Website review
allwhimsywear.com

The score is 52/100

SEO Content

⚠️	Title	Create an Ecommerce Website and Sell Online! Ecommerce Software by Shopify **Length : 74** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Shopify provides a reliable Ecommerce platform so you focus on selling online! Integrated hosting, shopping cart and Ecommerce payment solution all in one! **Length : 155** 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	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.
⚪	Headings	H1: 2, H2: 0, H3: 0, H4: 0, H5: 0, H6: 0 • [H1] Sorry, this store is currently unavailable. • [H1] Did you mean ?
✅	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.
❌	Text/HTML Ratio	Ratio : **5%** 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.

SEO Content

✅		
✅	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 2 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 50%
		External Links : Passing Juice 50%
		Internal Links 0%

In-page links

Anchor	Type	Juice
your domain settings	External	noFollow
forgot your store	External	Passing Juice

SEO Keywords

⦿	Keywords Cloud	store sorry currently unavailable finish mean domain setting owner shopify

Keywords Consistency

Keyword	Content	Title	Keywords	Descripti	Headings

Keywords Consistency

				on	
store	4	✖	✖	✖	✔
domain	2	✖	✖	✖	✖
shopify	1	✔	✖	✔	✖
sorry	1	✖	✖	✖	✔
currently	1	✖	✖	✖	✔

Usability

●	Url	Domain : allwhimsywear.com 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.
✖	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.

Document

	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.
		✔ Perfect, your website has few JavaScript files.
		✔ 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://allwhimsywear.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.