Website review
archetypeapparel.com

Generated on September 22 2024 12:06 PM

The score is 48/100

SEO Content

✅	Title	Archetype Apparel **Length : 17** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Custom apparel that is artistic, quirky, and unique. **Length : 52** 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	Archetype Apparel
url	https://archetypeapparel.com/
title	Archetype Apparel
type	website
description	Custom apparel that is artistic, quirky, and unique.
image	http://archetypeapparel.com/cdn/shop/files/Untitled_Artwork_4_a84b95a6-8ade-4fe3-9c0f-34dd1a7a15be.png?v=1703019863
image:secure_url	https://archetypeapparel.com/cdn/shop/files/Untitled_Artwork_4_a84b95a6-8ade-4fe3-9c0f-34dd1a7a15be.png?v=1703019863
image:width	2048

SEO Content

		image:height	2732				

	Headings						
⊙		**H1**	**H2**	**H3**	**H4**	**H5**	**H6**
		1	9	22	0	0	0

- [H1]
- [H2] Item added to your cart
- [H2] About us
- [H2] FAQ
- [H2] 1. What type of products does Archetype Apparel offer?
- [H2] 2. How does Archetype Apparel promote thoughtful purchasing decisions?
- [H2] 3. Can I return or exchange a product?
- [H2] 4. How long does shipping take?
- [H2] Contact form
- [H2] Subscribe to our emails
- [H3] Beetle Vinyl Decals
- [H3] Beetle Vinyl Decals
- [H3] Bruh. Crewneck Sweatshirt
- [H3] Bruh. Crewneck Sweatshirt
- [H3] Choke On It (white) Hoodie
- [H3] Choke On It (white) Hoodie
- [H3] Choke On It Hoodie
- [H3] Choke On It Hoodie
- [H3] Choke on it Short Sleeve Tee
- [H3] Choke on it Short Sleeve Tee
- [H3] Choke On It Vinyl Decals
- [H3] Choke On It Vinyl Decals
- [H3] Plague Doctor Hooded Sweatshirt
- [H3] Plague Doctor Hooded Sweatshirt
- [H3] Plague Doctor Vinyl Decals
- [H3] Plague Doctor Vinyl Decals
- [H3] Skull and snake Hooded Sweatshirt
- [H3] Skull and snake Hooded Sweatshirt
- [H3] Skull and Snake Vinyl Decals
- [H3] Skull and Snake Vinyl Decals
- [H3] Unisex Heavy Blend™ Hooded Sweatshirt
- [H3] Unisex Heavy Blend™ Hooded Sweatshirt

✖	Images	We found 23 images on this web page. 11 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 : **7%** 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 16 links including 0 link(s) to files
	Statistics	External Links : noFollow 6.25% External Links : Passing Juice 0% Internal Links 93.75%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
View cart	Internal	Passing Juice
Beetle Vinyl Decals	Internal	Passing Juice
Bruh. Crewneck Sweatshirt	Internal	Passing Juice
Choke On It (white) Hoodie	Internal	Passing Juice
Choke On It Hoodie	Internal	Passing Juice
Choke on it Short Sleeve Tee	Internal	Passing Juice
Choke On It Vinyl Decals	Internal	Passing Juice
Plague Doctor Hooded Sweatshirt	Internal	Passing Juice
Plague Doctor Vinyl Decals	Internal	Passing Juice
Skull and snake Hooded Sweatshirt	Internal	Passing Juice

In-page links

Skull and Snake Vinyl Decals	Internal	Passing Juice
Unisex Heavy Blend™ Hooded Sweatshirt	Internal	Passing Juice
Returns Policy	Internal	Passing Juice
Archetype Apparel	Internal	Passing Juice
Powered by Shopify	External	noFollow

SEO Keywords

Keywords Cloud	unit from archetype price apparel sale regular vinyl usd decals

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
price	44	✖	✖	✖	✖
regular	22	✖	✖	✖	✖
usd	22	✖	✖	✖	✖
from	15	✖	✖	✖	✖
apparel	11	✔	✖	✔	✔

Usability

Url	Domain : archetypeapparel.com Length : 20	
Favicon	Great, your website has a favicon.	
Printability	Great. We have found a Print-Friendly CSS.	
Language	Good. Your declared language is en.	

Usability

❌	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	**Deprecated tags** **Occurrences** `<s>` 11 Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.
⊙	Speed Tips	✅ 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). ✖ 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://archetypeapparel.com/sitemap.xml
✅	Robots.txt	http://archetypeapparel.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.