







# Website review vox.com

Generated on January 06 2024 16:39 PM

The score is 54/100




## SEO Content

	Title	<p>Vox - Our world, explained</p> <p><b>Length : 26</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>						
	Description	<p>Vox is a general interest news site for the 21st century. Its mission: to help everyone understand our complicated world, so that we can all help shape it. In text, video and audio, our reporters explain politics, policy, world affairs, technology, culture, science, the climate crisis, money, health and everything else that matters. Our goal is to ensure that everyone, regardless of income or status, can access accurate information that empowers them.</p> <p><b>Length : 455</b></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>						
	Keywords	<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>						
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>description</td><td>Vox is a general interest news site for the 21st century. Its mission: to help everyone understand our complicated world, so that we can all help shape it. In text, video and audio, our reporters explain politics, policy, world affairs, technology, culture, science, the climate crisis, money, health and everything else that matters. Our goal is to ensure that everyone, regardless of income or status, can access accurate information that empowers them.</td></tr><tr><td>image</td><td><a href="https://cdn.vox-cdn.com/uploads/community/sbnu_logo/441/large_1000_yellow.755.95133.png">https://cdn.vox-cdn.com/uploads/community/sbnu_logo/441/large_1000_yellow.755.95133.png</a></td></tr></tbody></table>	Property	Content	description	Vox is a general interest news site for the 21st century. Its mission: to help everyone understand our complicated world, so that we can all help shape it. In text, video and audio, our reporters explain politics, policy, world affairs, technology, culture, science, the climate crisis, money, health and everything else that matters. Our goal is to ensure that everyone, regardless of income or status, can access accurate information that empowers them.	image	<a href="https://cdn.vox-cdn.com/uploads/community/sbnu_logo/441/large_1000_yellow.755.95133.png">https://cdn.vox-cdn.com/uploads/community/sbnu_logo/441/large_1000_yellow.755.95133.png</a>
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image	<a href="https://cdn.vox-cdn.com/uploads/community/sbnu_logo/441/large_1000_yellow.755.95133.png">https://cdn.vox-cdn.com/uploads/community/sbnu_logo/441/large_1000_yellow.755.95133.png</a>							



SEO Content

		<div>site_nameVox</div> <div>titleVox - Our world, explained</div> <div>typewebsite</div> <div>urlhttps://www.vox.com/</div>
<div></div>	Headings	<div><div>H10</div><div>H259</div><div>H37</div><div>H42</div><div>H50</div><div>H60</div></div> <div><ul style="list-style-type: none"><li>• [H2] Cookie banner</li><li>• [H2] Give</li><li>• [H2] Newsletters</li><li>• [H2] Site search</li><li>• [H2] Vox main menu</li><li>• [H2] Top Stories</li><li>• [H2] Why Taiwan is 2024’s first big election to watch</li><li>• [H2] The Epstein “list,” explained</li><li>• [H2] The Supreme Court arguments for (and against) removing Trump from the ballot, explained</li><li>• [H2] Mary Kay Letourneau, the grim inspiration for May December, explained</li><li>• [H2] Morning light is crucial for happiness. Here’s how to get it — even if you hate mornings.</li><li>• [H2] The culture war came for Claudine Gay — and isn’t done yet</li><li>• [H2] Will Gypsy-Rose Blanchard really benefit from this media circus?</li><li>• [H2] On the Money</li><li>• [H2] The Latest</li><li>• [H2] The Supreme Court’s new, nightmare abortion cases, explained</li><li>• [H2] Vox podcasts tackle the Israel-Hamas war</li><li>• [H2] The many layers of May December</li><li>• [H2] America’s unique, enduring gun problem, explained</li><li>• [H2] Are flying cars finally here?</li><li>• [H2] Take a mental break with the newest Vox crossword</li><li>• [H2] The Golden Globes are (just barely) making a comeback. Here’s what to expect.</li><li>• [H2] Could this obscure tax idea reshape American housing?</li><li>• [H2] You thought 2023 was a big year for AI? Buckle up.</li><li>• [H2] We're building great things, and we need your talent.</li><li>• [H2] You don’t need everything you want</li><li>• [H2] The Fifth Circuit just made it even more dangerous to be pregnant in a red state</li><li>• [H2] Get Vox in your inbox. Sign up for Vox’s free newsletters.</li><li>• [H2] Pregnancy care deserts are growing. Indigenous babies are at risk.</li><li>• [H2] Even Better</li><li>• [H2] Israel’s Supreme Court just overturned Netanyahu’s pre-war power grab</li><li>• [H2] 2024 is the biggest global election year in history</li><li>• [H2] How death threats get Republicans to fall in line behind Trump</li></ul></div>





## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Vox, explain it to me</li><li>• [H2] There's more than one way to feel lonely</li><li>• [H2] Broadway is full of jukebox musicals and movie adaptations. That might not be as bad as it sounds.</li><li>• [H2] Sign up for the newsletter Sentences</li><li>• [H2] 24 things we think will happen in 2024</li><li>• [H2] South Africa's genocide case against Israel, explained</li><li>• [H2] 2023, in 7 minutes</li><li>• [H2] The best advice we got in 2023</li><li>• [H2] Relationships aren't always going to be totally balanced. That isn't a bad thing.</li><li>• [H2] Alcohol overuse causes 140,000 American deaths annually. Why is it so undertreated?</li><li>• [H2] Why treatment for severe mental illness looks radically different for rich and poor people</li><li>• [H2] The 14 predictions that came true in 2023 — and the 7 that didn't</li><li>• [H2] Israel's horrible year started long before October 7</li><li>• [H2] 10 actually good things that happened in 2023</li><li>• [H2] Online daters love to hate on Hinge. 10 years in, it's more popular than ever.</li><li>• [H2] House Republicans' humiliating year, explained</li><li>• [H2] How 7 scientists feel after the hottest year on record</li><li>• [H2] Silicon Valley's very masculine year</li><li>• [H2] Access to abortion pills has grown since Dobbs</li><li>• [H2] The urgent to-do list awaiting Congress in January</li><li>• [H2] The weird, true story of the most successful third-party presidential candidate in the past century</li><li>• [H2] It's okay to be optimistic about the economy next year</li><li>• [H2] The lasting impact of The Color Purple</li><li>• [H2] The best ways to help homeless people</li><li>• [H2] Sign up for the newsletter VoxCare</li><li>• [H2] Pagination</li><li>• [H3] Morning light is crucial for happiness. Here's how to get it — even if you hate mornings.</li><li>• [H3] There's more than one way to feel lonely</li><li>• [H3] The best advice we got in 2023</li><li>• [H3] Relationships aren't always going to be totally balanced. That isn't a bad thing.</li><li>• [H3] Video</li><li>• [H3] Explainers</li><li>• [H3] Podcasts</li><li>• [H4] Thanks for signing up!</li><li>• [H4] Thanks for signing up!</li></ul>
	Images	<p>We found 126 images on this web page.</p> <p>31 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 : <b>15%</b></p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>

## SEO 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	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 98 links including 0 link(s) to files
	Statistics	External Links : noFollow 11.22% External Links : Passing Juice 5.1% Internal Links 83.67%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Cookie Policy</a>	External	Passing Juice
<a href="#">Privacy Notice</a>	External	Passing Juice
<a href="#">Terms of Use</a>	External	Passing Juice
<a href="#">Give</a>	Internal	Passing Juice
<a href="#">Newsletters</a>	Internal	Passing Juice
<a href="#">Crossword</a>	Internal	Passing Juice
<a href="#">Video</a>	Internal	Passing Juice
<a href="#">Podcasts</a>	Internal	Passing Juice

## In-page links

<a href="#">Politics</a>	Internal	Passing Juice
<a href="#">Policy</a>	Internal	Passing Juice
<a href="#">Culture</a>	Internal	Passing Juice
<a href="#">Science</a>	Internal	Passing Juice
<a href="#">Technology</a>	Internal	Passing Juice
<a href="#">Climate</a>	Internal	Passing Juice
<a href="#">Health</a>	Internal	Passing Juice
<a href="#">Money</a>	Internal	Passing Juice
<a href="#">Life</a>	Internal	Passing Juice
<a href="#">Future Perfect</a>	Internal	Passing Juice
<a href="#">Newsletters</a>	Internal	Passing Juice
<a href="#">Israel-Hamas war</a>	Internal	Passing Juice
<a href="#">2024 election</a>	Internal	Passing Juice
<a href="#">Supreme Court</a>	Internal	Passing Juice
<a href="#">Buy less stuff</a>	Internal	Passing Juice
<a href="#">The climate crisis</a>	Internal	Passing Juice
<a href="#">What to watch</a>	Internal	Passing Juice
<a href="#">All explainers</a>	Internal	Passing Juice
<a href="#">Vox's journalism is free, because we believe that everyone deserves to understand the world they live in. Reader support helps us do that. Can you chip in to help keep Vox free for all?</a>	Internal	Passing Juice
<a href="#">Why Taiwan is 2024's first big election to watch</a>	Internal	Passing Juice
<a href="#">The Epstein "list," explained</a>	Internal	Passing Juice
<a href="#">The Supreme Court arguments for (and against) removing Trump from the ballot, explained</a>	Internal	Passing Juice
<a href="#">Mary Kay Letourneau, the grim inspiration for May December, explained</a>	Internal	Passing Juice
<a href="#">Morning light is crucial for happiness. Here's how to get it — even if you hate mornings.</a>	Internal	Passing Juice
<a href="#">The culture war came for Claudine Gay — and isn't done yet</a>	Internal	Passing Juice

## In-page links

<a href="#">Will Gypsy-Rose Blanchard really benefit from this media circus?</a>	Internal	Passing Juice
<a href="#">6 Updates</a>	Internal	Passing Juice
<a href="#">The Supreme Court's new, nightmare abortion cases, explained</a>	Internal	Passing Juice
<a href="#">Vox podcasts tackle the Israel-Hamas war</a>	Internal	Passing Juice
<a href="#">The many layers of May December</a>	Internal	Passing Juice
<a href="#">America's unique, enduring gun problem, explained</a>	Internal	Passing Juice
<a href="#">Are flying cars finally here?</a>	Internal	Passing Juice
<a href="#">The Golden Globes are (just barely) making a comeback. Here's what to expect.</a>	Internal	Passing Juice
<a href="#">Could this obscure tax idea reshape American housing?</a>	Internal	Passing Juice
<a href="#">You thought 2023 was a big year for AI? Buckle up.</a>	Internal	Passing Juice
<a href="#">We're building great things, and we need your talent.</a>	External	noFollow
<a href="#">You don't need everything you want</a>	Internal	Passing Juice
<a href="#">The Fifth Circuit just made it even more dangerous to be pregnant in a red state</a>	Internal	Passing Juice
<a href="#">Get Vox in your inbox. Sign up for Vox's free newsletters.</a>	Internal	Passing Juice
<a href="#">Pregnancy care deserts are growing. Indigenous babies are at risk.</a>	Internal	Passing Juice
<a href="#">Even Better</a>	Internal	Passing Juice
<a href="#">There's more than one way to feel lonely</a>	Internal	Passing Juice
<a href="#">The best advice we got in 2023</a>	Internal	Passing Juice
<a href="#">Relationships aren't always going to be totally balanced. That isn't a bad thing.</a>	Internal	Passing Juice
<a href="#">Israel's Supreme Court just overturned Netanyahu's pre-war power grab</a>	Internal	Passing Juice
<a href="#">2024 is the biggest global election year in history</a>	Internal	Passing Juice
<a href="#">How death threats get Republicans to fall in line behind Trump</a>	Internal	Passing Juice
<a href="#">Vox, explain it to me</a>	Internal	Passing Juice
<a href="#">Broadway is full of jukebox musicals and movie adaptations. That might not be as bad as it sounds.</a>	Internal	Passing Juice

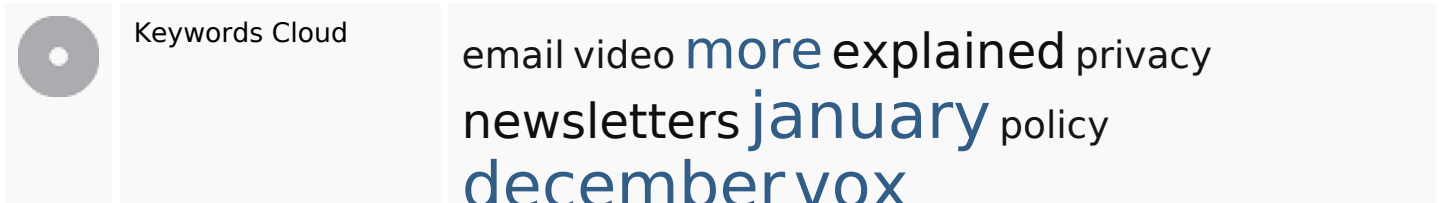
## In-page links

<a href="#">Privacy Policy</a>	External	Passing Juice
<a href="#">Terms of Service</a>	External	Passing Juice
<a href="#">24 things we think will happen in 2024</a>	Internal	Passing Juice
<a href="#">South Africa's genocide case against Israel, explained</a>	Internal	Passing Juice
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<a href="#">The lasting impact of The Color Purple</a>	Internal	Passing Juice
<a href="#">The best ways to help homeless people</a>	Internal	Passing Juice
<a href="#">More in Podcasts</a>	Internal	Passing Juice
<a href="#">More Stories</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	noFollow
<a href="#">Twitter</a>	External	noFollow
<a href="#">YouTube</a>	External	noFollow
<a href="#">About us</a>	Internal	noFollow

## In-page links

<a href="#">Our staff</a>	Internal	noFollow
<a href="#">Ethics &amp; Guidelines</a>	Internal	noFollow
<a href="#">How we make money</a>	Internal	noFollow
<a href="#">Contact us</a>	Internal	noFollow
<a href="#">How to pitch Vox</a>	Internal	noFollow
<a href="#">Send Us a Tip</a>	Internal	noFollow
<a href="#">Do Not Sell or Share My Personal Info</a>	Internal	noFollow
<a href="#">Licensing FAQ</a>	External	noFollow
<a href="#">Accessibility</a>	External	noFollow
<a href="#">Platform Status</a>	External	noFollow
<a href="#">Advertise with us</a>	External	noFollow
<a href="#">Jobs @ Vox Media</a>	External	noFollow
<a href="#">Author Login</a>	External	noFollow
<a href="#">Vox Media</a>	External	noFollow

## SEO Keywords








## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
december	22	✗	✗	✗	✓
vox	19	✓	✗	✓	✓
january	19	✗	✗	✗	✓
more	17	✗	✗	✗	✓
explained	10	✓	✗	✗	✓




## Usability

	Url	Domain : vox.com Length : 7
	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 : 111 Warnings : 28
	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Perfect, your website has few JavaScript files.</div> <div> Perfect, your website takes advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div><div>✓ Apple Icon</div><div>✓ Meta Viewport Tag</div><div>✓ Flash content</div></div>
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## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><div><a href="https://www.vox.com/sitemaps">https://www.vox.com/sitemaps</a></div><div><a href="https://www.vox.com/sitemaps/authors">https://www.vox.com/sitemaps/authors</a></div><div><a href="https://www.vox.com/sitemaps/groups">https://www.vox.com/sitemaps/groups</a></div><div><a href="https://www.vox.com/sitemaps/videos">https://www.vox.com/sitemaps/videos</a></div><div><a href="https://www.vox.com/sitemaps/google_news">https://www.vox.com/sitemaps/google_news</a></div></div>
	Robots.txt	<p><a href="http://vox.com/robots.txt">http://vox.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>