Website review
bickertonco.com

Generated on September 18 2024 15:18 PM

The score is 51/100

SEO Content

✅	Title	Bickerton Spearguns – Bickerton Co. **Length : 41** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Bickerton Co. is an eco-conscious marine company based on Vancouver Island. What started with custom spearguns made for friends, Bickerton Co. now offers a line of apparel, custom knives, surf ponchos, and products that are intended to be enjoyed in, on, or near the ocean. **Length : 273** 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	Bickerton Co.
url	https://bickertonco.com/
title	Bickerton Spearguns
type	website
description	Bickerton Co. is an eco-conscious marine company based on Vancouver Island. What started with custom spearguns made for friends, Bickerton Co. now offers a line of apparel, custom knives, surf ponchos, and products that are intended to be enjoyed in, on, or near the ocean.

SEO Content

		image	https://cdn.shopify.com/s/files/1/0539/9812/5237/files/82B507AB-FBF1-4CFB-8074-339F6C925766_654a6b40-ef96-4658-9164-f33c56ba97dc.png?v=1615779484
		image:secure_url	https://cdn.shopify.com/s/files/1/0539/9812/5237/files/82B507AB-FBF1-4CFB-8074-339F6C925766_654a6b40-ef96-4658-9164-f33c56ba97dc.png?v=1615779484
		image:width	2160
		image:height	1620
		image:alt	Bickerton Spearguns

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

- [H1] Bickerton Co.
- [H2] Spearguns
- [H2] Accessories
- [H2] Ponchos
- [H2] For your kitchen
- [H2] Rugged Coast Research Society
- [H2] Shop all
- [H2] All products
- [H2] Community
- [H2] Currency

❌	Images	We found 74 images on this web page. 70 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 : **2%** 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!

SEO Links

✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 17 links including 0 link(s) to files
●	Statistics	External Links : noFollow 5.88% External Links : Passing Juice 11.76% Internal Links 82.35%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Catalog	Internal	Passing Juice
Contact	Internal	Passing Juice
About Us	Internal	Passing Juice
Log in	Internal	Passing Juice
Search	Internal	Passing Juice
0 items	Internal	Passing Juice
Shop spearguns	Internal	Passing Juice
Shop accessories	Internal	Passing Juice
Get cozy	Internal	Passing Juice
Shop for your kitchen	Internal	Passing Juice
Protect what you love	Internal	Passing Juice
My story	External	Passing Juice
Quality	Internal	Passing Juice
-	External	Passing Juice
Powered by Shopify	External	noFollow

SEO Keywords

	Keywords Cloud	home catalog menu pay youtube spearguns search close esc bickerton

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
bickerton	6	✔	✖	✔	✔
search	4	✖	✖	✖	✔
youtube	4	✖	✖	✖	✖
menu	3	✖	✖	✖	✖
close	3	✖	✖	✖	✖

Usability

	Url	Domain : bickertonco.com Length : 15
✔	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.

Document

✅		
❌	W3C Validity	Errors : 0 Warnings : 0
❌	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	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✔ Great, your website has few CSS files. ✖ 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://bickertonco.com/sitemap.xml
✅	Robots.txt	http://bickertonco.com/robots.txt Great, your website has a robots.txt file.
✅	Analytics	Great, your website has an analytics tool. Google Analytics