








Website review advertising innovationsdurango.com

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The score is 48/100







SEO Content

	<p>Title</p>	<p>Promotional items, custom pens and embroidery from Advertising Innovations - Durango's Premier Promotional Products & Apparel Company: Home</p> <p>Length : 143</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Description</p>	<p>Advertising Innovations in Durango, CO specializes in unique marketing products, custom apparel products, and promotional items to help you reinforce your brand and stay top of mind with your customers!</p> <p>Length : 202</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>Embroidery, Promotional Products, Custom Apparel, Banners, Screen Printing, Hats, Pens,</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="539 1608 1481 1682"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>4</td> <td>3</td> <td>1</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1715 1501 2078" style="list-style-type: none"> • [H1] Advertising Innovations - Specializing in custom marketing products and promotional items to help you reinforce your brand! • [H2] Promote School Pride • [H2] Business Promotional Products • [H2] Customer Appreciation Gifts • [H2] Custom Embroidery and Branded Apparel • [H3] Featured Item • [H3] What Our Customers Are Saying • [H3] • [H4] Advertising Innovations 	H1	H2	H3	H4	H5	H6	1	4	3	1	0	0
H1	H2	H3	H4	H5	H6									
1	4	3	1	0	0									

SEO Content

	Images	We found 32 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 : 9% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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.
	In-page links	We found a total of 84 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Contact	Internal	Passing Juice
Help	Internal	Passing Juice

In-page links

970.247.1833	Internal	Passing Juice
Accessories	Internal	Passing Juice
Activewear	Internal	Passing Juice
Caps & Hats	Internal	Passing Juice
Dress Shirts	Internal	Passing Juice
Golf Apparel	Internal	Passing Juice
Outerwear	Internal	Passing Juice
Polos	Internal	Passing Juice
Sweatshirts & Hoodies	Internal	Passing Juice
Tshirts	Internal	Passing Juice
Youth	Internal	Passing Juice
Accessories	Internal	Passing Juice
Backpacks	Internal	Passing Juice
Briefcases & Messenger Bags	Internal	Passing Juice
Drawstring Backpacks	Internal	Passing Juice
Fanny Packs	Internal	Passing Juice
Lunch Bags	Internal	Passing Juice
Paper Bags	Internal	Passing Juice
Plastic Bags	Internal	Passing Juice
Tote Bags	Internal	Passing Juice
Beverage Insulators	Internal	Passing Juice
BPA Free Bottles	Internal	Passing Juice
Coasters	Internal	Passing Juice
Glassware	Internal	Passing Juice
Mugs	Internal	Passing Juice
Plastic Cups	Internal	Passing Juice
Thermoses	Internal	Passing Juice
Tumblers	Internal	Passing Juice

In-page links

Water Bottles	Internal	Passing Juice
Balloons	Internal	Passing Juice
Blankets	Internal	Passing Juice
Camping	Internal	Passing Juice
Candy	Internal	Passing Juice
Chocolate	Internal	Passing Juice
Food Gifts	Internal	Passing Juice
Games	Internal	Passing Juice
Golf	Internal	Passing Juice
Team Spirit	Internal	Passing Juice
Stress Relievers	Internal	Passing Juice
Stuffed Animals	Internal	Passing Juice
Umbrellas	Internal	Passing Juice
Awards	Internal	Passing Juice
Binders	Internal	Passing Juice
Business Card Holders	Internal	Passing Juice
Caddies	Internal	Passing Juice
Calculators	Internal	Passing Juice
Magnets	Internal	Passing Juice
Mousepads	Internal	Passing Juice
Notepads	Internal	Passing Juice
Stress Relievers	Internal	Passing Juice
Technology Items	Internal	Passing Juice
Awards	Internal	Passing Juice
Buttons	Internal	Passing Juice
Displays	Internal	Passing Juice
Giveaways	Internal	Passing Juice
Lanyards	Internal	Passing Juice

In-page links

Ballpoint Pens	Internal	Passing Juice
Chalk	Internal	Passing Juice
Crayons	Internal	Passing Juice
Highlighters	Internal	Passing Juice
Hi-Tech Pens	Internal	Passing Juice
Markers	Internal	Passing Juice
Pencils	Internal	Passing Juice
Roller Ball Pens	Internal	Passing Juice
Sharpeners	Internal	Passing Juice
Advanced Search	Internal	Passing Juice
Contact Us	Internal	Passing Juice
most popular promotional products	External	Passing Juice
eco-friendly promotional products	External	Passing Juice
custom pens	External	Passing Juice
Cozy Fleece Blanket	External	Passing Juice
=	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Search	Internal	Passing Juice
Showrooms	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Questions or Comments?	External	Passing Juice
Tell A Friend About Our Site	External	Passing Juice

SEO Keywords



Keywords Cloud






customer promotional gifts help
brand pens bags business apparel
products

SEO Keywords




Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
products	7	✓	✓	✓	✓
promotional	7	✓	✓	✓	✓
bags	6	✗	✗	✗	✗
customer	6	✗	✗	✓	✓
business	5	✗	✗	✗	✓









Usability

	Url	Domain : advertisinginnovationsdurango.com Length : 33
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	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





Document

	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://cdn.attracta.com/sitemap/373366.xml.gz
	Robots.txt	http://advertisinginnovationsdurango.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics