



## Review of Nps.gov

Generated on 2025-06-23

#### Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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### **Iconography**

Good Pard to solve

To Improve Little tough to solve

Errors Easy to solve

Not Important No action necessary

## **Search Engine Optimization**



NPS.gov Homepage (U.S. National Park Service)

**Length:** 45 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.

Meta Description

Discover America's stories. Plan your visit and explore the diverse landscapes, national parks, and cultural treasures managed by the National Park Service.

**Length:** 156 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



## Google Preview

### NPS.gov Homepage (U.S. National Park Service)

#### nps.gov/

Discover America's stories. Plan your visit and explore the diverse landscapes, national parks, and cultural treasures managed by the National Park Service.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

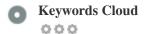
Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

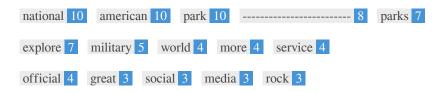


<H1> Open Menu Close Menu </H1> <H2> Explore This Park </H2> <H2> Explore the National Park Service </H2> <H2> Exiting nps.gov </H2> <H2> Summer Sun, Summer Fun </H2> <H2> Find a Park </H2> <H2> Explore America's Story </H2> <H2> Featured Stories </H2> <H2> Discover America's Story: The National Parks </H2> <H3> Plants, Animals & More </H3> <H3> Forces of Nature </H3> <H3> Great American Landscapes </H3> <H3> America's Places </H3> <H3> Arts & Culture </H3> <H3> Economy, Science & Innovation </H3> <H3> American People & Government </H3> <H3> Conflict & War </H3> <H4> Contact Us </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

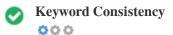
While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.





This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.



Keywords	Freq	Title	Desc	<h></h>
national	10	<b>✓</b>	<b>~</b>	~
american	10	×	×	-
park	10	✓	✓	~
	8	×	×	×
parks	7	×	✓	<b>*</b>
explore	7	×	✓	~
military	5	×	×	×
world	4	×	×	×
more	4	×	×	<b>*</b>
service	4	✓	✓	~
official	4	×	×	×
great	3	×	×	<b>*</b>
social	3	×	×	×
media	3	×	×	×
rock	3	×	×	×

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.





We found 17 images on this web page **X** 5 ALT attributes are empty or missing.

/common/commonspot/templates/assets/icon/us\_flag\_small.png

/common/commonspot/templates/assets/icon/icon-dot-gov.svg

/common/commonspot/templates/assets/icon/icon-https.svg

/theme/assets/dist/images/branding/logo.png

/common/commonspot/templates/assets/images/branding/nps\_logo-bw.gif

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



HTML to Text Ratio is: 8.39%

Text content size 5654 bytes Total HTML size 67402 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 66 KB to 13 KB (80.6 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.



To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

Warning! We have detected parameters in a massive number of URLs

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

One of the URLs

Great, you are not using ?underscores (these\_are\_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



Good, you have XML Sitemap file! http://nps.gov/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

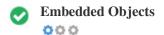


Good, you have Robots.txt file! http://nps.gov/robots.txt

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.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.





Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.



Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

# O Domain Registration

Exactly how many years and months

Domain Age: Not Available

Created Date: Not Available

Updated Date: Not Available

Expiry Date: Not Available

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.



#### 8,330,000 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Number of backlinks to your website



Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site. Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



## **Usability**



http://nps.gov
Length: 3 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



F Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



66 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.



0.82 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.



Good, you have declared your language Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.



Domain Availability

Domains (TLD)	Status
nps.com	Already Registered
nps.net	Already Registered
nps.org	Already Registered
nps.biz	Already Registered
nps.us	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status
bps.gov	Already Registered
gps.gov	Already Registered
hps.gov	Already Registered
jps.gov	Already Registered
mps.gov	Already Registered

Register the various typos of your domain to protect your brand from cybersquatters.





Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.



The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



### **Mobile**



Oh No! This page is not mobile-friendly. Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

# Mobile View

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.



## **Technologies**



Server IP	Server Location	Service Provider
52.6.8.53	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.



Tips for authoring fast-loading HTML pages:

- \* Too bad, your website has too many CSS files.
- X Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- \* Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.



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.





#### Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.



## **Social**



Your social media status







Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

### **Visitors**

Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth \$10 USD

Just a estimated worth of your website based on Alexa Rank.

## **Link Analysis**



We found a total of 244 links including both internal & external links of your site

Anchor	Туре	Follow
National Park Service	Internal Links	Dofollow
Learn More	Internal Links	Dofollow
Find a Park	Internal Links	Dofollow
Alabama	Internal Links	Dofollow
Alaska	Internal Links	Dofollow
American Samoa	Internal Links	Dofollow
Arizona	Internal Links	Dofollow
Arkansas	Internal Links	Dofollow
California	Internal Links	Dofollow
Colorado	Internal Links	Dofollow
Connecticut	Internal Links	Dofollow
Delaware	Internal Links	Dofollow
District of Columbia	Internal Links	Dofollow
Florida	Internal Links	Dofollow
Georgia	Internal Links	Dofollow
Guam	Internal Links	Dofollow
Hawaii	Internal Links	Dofollow
Idaho	Internal Links	Dofollow
Illinois	Internal Links	Dofollow
Indiana	Internal Links	Dofollow
Iowa	Internal Links	Dofollow
Kansas	Internal Links	Dofollow
Kentucky	Internal Links	Dofollow
Louisiana	Internal Links	Dofollow
Maine	Internal Links	Dofollow
Maryland	Internal Links	Dofollow
Massachusetts	Internal Links	Dofollow
Michigan	Internal Links	Dofollow
Minnesota	Internal Links	Dofollow
Mississippi	Internal Links	Dofollow
Missouri	Internal Links	Dofollow
Montana	Internal Links	Dofollow
Nebraska	Internal Links	Dofollow
Nevada	Internal Links	Dofollow
New Hampshire	Internal Links	Dofollow
New Jersey	Internal Links	Dofollow
New Mexico	Internal Links	Dofollow
New York	Internal Links	Dofollow
North Carolina	Internal Links	Dofollow
North Dakota	Internal Links	Dofollow
Northern Mariana Islands	Internal Links	Dofollow
Ohio	Internal Links	Dofollow
Oklahoma	Internal Links	Dofollow
Oregon	Internal Links	Dofollow
Pennsylvania	Internal Links	Dofollow
Puerto Rico	Internal Links	Dofollow
Rhode Island	Internal Links	Dofollow
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South Carolina	Internal Links	Dofollow
South Dakota	Internal Links	Dofollow
Tennessee	Internal Links	Dofollow
Texas	Internal Links	Dofollow
Utah	Internal Links	Dofollow
Vermont	Internal Links	Dofollow
Virgin Islands	Internal Links	Dofollow
Virginia	Internal Links	Dofollow
Washington	Internal Links	Dofollow
West Virginia	Internal Links	Dofollow
Wisconsin	Internal Links	Dofollow
Wyoming	Internal Links	Dofollow
Explore America's Story	Internal Links	Dofollow
Amphibians & Reptiles	Internal Links	Dofollow
At-Risk Species	Internal Links	Dofollow
Bats	Internal Links	Dofollow
Bears	Internal Links	Dofollow
Biodiversity	Internal Links	Dofollow
Birds	Internal Links	Dofollow
Bison	Internal Links	Dofollow
Dinosaurs	Internal Links	Dofollow
Fish	Internal Links	Dofollow
Iconic Trees	Internal Links	Dofollow
Insects & Invertebrates	Internal Links	Dofollow
Invasive & Non-Native Species	Internal Links	Dofollow
Mammals	Internal Links	Dofollow
	Internal Links	Dofollow
Migratory Species Mushrooms & Fungi	Internal Links	Dofollow
Pollinators	Internal Links	Dofollow
Urban Wildlife	Internal Links	Dofollow
Wildflowers	Internal Links	Dofollow
Air	Internal Links	Dofollow
Climate Change	Internal Links	Dofollow
Diseases & Pests Erosion: Water, Wind & Weather	Internal Links	Dofollow
	Internal Links Internal Links	Dofollow Dofollow
Fire Fossils & Paleontology	Internal Links	Dofollow
	Internal Links	
Geology		Dofollow
Geothermal Processes & Features	Internal Links	Dofollow
Glaciers Natural Disasters	Internal Links Internal Links	Dofollow Dofollow
Natural Phenomena	Internal Links	Dofollow
	Internal Links	Dofollow
Oceans		
Rocks & Minerals	Internal Links	Dofollow
Volcanoes, Craters & Lava Flows	Internal Links	Dofollow
Watersheds	Internal Links	Dofollow
Ancient Seas	Internal Links	Dofollow
Arches, Buttes & Rock Formations	Internal Links	Dofollow
The Arctic	Internal Links	Dofollow
Basin & Range	Internal Links	Dofollow
Canyons & Canyonlands	Internal Links	Dofollow
Caves, Caverns & Karst	Internal Links	Dofollow
Deserts	Internal Links	Dofollow



Dunes	Internal Links	Dofollow
Foothills, Plains & Valleys	Internal Links	Dofollow
Forests, Woods & Shrublands	Internal Links	Dofollow
Grasslands & Prairies	Internal Links	Dofollow
Islands & Atolls	Internal Links	Dofollow
Lakes	Internal Links	Dofollow
Mountains	Internal Links	Dofollow
Rivers	Internal Links	Dofollow
Trails	Internal Links	Dofollow
The Tropics	Internal Links	Dofollow
Underwater Wonders	Internal Links	Dofollow
Waterfalls & Gorges	Internal Links	Dofollow
Wetlands, Marshes & Swamps	Internal Links	Dofollow
Abandoned Places	Internal Links	Dofollow
Accidents & Disasters	Internal Links	Dofollow
Armories	Internal Links	Dofollow
Battlefields	Internal Links	Dofollow
Bridges	Internal Links	Dofollow
Buildings	Internal Links	Dofollow
Canals	Internal Links	Dofollow
Cemeteries	Internal Links	Dofollow
Courthouses	Internal Links	Dofollow
Dams	Internal Links	Dofollow
Factories	Internal Links	Dofollow
Farms	Internal Links	Dofollow
Fire Towers & Lookouts	Internal Links	Dofollow
Forts	Internal Links	Dofollow
Gardens	Internal Links	Dofollow
Homes	Internal Links	Dofollow
Jails & Prisons	Internal Links	Dofollow
Lighthouses	Internal Links	Dofollow
Mills	Internal Links	Dofollow
Mines	Internal Links	Dofollow
Monuments & Memorials	Internal Links	Dofollow
National Cemeteries	Internal Links	Dofollow
Plantations	Internal Links	Dofollow
Railroads & Trains	Internal Links	Dofollow
Ranches	Internal Links	Dofollow
Routes, Roads & Parkways	Internal Links	Dofollow
Schools	Internal Links	Dofollow
Ships & Shipwrecks	Internal Links	Dofollow
Trading Posts & Markets	Internal Links	Dofollow
Arts in the Parks	Internal Links	Dofollow
Landscape Architectcure	Internal Links	Dofollow
Literature & Poetry	Internal Links	Dofollow
Murals	Internal Links	Dofollow
Music	Internal Links	Dofollow
Painting	Internal Links	Dofollow
Parks in Pop Culture	Internal Links	Dofollow
Petroglyphs & Rock Art	Internal Links	Dofollow
Photography	Internal Links	Dofollow
Pottery & Sculpture	Internal Links	Dofollow
Religion & Spirituality	Internal Links	Dofollow
<u> </u>		



Agriculture & Ranching	Internal Links	Dofollow
Archeology	Internal Links	Dofollow
Aviation	Internal Links	Dofollow
Banking, Mints & Money	Internal Links	Dofollow
Industry	Internal Links	Dofollow
Infrastructure	Internal Links	Dofollow
Medicine & Hospitals	Internal Links	Dofollow
Mines & Mining	Internal Links	Dofollow
Science	Internal Links	Dofollow
Technology & Invention	Internal Links	Dofollow
Traditional Ecological Knowledge	Internal Links	Dofollow
Transportation	Internal Links	Dofollow
American Military	Internal Links	Dofollow
American Revolution	Internal Links	Dofollow
Civil Rights	Internal Links	Dofollow
Colonization & Settlement	Internal Links	Dofollow
Conservation Movement	Internal Links	Dofollow
Courts, Congress & the Law	Internal Links	Dofollow
Enslavement & Abolition	Internal Links	Dofollow
Explorers & Exploration	Internal Links	Dofollow
Human Migration	Internal Links	Dofollow
Immigration	Internal Links	Dofollow
Japanese American Confinement	Internal Links	Dofollow
Labor History	Internal Links	Dofollow
African American Heritage	Internal Links	Dofollow
Alaska Native Heritage	Internal Links	Dofollow
American Indian Heritage	Internal Links	Dofollow
Asian American & Pacific Islander Heritage	Internal Links	Dofollow
Native Hawaiian Heritage	Internal Links	Dofollow
Urban America	Internal Links	Dofollow
Women's History	Internal Links	Dofollow
Presidential Inauguration	Internal Links	Dofollow
Presidents	Internal Links	Dofollow
Prohibition & Temperance	Internal Links	Dofollow
Reconstruction Era	Internal Links	Dofollow
Segregation & Desegregation	Internal Links	Dofollow
Underground Railroad	Internal Links	Dofollow
Civil War	Internal Links	Dofollow
Cold War	Internal Links	Dofollow
French & Indian War	Internal Links	Dofollow
Korean War	Internal Links	Dofollow
US - Mexican War	Internal Links	Dofollow
Military Leaders	Internal Links	Dofollow
Military Medicine	Internal Links	Dofollow
Presidents At War	Internal Links	Dofollow
Spanish-American War	Internal Links	Dofollow
Spies & Intelligence	Internal Links	Dofollow
Vietnam War	Internal Links	Dofollow
War at Sea	Internal Links	Dofollow
War of 1812	Internal Links	Dofollow
World War I	Internal Links	Dofollow
World War II	Internal Links	Dofollow
Visiting Parks in 2025	Internal Links	Dofollow
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Independence Day	Internal Links	Dofollow
Great Outdoors Month	Internal Links	Dofollow
The Buzz on Pollinators	Internal Links	Dofollow
Gone Fishing	Internal Links	Dofollow
Dive In	Internal Links	Dofollow
Social Media	Internal Links	Dofollow
Photos, Videos, Webcams & More	Internal Links	Dofollow
Plan Your Visit	Internal Links	Dofollow
Learn & explore	Internal Links	Dofollow
Get Involved	Internal Links	Dofollow
Stories of Places & People Discover History	Internal Links	Dofollow
Protecting the Natural World Explore Nature	Internal Links	Dofollow
Every Kid Outdoors For Kids	Internal Links	Dofollow
America's Classrooms For Educators	Internal Links	Dofollow
National Park Service	Internal Links	Dofollow
Accessibility	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
FOIA	Internal Links	Dofollow
Notices	Internal Links	Dofollow
Contact The National Park Service	Internal Links	Dofollow
NPS FAQ	Internal Links	Dofollow
Disclaimer	Internal Links	Dofollow
Vulnerability Disclosure Policy	Internal Links	Dofollow
Subscribe	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
U.S. Department of the Interior	External Links	Dofollow
No Fear Act	External Links	Dofollow
USA.gov	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

