Website review
columbiaspine.org

The score is 51/100

SEO Content

⚠️	Title	Och Spine at NewYork-Presbyterian in New York City | Columbia Neurosurgery in New York City **Length : 91** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Och Spine at NewYork-Presbyterian is dedicated to the evaluation and treatment of patients suffering from disorders of the spine and spinal cord. **Length : 145** Great, your meta description contains between 70 and 160 characters.
❌	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
site_name	Columbia Neurosurgery in New York City
type	article
url	https://www.neurosurgery.columbia.edu/patient-care/specialties/spine-disorders/och-spine-newyork-presbyterian
title	Och Spine at NewYork-Presbyterian in New York City
description	Och Spine at NewYork-Presbyterian is dedicated to the evaluation and treatment of patients suffering from disorders of the spine and spinal cord.
updated_time	2024-02-16T16:16:58-05:00

SEO Content

		image	https://www.neurosurgery.columbia.edu/sites/default/files/styles/cola_media_1280_16_9/public/media/images/2021-05/spine-hospital-featured.jpg?itok=6cntbIOV				

		H1	H2	H3	H4	H5	H6
●	Headings	1	17	0	0	0	0

- [H1] Och Spine at NewYork-Presbyterian
- [H2] About Us
- [H2] Our Divisions
- [H2] Patient Care
- [H2] Specialties
- [H2] Make an Appointment
- [H2] Education
- [H2] Residency Program
- [H2] Fellowships
- [H2] Research
- [H2] Gabriele Bartoli Brain Tumor Lab
- [H2] You are here
- [H2] Spine Disorders
- [H2] Make an Appointment
- [H2] Why Choose Us
- [H2] Preparing for Your Appointment
- [H2] Columbia University Irving Medical Center
- [H2] Follow Us

❌	Images	We found 5 images on this web page. 2 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 : **6%** 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!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.

SEO Links

❌		
✅	In-page links	We found a total of 79 links including 0 link(s) to files
◉	Statistics	External Links : noFollow 3.8% External Links : Passing Juice 17.72% Internal Links 78.48%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Columbia University Irving Medical Center	External	Passing Juice
Give Now	Internal	Passing Juice
Refer a Patient	Internal	Passing Juice
Make an Appointment	Internal	Passing Juice
Search	Internal	Passing Juice
About Us	Internal	Passing Juice
Why Choose Us	Internal	Passing Juice
Our History	Internal	Passing Juice
Our Divisions	Internal	Passing Juice
Our Faculty	Internal	Passing Juice
Our Support Team	Internal	Passing Juice
News	Internal	Passing Juice
Events	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Cerebrovascular	Internal	Passing Juice
Functional	Internal	Passing Juice
Neuro-Oncology	Internal	Passing Juice

In-page links

Pediatric	Internal	Passing Juice
Spine	Internal	Passing Juice
Patient Care	Internal	Passing Juice
Find a Doctor	Internal	Passing Juice
Specialties	Internal	Passing Juice
Telehealth Services	Internal	Passing Juice
What to Expect	Internal	Passing Juice
Insurance Information	Internal	Passing Juice
International Patients	Internal	Passing Juice
Frequently Asked Questions	Internal	Passing Juice
Locations	Internal	Passing Juice
Patient Stories	Internal	Passing Juice
Adult Hydrocephalus and Cerebrospinal Fluid (CSF) Disorders	Internal	Passing Juice
Brain and Skull Base Tumors	Internal	Passing Juice
Cerebrovascular Diseases and Stroke	Internal	Passing Juice
Epilepsy and Seizures	Internal	Passing Juice
Facial Pain and Spasm Center of Excellence	Internal	Passing Juice
Headache and Pain Disorders	Internal	Passing Juice
Movement Disorders	Internal	Passing Juice
Moyamoya Center of Excellence	Internal	Passing Juice
Neurobehavioral and Psychiatric Disorders	Internal	Passing Juice
Pediatric Neurosurgery	Internal	Passing Juice
Peripheral Nerve Disorders	Internal	Passing Juice
Spine Disorders	Internal	Passing Juice
Make an Appointment	External	Passing Juice
Education	Internal	Passing Juice
Medical Student Programs	Internal	Passing Juice
Residency Program	Internal	Passing Juice

In-page links

Fellowships	Internal	Passing Juice
Columbia Neurosurgery WAHI BRAIN SMART Initiative	Internal	Passing Juice
Message from Our Director	Internal	Passing Juice
Program Overview	Internal	Passing Juice
How to Apply	Internal	Passing Juice
Current Residents	Internal	Passing Juice
Graduates	Internal	Passing Juice
Learn More About Our Fellowships	External	Passing Juice
Research	Internal	Passing Juice
Gabriele Bartoli Brain Tumor Lab	Internal	Passing Juice
Cerebrovascular Lab	Internal	Passing Juice
Epilepsy Neurophysiology Lab	Internal	Passing Juice
Learn More About Our Lab	External	Passing Juice
Support Our Translational Research Initiative	Internal	Passing Juice
Home	Internal	Passing Juice
Conditions	Internal	Passing Juice
Treatments	Internal	Passing Juice
Spine Hospital	Internal	Passing Juice
Meet Our Team	Internal	Passing Juice
Patient Stories	Internal	Passing Juice
Request an Appointment Online	External	Passing Juice
Telehealth Services	External	Passing Juice
Find a Doctor	External	Passing Juice
Columbia University Irving Medical Center	External	noFollow
NewYork-Presbyterian	External	noFollow
ColumbiaDoctors	External	noFollow
Facebook	External	Passing Juice
Twitter	External	Passing Juice

In-page links

Instagram	External	Passing Juice
Columbia University	External	Passing Juice
Privacy Policy	External	Passing Juice
Terms and Conditions	External	Passing Juice
HIPAA	External	Passing Juice

SEO Keywords

Keywords Cloud	disorders neurosurgeons patient columbia make spinal spine team appointment conditions

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
spine	21	✔	✖	✔	✔
spinal	19	✖	✖	✔	✖
appointment	11	✖	✖	✖	✔
make	10	✖	✖	✖	✔
disorders	9	✖	✖	✔	✔

Usability

	Url	Domain : columbiaspine.org Length : 17
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.

Usability

✓		
✗	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 : 0 Warnings : 0
✓	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.
		✗ Too bad, your website has too many CSS files (more than 4).
		✗ 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://columbiaspine.org/robots.txt 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.