

Review of Si.edu

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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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Search Engine Optimization

Mobile

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Technologies

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Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary



Title Tag



Smithsonian Institution

Length: 23 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



The Smithsonian Institution is the world's largest museum, education, and research complex with 21 museums and the National Zoo.

Length: 128 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



[Smithsonian Institution](#)

[si.edu/](#)

The Smithsonian Institution is the world's largest museum, education, and research complex with 21 museums and the National Zoo.

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.

Headings



<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
1	15	24	0	0	0

<H1> Smithsonian Institution </H1>
 <H2> Search </H2>
 <H2> Site Navigation </H2>
 <H2> World Ocean Month </H2>
 <H2> Smithsonian Folklife Festival </H2>
 <H2> National Education Summit, July 15–17 </H2>
 <H2> The Giving Game </H2>
 <H2> Smithsonian Open Access </H2>
 <H2> Welcome </H2>
 <H2> Plan Your Visit </H2>
 <H2> Discover the Smithsonian Online </H2>
 <H2> Featured </H2>
 <H2> Sidedoor Podcast </H2>
 <H2> Footer logo </H2>
 <H2> Get the latest news from the Smithsonian </H2>
 <H2> Get the latest news from the Smithsonian </H2>
 <H3> Choose a topic or search millions of digital records. </H3>
 <H3> Digital Backgrounds </H3>
 <H3> 1925: A Year in the Collections </H3>
 <H3> Three Cheers for the Red, White, and Blue </H3>
 <H3> Mysteries of the Universe </H3>
 <H3> Summer Solstice </H3>
 <H3> Six Animals the Smithsonian Has Helped Save from Extinction </H3>
 <H3> American Revolution </H3>
 <H3> Freedom of the Press </H3>
 <H3> Color Journey </H3>
 <H3> Keys to the Future </H3>
 <H3> Fabulous Footwear </H3>
 <H3> Let's Go to the Movies </H3>
 <H3> The Curse of the Hope Diamond </H3>
 <H3> Bill Nye the Sidedoor Guy </H3>
 <H3> Get Off My Lawn </H3>
 <H3> The 'Gentle Anarchy' of the Muppets </H3>
 <H3> Membership </H3>
 <H3> Magazine </H3>
 <H3> Channel </H3>
 <H3> Shop </H3>
 <H3> Travel </H3>
 <H3> Footer navigation </H3>
 <H3> Social media links </H3>

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.

Keywords Cloud

smithsonian 32 collection 10 spotlight 8 american 7 museum 7
 research 6 search 6 history 6 podcast 6 archives 6
 events 5 online 5 resources 5 museums 5 sidedoor 5

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.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
smithsonian	32	✓	✓	✓
collection	10	✗	✗	✓
spotlight	8	✗	✗	✗
american	7	✗	✗	✓
museum	7	✗	✓	✗
research	6	✗	✓	✗
search	6	✗	✓	✓
history	6	✗	✗	✗
podcast	6	✗	✗	✓
archives	6	✗	✗	✗
events	5	✗	✗	✗
online	5	✗	✗	✓
resources	5	✗	✗	✗
museums	5	✗	✓	✗
sidedoor	5	✗	✗	✓

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.



Alt Attribute



We found 28 images on this web page

✓ No ALT attributes are empty or missing.

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.



Text/HTML Ratio



HTML to Text Ratio is: **8.19%**

Text content size 7540 bytes

Total HTML size 92119 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.



GZIP compression



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 90 KB to 19 KB (78.8 % 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.



IP Canonicalization

No your domain IP 160.111.244.22 does not redirect to si.edu



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.



URL Rewrite

Good, all URLs look clean and friendly



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

Oh no, you are using underscores (these_are_underscores) in your 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.

✓ **WWW Resolve** 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.

✓ **XML Sitemap** Good, you have XML Sitemap file!



<http://si.edu/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.

✓ **Robots.txt** Good, you have Robots.txt file!



<http://si.edu/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.



Embedded Objects

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.



Iframe

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.



Domain Registration

Exactly how many years and months



Domain Age: 33 Years, 3 Days

Created Date: 19th-Jun-1992

Updated Date: 10th-Jul-2024

Expiry Date: 31st-Jul-2027

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.



Indexed Pages



Indexed pages in search engines

0 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.



Backlinks Counter



Number of backlinks to your website

0 Backlink(s)

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.



URL



http://si.edu

Length: 2 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>).



Favicon



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.



Page Size

89 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.



Load Time

4.41 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 make your website run faster.



Language

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
si.com	Already Registered
si.net	Already Registered
si.org	Already Registered
si.biz	Already Registered
si.us	Already Registered

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

Typo Availability

Domains (TLD)	Status
qi.edu	Already Registered
wi.edu	Already Registered
ei.edu	Already Registered
zi.edu	Already Registered
xi.edu	Already Registered

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



Email Privacy



Good, no 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.



Safe Browsing



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 Friendliness



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.



Mobile Compatibility



Bad, embedded objects detected.

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.

Server IP



Server IP	Server Location	Service Provider
160.111.244.22	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.

Speed Tips



Tips for authoring fast-loading HTML pages:

- ✓ Perfect, your website has few CSS files.
- ✗ 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.

Analytics



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.



Doc Type

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



W3C is 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 Data

Your social media status

 Facebook:  Smithsonian

 Twitter: 

 Instagram:  Smithsonian

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.

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.



In-Page Links



We found a total of 180 links including both internal & external links of your site

Anchor	Type	Follow
My Visit	Internal Links	Dofollow
Smithsonian Institution	Internal Links	Dofollow
Visit	Internal Links	Dofollow
Museums and Zoo	Internal Links	Dofollow
Entry and Guidelines	Internal Links	Dofollow
Maps and Brochures	Internal Links	Dofollow
Dine and Shop	Internal Links	Dofollow
Accessibility	Internal Links	Dofollow
Visiting with Kids	Internal Links	Dofollow
Group Visits	Internal Links	Dofollow
Group Sales	Internal Links	Dofollow
What's On	Internal Links	Dofollow
Exhibitions	Internal Links	Dofollow
Upcoming	Internal Links	Dofollow
Past	Internal Links	Dofollow
Online Events	Internal Links	Dofollow
All Events	Internal Links	Dofollow
IMAX & Planetarium	Internal Links	Dofollow
Explore	Internal Links	Dofollow
- Art & Design	Internal Links	Dofollow
- History & Culture	Internal Links	Dofollow
- Science & Nature	Internal Links	Dofollow
- Innovation & Tech	Internal Links	Dofollow
Collections	Internal Links	Dofollow
Open Access	Internal Links	Dofollow
Snapshot	Internal Links	Dofollow
Research Resources	Internal Links	Dofollow
Archives	Internal Links	Dofollow
Smithsonian Institution Archives	Internal Links	Dofollow
Air and Space Museum	Internal Links	Dofollow
Anacostia Community Museum	Internal Links	Dofollow
American Art Museum	Internal Links	Dofollow
Archives of American Art	Internal Links	Dofollow
Archives of American Gardens	Internal Links	Dofollow
American History Museum	Internal Links	Dofollow
American Indian Museum	Internal Links	Dofollow
Asian Art Museum Archives	Internal Links	Dofollow
Eliot Elisofon Photographic Archives, African Art	Internal Links	Dofollow
Hirshhorn Archive	Internal Links	Dofollow
National Anthropological Archives	Internal Links	Dofollow
National Portrait Gallery	Internal Links	Dofollow
Ralph Rinzler Archives, Folklife	Internal Links	Dofollow
Libraries' Special Collections	Internal Links	Dofollow
Podcasts	Internal Links	Dofollow
Stories	Internal Links	Dofollow
Learn	Internal Links	Dofollow
For Caregivers	Internal Links	Dofollow

For Educators	Internal Links	Dofollow
Art & Design Resources	Internal Links	Dofollow
Science & Nature Resources	Internal Links	Dofollow
Social Studies & Civics Resources	Internal Links	Dofollow
STEAM Learning Resources	Internal Links	Dofollow
Professional Development	Internal Links	Dofollow
Events for Educators	Internal Links	Dofollow
Field Trips	Internal Links	Dofollow
For Students	Internal Links	Dofollow
For Academics	Internal Links	Dofollow
For Lifelong Learners	Internal Links	Dofollow
Support Us	Internal Links	Dofollow
Become a Member	Internal Links	Dofollow
Renew Membership	Internal Links	Dofollow
Make a Gift	Internal Links	Dofollow
Volunteer	Internal Links	Dofollow
Smithsonian Call Center	Internal Links	Dofollow
Ambassador Program	Internal Links	Dofollow
Museum Information Desk	Internal Links	Dofollow
Docent Programs	Internal Links	Dofollow
Behind-the-Scenes	Internal Links	Dofollow
Digital Volunteers	Internal Links	Dofollow
Participatory Science	Internal Links	Dofollow
About	Internal Links	Dofollow
Our Organization	Internal Links	Dofollow
Board of Regents	Internal Links	Dofollow
Members	Internal Links	Dofollow
Committees	Internal Links	Dofollow
Reading Room	Internal Links	Dofollow
Bylaws, Policies and Procedures	Internal Links	Dofollow
Schedules and Agendas	Internal Links	Dofollow
Meeting Minutes	Internal Links	Dofollow
Actions	Internal Links	Dofollow
Webcasts	Internal Links	Dofollow
Contact	Internal Links	Dofollow
Museums and Zoo	Internal Links	Dofollow
Research Centers	Internal Links	Dofollow
Cultural Centers	Internal Links	Dofollow
Education Centers	Internal Links	Dofollow
General Counsel	Internal Links	Dofollow
Legal History	Internal Links	Dofollow
Internships	Internal Links	Dofollow
Records Requests	Internal Links	Dofollow
Reading Room	Internal Links	Dofollow
Tort Claim	Internal Links	Dofollow
Subpoenas & Testimonies	Internal Links	Dofollow
Events	Internal Links	Dofollow
Office of Human Resources	Internal Links	Dofollow
Employee Benefits	Internal Links	Dofollow
How to Apply	Internal Links	Dofollow
Job Opportunities	Internal Links	Dofollow
Job Seekers with Disabilities	Internal Links	Dofollow
Frequently Asked Questions	Internal Links	Dofollow

SI Civil Program	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Office of Equal Opportunity	Internal Links	Dofollow
EEO Complaint Process	Internal Links	Dofollow
Individuals with Disabilities	Internal Links	Dofollow
Small Business Program	Internal Links	Dofollow
Doing Business with Us	Internal Links	Dofollow
Contracting Opportunities	Internal Links	Dofollow
Additional Resources	Internal Links	Dofollow
Special Emphasis Programs	Internal Links	Dofollow
Sponsored Projects	Internal Links	Dofollow
Policies	Internal Links	Dofollow
Combating Trafficking in Persons	Internal Links	Dofollow
Animal Care and Use	Internal Links	Dofollow
Human Research	Internal Links	Dofollow
Reports	Internal Links	Dofollow
Internships	Internal Links	Dofollow
Our Leadership	Internal Links	Dofollow
Reports and Plans	Internal Links	Dofollow
Annual Reports	Internal Links	Dofollow
Metrics Dashboard	Internal Links	Dofollow
Virtual Smithsonian	Internal Links	Dofollow
Public Engagement	Internal Links	Dofollow
National Collections	Internal Links	Dofollow
Research	Internal Links	Dofollow
People & Operations	Internal Links	Dofollow
Strategic Plan	Internal Links	Dofollow
Newsdesk	Internal Links	Dofollow
News Releases	Internal Links	Dofollow
Media Contacts	Internal Links	Dofollow
Photos and Video	Internal Links	Dofollow
Media Kits	Internal Links	Dofollow
Fact Sheets	Internal Links	Dofollow
Visitor Stats	Internal Links	Dofollow
Secretary and Admin Bios	Internal Links	Dofollow
Filming Requests	Internal Links	Dofollow
June Celebration World Ocean Month Celebrate with events happening across the Smithsonian and dive into ocean resources at home.	Internal Links	Dofollow
Register now! Online and Washington, D.C. National Education Summit, July 15–17 Join us virtually or in Washington, D.C. for a free event that will help educators prepare for the nation's 250th anniversary.	Internal Links	Dofollow
Sidedoor: A Smithsonian Podcast The Giving Game Learn how philanthropy and power have been intertwined since the Gilded Age.	Internal Links	Dofollow
Create. Imagine. Discover. Smithsonian Open Access Download, share, and reuse more than 5.1 million 2D and 3D digital items from our collections.	Internal Links	Dofollow
Smithsonian Open Access Digital Backgrounds Put yourself in the scene! Download high-res images to use as your video meeting or desktop background.	Internal Links	Dofollow
Smithsonian Collection Spotlight 1925: A Year in the Collections Look back one hundred years into the Smithsonian's collections.	Internal Links	Dofollow
Smithsonian Collection Spotlight Three Cheers for the Red, White, and Blue The Stars and Stripes, Old Glory, the Star-Spangled Banner—the American flag in our collections.	Internal Links	Dofollow
Around the Smithsonian Mysteries of the Universe Beginning with studies of our sun in 1890, the Smithsonian has been answering questions about our atmosphere and beyond.	Internal Links	Dofollow

Smithsonian Collection Spotlight Summer Solstice Celebrating the start of summer in the Northern Hemisphere with a look at our sun from art to astronomy to solar energy.	Internal Links	Dofollow
Smithsonian Story Six Animals the Smithsonian Has Helped Save from Extinction Conservation efforts help bring endangered species back from the brink.	Internal Links	Dofollow
Smithsonian Collection Spotlight American Revolution Explore collections and stories related to the founding of the United States of America.	Internal Links	Dofollow
Smithsonian Collection Spotlight Freedom of the Press Explore news media and journalism-related collection items from across the Smithsonian.	Internal Links	Dofollow
Smithsonian Collection Spotlight Color Journey Take a colorful tour through art and artifacts in the Smithsonian's collections.	Internal Links	Dofollow
Smithsonian Snapshot Keys to the Future Octavia Butler was a master storyteller and considered the godmother of Afrofuturism.	Internal Links	Dofollow
Smithsonian Collection Spotlight Fabulous Footwear Along with the Ruby Slippers, the Smithsonian has some fabulous footwear in the collections.	Internal Links	Dofollow
Smithsonian Collection Spotlight Let's Go to the Movies Explore images and objects related to the history of motion pictures in America.	Internal Links	Dofollow
Smithsonian's flagship podcast	Internal Links	Dofollow
Sidedoor Podcast The Curse of the Hope Diamond We track the lore of this notorious gem through the centuries.	Internal Links	Dofollow
Sidedoor Podcast Bill Nye the Sidedoor Guy We sit down with Bill Nye to get schooled on science education and comedy.	Internal Links	Dofollow
Sidedoor Podcast Get Off My Lawn Americans spend countless hours on patches of grass that don't make much sense, economically or ecologically. But why?	Internal Links	Dofollow
Sidedoor Podcast The 'Gentle Anarchy' of the Muppets Conserving the history of Jim Henson's Muppets.	Internal Links	Dofollow
Membership Keep the Smithsonian thriving by becoming a member today.	Internal Links	Dofollow
Shop Your purchase helps the Smithsonian bring exciting learning experiences to everyone.	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Get Involved	Internal Links	Dofollow
Accessibility	Internal Links	Dofollow
Host Your Event	Internal Links	Dofollow
Privacy	Internal Links	Dofollow
Terms of Use	Internal Links	Dofollow
Get the latest news from the Smithsonian	Internal Links	Dofollow
Sign up for Smithsonian e-news	Internal Links	Dofollow
Libraries	External Links	Dofollow
July 2-7 Smithsonian Folklife Festival This year's theme—Youth and the Future of Culture—highlights the stories, creativity, and aspirations of young people around the world.	External Links	Dofollow
Cooper Hewitt	External Links	Dofollow
Magazine Smithsonian magazine places a Smithsonian lens on the world.	External Links	Dofollow
Channel Award-winning programming exploring science, nature, history, and pop culture.	External Links	Dofollow
Travel Over 350 tours and cruises to all seven continents. Let the journey begin.	External Links	Dofollow
Inspector General	External Links	Dofollow
Facebook	External Links	Dofollow
Instagram	External Links	Dofollow
YouTube	External Links	Dofollow
LinkedIn	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



No broken links were found on this web page

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.