Website review lonelyplanet.com

Generated on May 07 2025 12:00 PM

The score is 60/100

SEO Content

✓	Title	Lonely Planet | Travel Guides & Travel Information - Lonely Planet **Length : 70** Perfect, your title contains between 10 and 70 characters.
✓	Description	Love travel? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from Lonely Planet. **Length : 149** 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
url	https://www.lonelyplanet.com

○	Headings	

H1	H2	H3	H4	H5	H6
1	8	7	0	0	0

- [H1] Best in Travel 2025
- [H2] Beyond the beaten path
- [H2] Where to next?
- [H2] Your dream itinerary, crafted with you
- [H2] Travel stories and news
- [H2] Explore our latest stories
- [H2] #lonelyplanet
- [H2] Follow Lonely Planet:
- [H2] Follow Lonely Planet:
- [H3] Follow us
- [H3] SUBSCRIBE
- [H3] Get 20% off your first order.
- [H3] Top destinations

SEO Content

		- [H3] Travel Interests - [H3] Shop - [H3] About Us
❌	Images	We found 29 images on this web page. 1 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!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 67 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 2.99% Internal Links 97.01%

In-page links

Anchor	Type	Juice
Shop now	Internal	Passing Juice
View all destinations	Internal	Passing Juice
Privacy Policy.	Internal	Passing Juice

In-page links

Discover the winners	Internal	Passing Juice
Read more news	Internal	Passing Juice
Read more articles	Internal	Passing Juice
A first-time guide to Kos	Internal	Passing Juice
A first-time guide to Czechia	Internal	Passing Juice
Save vs Splurge: Tokyo	Internal	Passing Juice
How to enjoy New York City without blowing your budget	Internal	Passing Juice
6 ways to discover NYC's Roosevelt Island	Internal	Passing Juice
19 things to know before visiting Botswana	Internal	Passing Juice
How to plan the perfect trip to Sumatra, with these itineraries	Internal	Passing Juice
Croatia's best food and drink experiences	Internal	Passing Juice
This is where to swim in Copenhagen	Internal	Passing Juice
19 of the best things to do in Chattanooga	Internal	Passing Juice
15 ways to see the best of Latvia	Internal	Passing Juice
The top 15 things to do in Brittany	Internal	Passing Juice
The best neighborhoods to visit in New York City	Internal	Passing Juice
When should you plan your next trip to France?	Internal	Passing Juice
16 of the best parks in New York City	Internal	Passing Juice
#lonelyplanet	External	Passing Juice
New York City	Internal	Passing Juice
Paris	Internal	Passing Juice
Italy	Internal	Passing Juice
Costa Rica	Internal	Passing Juice
Japan	Internal	Passing Juice
USA	Internal	Passing Juice
Amsterdam	Internal	Passing Juice
Portugal	Internal	Passing Juice
Cancún	Internal	Passing Juice

In-page links

Chicago	Internal	Passing Juice
England	Internal	Passing Juice
Tokyo	Internal	Passing Juice
France	Internal	Passing Juice
Thailand	Internal	Passing Juice
Ireland	Internal	Passing Juice
Rome	Internal	Passing Juice
London	Internal	Passing Juice
Los Angeles	Internal	Passing Juice
Mexico	Internal	Passing Juice
San Francisco	Internal	Passing Juice
Adventure Travel	Internal	Passing Juice
Art and Culture	Internal	Passing Juice
Beaches, Coasts and Islands	Internal	Passing Juice
Family Holidays	Internal	Passing Juice
Festivals	Internal	Passing Juice
Food and Drink	Internal	Passing Juice
Honeymoon and Romance	Internal	Passing Juice
Road Trips	Internal	Passing Juice
Sustainable Travel	Internal	Passing Juice
Travel on a Budget	Internal	Passing Juice
Wildlife and Nature	Internal	Passing Juice
Destination Guides	Internal	Passing Juice
Lonely Planet Kids	Internal	Passing Juice
Lonely Planet Shop	Internal	Passing Juice
Non-English Guides	Internal	Passing Juice
About Lonely Planet	Internal	Passing Juice
Contact Us	Internal	Passing Juice

In-page links

Trade and Advertising	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Work For Us	External	Passing Juice
Write For Us	Internal	Passing Juice
Sitemap	Internal	Passing Juice
Consumer Health Data Privacy Policy	Internal	Passing Juice
Do Not Sell or Share My Personal Information	Internal	Passing Juice

SEO Keywords

●	Keywords Cloud	planet shop travel books all destinations lonely trip local inspiration

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
lonely	6	✔	✖	✔	✔
planet	5	✔	✖	✔	✔
travel	4	✔	✖	✔	✔
shop	4	✖	✖	✖	✔
trip	4	✖	✖	✔	✖

Usability

●	Url	Domain : lonelyplanet.com Length : 16
✔	Favicon	Great, your website has a favicon.

Usability

❌	Printability	We could not find a Print-Friendly CSS.
❌	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
❌	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 : 13 Warnings : 25
✅	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

Mobile

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. https://www.lonelyplanet.com/sitemap.xml https://www.lonelyplanet.com/sitemaps/articles/sitemap.xml https://www.lonelyplanet.com/sitemaps/pois/attractions/sitemap.xml https://www.lonelyplanet.com/sitemaps/destinations/sitemap.xml https://www.lonelyplanet.com/sitemaps/google-news/sitemap.xml https://www.lonelyplanet.com/video/smap.xml https://www.lonelyplanet.com/articles/google-news https://www.lonelyplanet.com/stories/sitemap-index.xml
✓	Robots.txt	http://lonelyplanet.com/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.