	✔	✖	✖	✔
book	4	✖	✖	✖	✔
moon	3	✔	✖	✖	✔
group	3	✖	✖	✖	✔

Usability

	Url	Domain : moon.com Length : 8
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	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 : 4 Warnings : 56
✓	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. ✓ Great, your website has few CSS files. ✖ Too bad, your website has too many JS files (more than 6). ✓ 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://moon.com/robots.txt

Optimization

✅		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.