Website review
allspiceapparel.com

The score is 52/100

pagepeeker

SEO Content

✅	Title	Allspice Apparel **Length : 16** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Allspice Apparel: Trendy, Unique Apparel **Length : 40** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
❌	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	Allspice Apparel
url	https://allspiceapparel.com/
title	Allspice Apparel
type	website
description	Allspice Apparel: Trendy, Unique Apparel
image	http://allspiceapparel.com/cdn/shop/files/NIMH_BLACK_HOOD_b602b3a2-0f96-4e28-8dad-148c588bc3cd.jpg?v=1723774248
image:secure_url	https://allspiceapparel.com/cdn/shop/files/NIMH_BLACK_HOOD_b602b3a2-0f96-4e28-8dad-148c588bc3cd.jpg?v=1723774248
image:width	589
image:height	785

SEO Content

	Headings							
○	Headings	**H1** 1	**H2** 3	**H3** 0	**H4** 0	**H5** 0	**H6** 0	

- [H1]
- [H2] Item added to your cart
- [H2] Embroidery, Apparel, & Trinkets
- [H2] Subscribe to our emails

✕	Images	We found 2 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

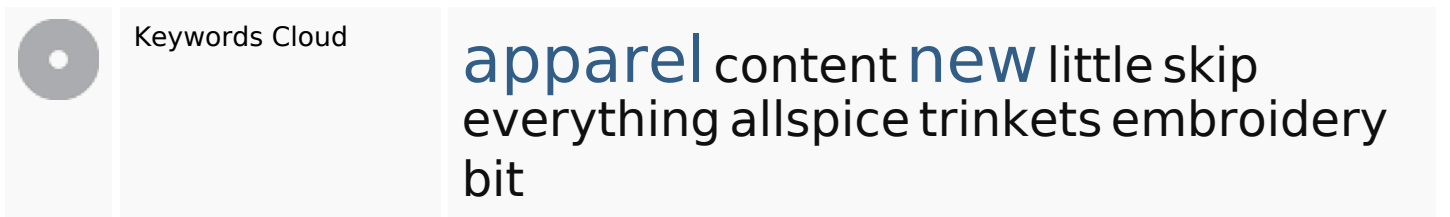|		
✓	URL Rewrite	Good. Your links looks friendly!
✓	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 12 links including 0 link(s) to files
○	Statistics	External Links : noFollow 8.33% External Links : Passing Juice 0% Internal Links 91.67%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice

In-page links

Home	Internal	Passing Juice
Chappell Roan Inspired Apparel	Internal	Passing Juice
Contact	Internal	Passing Juice
FAQ	Internal	Passing Juice
View cart	Internal	Passing Juice
Powered by Shopify	External	noFollow
Privacy policy	Internal	Passing Juice
Shipping policy	Internal	Passing Juice
Refund policy	Internal	Passing Juice
Terms of service	Internal	Passing Juice
Contact information	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	apparel content new little skip everything allspice trinkets embroidery bit

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
apparel	2	✔	✖	✔	✔
new	2	✖	✖	✖	✖
allspice	1	✔	✖	✔	✖
skip	1	✖	✖	✖	✖
content	1	✖	✖	✖	✖

Usability

●	Url	Domain : allspiceapparel.com Length : 19
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✔	Printability	Great. We have found 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
✔	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. ✔ Perfect. No inline css has been found in HTML tags! ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✖ Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization		
		✖	Apple Icon
		✔	Meta Viewport Tag
		✔	Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✔		https://allspiceapparel.com/sitemap.xml
✔	Robots.txt	http://allspiceapparel.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.