LEEP Dual Language Academy 9th Feb 2019

kreativewebworks inc.

Overview

65 Overall
Summary for this website

50 Content
Quality of content in this website

73 SEO
Effectiveness of Search Engine Optimization

74 User Experience
Rate this website's user experience

18 pages tested
This appears to be every page in this site

AT A GLANCE

✅ **Fits mobile without horizontal scrolling**
Horizontal scrolling on mobile usually suggests a broken or old design.

✅ **No HTTP errors found**
Pages reporting these suggest faulty code or downtime.

✅ **No missing files found**
These can cause parts of a site to fail.

✅ **All pages respond quickly**
Slow responding pages can suggest a technical or hosting problem.

✅ **Using Favicons**
Favicons help to visually distinguish a website in tabs and other places.

✅ **Working 404 page**
Properly defined 404 pages are important for SEO and usability.

❌ **Broken links to internal pages**
These create a poor user experience and should be fixed.

❌ **All pages load slowly**
Slow loading pages have much higher bounce rates.

❌ **Links are too small to tap on mobile**
This can compromise usability and is a ranking factor for Google.

❌ **Text is too small to read on mobile**
This can compromise usability and is a ranking factor for Google.

❌ **Not using analytics**
Analytics helps to monitor the effectiveness of a website.

❌ **All pages are missing meta descriptions**
Descriptions help search engines and their users know what the content is about.

⓪ **Spelling**

⚠	**39** Unrecognized spellings	⚠	**14** Pages with unrecognized spellings

Tested in: 🇺🇸 English (US) 🇪🇸 Spanish

39 words

Word	Suggestions	Occurrences
L'Acordeonista	Accordionist	6
... mas recientes investigaciones, visitando varias escuelas bilingües de mayor rendimiento del país y hemos entrevistado a má...	pingües	6
Offices of The Yard Gowanus (Conference Room)	McGowan	4
ChalkbeatNY	Chalkboard	3
— Popol Vuh	Po pol, Po-pol, Pool	3
— Popol Vuh	Uh	3
bilingüe	pingüe	3
...qualified candidates should send a Letter of Interest and résumé showing relevant experience to Gabrielle Mosquera,	resume	3
El Saber Y Entender Empodera	Empoderar, Apoderara, Empatadera	2
Offices of Ashok Chandra, GroupM, 175 Greenwich St., New York, NY 10007	Group M, Group, Groups	2

39 found (only showing top 10)

62 **Grammar**

⚠	**16** Grammar issues	📄	**10** Pages with grammar issues

16 issues

Excerpt	Issue	Occurrences
...imiento y lidiar con diversas ideas... incluso antes de que puedan leer formalmente. L...	Esa frase no se inicia con mayúscula	2
... cognitivas. Pero a medida que se abren mas programas y escuelas bilingües, nuestr...	Si no es conjunción (= pero, sino), lleva tilde.	1
...nd is valid for visitors to our website with regards to the information that they shared and/or...	Use "in regard to", "with regard to", or more simply "regarding".	1
...gradualmente agregando un grado cada año , Kinder a octavo.	Se deja un espacio después de coma y nunca antes del signo ortográfico	1
...ilingües para el quinto año escolar? Yes!	Símbolo desparejado: Parece que falta un '¡'	1
Los líderes en escuelas de doble idioma exitosas describen los beneficios de tener profe...	Posible falta de concordancia de género entre «idioma» y «exitosas».	1
...ean bilingües para el quinto año escolar? Yes!	Símbolo desparejado: Parece que falta un '¿'	1
...are always free and open to the public, with the exception of any Executive Session held as per New Y...	Consider using "except" or "except for"	1
...studiantes de kínder pasan el 90% de su dia escolar en español, y luego reducen gra...	dia es una expresión errónea. Pruebe a utilizar "día"	1
Preguntas mas frecuentes	Si no es conjunción (= pero, sino), lleva tilde.	1

16 found (only showing top 10)

82 Broken links

⚠ **1** Broken internal links

✓ **0** Broken external links

1 broken links

URL	Type	Occurrences
🔒 leepacademies.org/contact-us	Internal	1

0 Readability

18 pages

| Page	Reading age	Excerpt
Una Docena Dual — LEEP Dual Language Academy	19.8	" Las escuelas y los distritos escolares deben saber que la educación en dos idiomas es una inversión a largo plazo, y no una solución rápida" o una moda pasajera, y reflejar sobre el gran compromiso que piden a las familias. "
School Design — LEEP Dual Language Academy	17.4	" En un modelo de 90:10 la cantidad de instrucción en Español, disminuye anualmente mientras que el inglés aumenta hasta llegar a un balance de 50:50 en los dos idiomas, esto ocurre para LEEP en el cuarto año. "
Diseño de la escuela — LEEP Dual Language Academy	17.3	" En un modelo de 90:10 la cantidad de instrucción en Español, disminuye anualmente mientras que el inglés aumenta hasta llegar a un balance de 50:50 en los dos idiomas, esto ocurre para LEEP en el cuarto año. "
Brooklyn — LEEP Dual Language Academy	16.6	" Para nuestro inicio, planeamos inscribir a estudiantes que asistirán a los grados Kinder y primero a partir del año escolar 2019-20, y luego gradualmente agregando un grado cada año , Kinder a octavo. "
Privacy — LEEP Dual Language Academy	16.4	" If you think that your child provided this kind of information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records. "
About Us — LEEP Dual Language Academy	16.3	" A graduate of Harvard College, the Kennedy School of Government at Harvard University, and Northeastern University School of Law, Joaquin grew up in the Philippines as the child of primarily Spanish/Chinese ancestry. "
Careers — LEEP Dual Language Academy	15.7	" LEEP Dual Language Academy Charter School is now conducting a national search for our Founding Principal/Director(a): a proven instructional leader and dual-language educational expert responsible for the educational leadership of the school, including a strong emphasis on team-based implementation of teaching techniques and continuous professional development for all teachers and staff. "
Now Hiring: Founding Principal/Director(a) — LEEP Dual Language Academy	15.7	" LEEP Dual Language Academy Charter School is now conducting a national search for our Founding Principal/Director(a): a proven instructional leader and dual-language educational expert responsible for the educational leadership of the school, including a strong emphasis on team-based implementation of teaching techniques and continuous professional development for all teachers and staff. "

Page	Reading age	Excerpt
Careers — LEEP Dual Language Academy	15.6	" LEEP Dual Language Academy Charter School is now conducting a national search for our Founding Principal/Director(a): a proven instructional leader and dual-language educational expert responsible for the educational leadership of the school, including a strong emphasis on team-based implementation of teaching techniques and continuous professional development for all teachers and staff. "
Apply / Inscríbase — LEEP Dual Language Academy	15.3	" LEEP Dual Language Academy Charter School está abierta a todos los niños de Nueva York en los niveles de grado elegibles (que van al jardín de infantes o primer grado para el año escolar 2019-20). "

18 found (only showing top 10)

Search rankings

How do you rank in search engines?

Explore where you rank for each keyword historically and now.
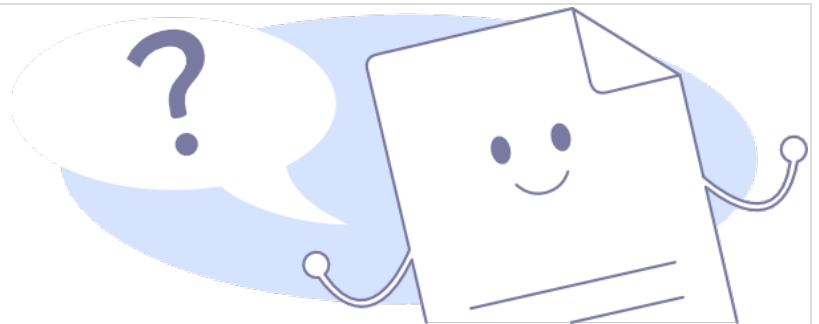
Search rankings

Engine	Keyword	Location	Language	Rank
G	"charter school"	Brooklyn	English	0
G	"English emersion school"	Brooklyn	English	0
G	"safe school"	Brooklyn	English	0
G	"Spanish emersion school"	Brooklyn	English	0
G	"Spanish language school"	Brooklyn	English	0
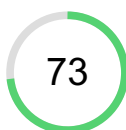
73 **SEO fundamentals**

AT A GLANCE

✓ No HTTP errors found

Pages reporting these suggest faulty code or downtime.

✓ Website is not duplicated on different addresses

A common misconfiguration can compromise SEO and social marketing.

✓ Uses SSL encryption

The use of SSL is highly encouraged for SEO and GDPR.

✓ Images use alternative text

Alternative text aids accessibility and SEO.

✓ Alternative text provided for media

Media items should specify alternative text.

✓ Structured sitemap found

A structured sitemap helps search engines discover all pages on the website.

✗ All pages are missing meta descriptions

Descriptions help search engines and their users know what the content is about.

✗ All meta descriptions are too short

Descriptions under 120 characters should be made longer.

⚠ Duplicate pages found

Duplicate content is harmful to SEO and should be avoided.

⚠ Some pages missing a H1 heading

A properly defined H1 heading is a core fundamental of SEO.

⚠ Pages missing from Sitemap

A Sitemap should include all publicly visible pages from this website.

⚠ Weak alternative text

Alternative text should be descriptive and useful.

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24 Backlinks

🔗 **51** Backlinks	📄 **31** Backlinking pages

Build backlinks

Backlinks are links from other websites pointing to this website. They are a strong source of credibility to search engines, and crucial to SEO.

Ideally a website should aim for a diverse range of backlinks from high-quality sources.

Top backlinks 51

From	To	Anchor text	First seen
bilingualed.pressible.org	leepacademies.org/careers		16/01/2019
🔒 jobs.chalkbeat.org/jobs/founding-pr…	🔒 leepacademies.org	LEEP Dual Language Academy Charter School	19/12/2018
bilingualed.pressible.org	🔒 leepacademies.org/careers		18/12/2018
🔒 eventbrite.com/e/family-info-sessio…	🔒 leepacademies.org	LEEP Dual Language Academies	30/04/2018
🔒 eventbrite.com/e/family-info-sessio…	leepacademies.org	LEEP Dual Language Academies	30/04/2018
🔒 eventbrite.com/e/meet-leep-dual-la…	leepacademies.org	LEEP Dual Language Academies	28/03/2018
🔒 eventbrite.com/e/meet-leep-dual-la…	🔒 leepacademies.org	LEEP Dual Language Academies	28/03/2018
🔒 eventbrite.com/e/meet-leep-dual-la…	leepacademies.org	LEEP Dual Language Academies	22/03/2018
🔒 eventbrite.com/e/meet-leep-dual-la…	🔒 leepacademies.org	LEEP Dual Language Academies	22/03/2018
bilingualed.pressible.org/topic/job-pos…	🔒 leepacademies.org/careers		12/01/2019

51 found (only showing top 10)

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20 Mobile

AT A GLANCE

✅ **Fits mobile without horizontal scrolling**
Horizontal scrolling on mobile usually suggests a broken or old design.

❌ **Links are too small to tap on mobile**
This can compromise usability and is a ranking factor for Google.

✅ **Pinch-to-zoom is not disabled**
Zoom is a requirement of modern accessibility standards and aids usability.

❌ **Text is too small to read on mobile**
This can compromise usability and is a ranking factor for Google.

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64 Speed

AT A GLANCE

✅ **No missing files found**
These can cause parts of a site to fail.

❌ **All pages load slowly**
Slow loading pages have much higher bounce rates.

All pages respond quickly

Slow responding pages can suggest a technical or hosting problem.

CSS is minified

Minification reduces the size of files making pages faster.

JavaScript is minified

Minification reduces the size of files making pages faster.

All resources use compression

Enabling compression can dramatically accelerate page load time.

Images are not optimized

Optimizing images reduces their size causing them to load quicker.

Does not fully enable resource caching

Caching avoids unnecessary requests and reduces load time.

Not using HTTP/2

HTTP/2 vastly increases the speed and security of a website.

Third-party resources do not use HTTP/2

HTTP/2 vastly increases the speed and security of a website.

Render-blocking content on some pages

Render-blocking content forces a user to wait for the page to load.

Slowest pages 18

Page	Average time	Size
LEEP Dual Language Academy	8.2 seconds	3MB
Careers — LEEP Dual Language Academy	8.0 seconds	4MB
LEEP Dual Language Academy	7.9 seconds	5MB
Apply / Inscríbase — LEEP Dual Language Academy	7.2 seconds	4MB
LEEP Dual Language Academy	4.8 seconds	5MB
School Design — LEEP Dual Language Academy	3.3 seconds	4MB
About Us — LEEP Dual Language Academy	3.1 seconds	4MB
School Design — LEEP Dual Language Academy	3.0 seconds	4MB
Dual Dozen — LEEP Dual Language Academy	2.9 seconds	4MB
Privacy — LEEP Dual Language Academy	2.9 seconds	4MB

18 found (only showing top 10)

71 **Best practice**

AT A GLANCE

Using Favicons

Not using analytics

Favicons help to visually distinguish a website in tabs and other places.

Analytics helps to monitor the effectiveness of a website.

✅ Working 404 page

Properly defined 404 pages are important for SEO and usability.

✅ Website is not duplicated on different addresses

A common misconfiguration can compromise SEO and social marketing.

✅ Uses SSL encryption

The use of SSL is highly encouraged for SEO and GDPR.

✅ Website handles common variations appropriately

Websites should handle common variations in their address automatically.

✅ All pages specify their language

A defined language aids accessibility and SEO.

100 Faults

AT A GLANCE

✅ No HTTP errors found

Pages reporting these suggest faulty code or downtime.

✅ No missing files found

These can cause parts of a site to fail.

✅ No JavaScript errors found

These should be checked manually for potential technical problems.

Pages

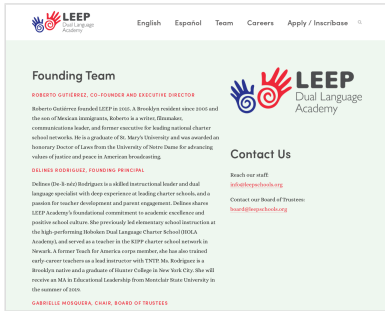See all of the pages tested for this website.
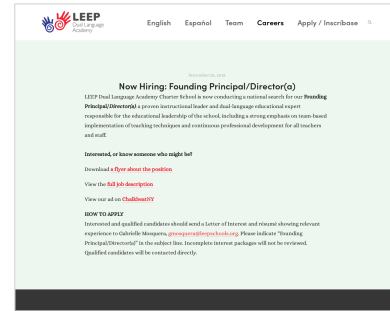
18 pages

LEEP Dual Language Academy

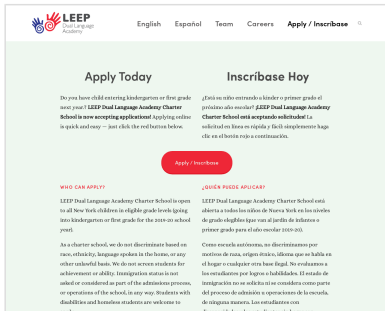### LEEP Dual Language Academy

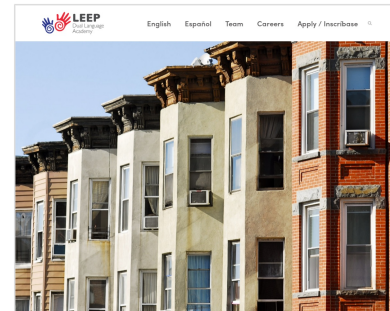
About Us — LEEP Dual Language Academy
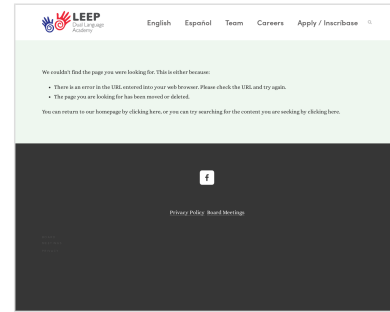
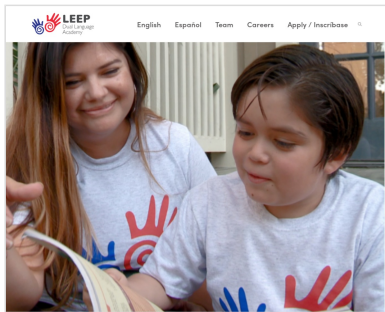### Careers — LEEP Dual Language Academy

Apply / Inscríbase — LEEP Dual Language Academy

Brooklyn — LEEP Dual Language Academy

School Design — LEEP Dual Language Academy

Dual Dozen — LEEP Dual Language Academy

Inicio — LEEP Dual Language Academy

Brooklyn — LEEP Dual Language Academy
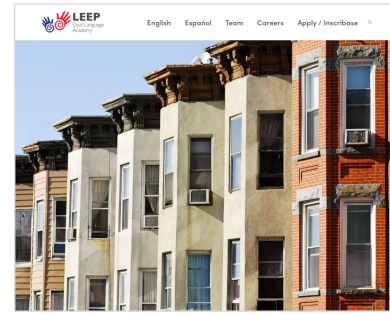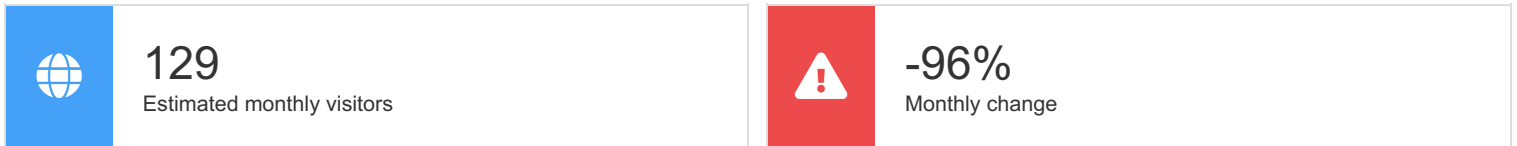
18 found (only showing top 10)

Popularity

🌐	**129** Estimated monthly visitors
⚠️	**-96%** Monthly change

Relative popularity

Source: SimilarWeb . Estimated from a sample of website traffic.

Technologies used by this website

Technology	Pages
Modernizr	18
Typekit	18
Google Font API	18
Varnish	18
HeadJS	18
Squarespace	18
Moodle	18
YUI	18
webpack	18