Website review boafinc.com

The score is 52/100

SEO Content

✅	Title	Birds of a Feather – Birds Of A Feather **Length : 45** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Faith based apparel **Length : 19** 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	Birds Of A Feather
url	https://boafinc.com/
title	Birds of a Feather
type	website
description	Faith based apparel
image	http://boafinc.com/cdn/shop/files/Business_Card_Front_1200x1200.jpg?v=1644085193
image:secure_url	https://boafinc.com/cdn/shop/files/Business_Card_Front_1200x1200.jpg?v=1644085193

⬤	Headings	

H1	H2	H3	H4	H5	H6
1	9	4	0	0	0

- [H1] Birds Of A Feather

SEO Content

		- [H2] FAITH Collection - [H2] Tees - [H2] Sports Tees - [H2] Distressed Flannels - [H2] Pullovers - [H2] Sets - [H2] Jewelry - [H2] Blanks - [H2] Birds Of A Feather - [H3] Links - [H3] Latest News - [H3] Follow Us - [H3] Newsletter
❌	Images	We found 215 images on this web page. 5 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 : **17%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	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 13 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 7.69% External Links : Passing Juice 0% Internal Links 92.31%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Distressed Flannels	Internal	Passing Juice
Distressed Pullovers	Internal	Passing Juice
Tees	Internal	Passing Juice
Long Sleeve Tees	Internal	Passing Juice
Bracelets	Internal	Passing Juice
Search	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Refund Policy	Internal	Passing Juice
Shipping Policy	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Latest News	Internal	Passing Juice
Powered by Shopify	External	noFollow

SEO Keywords

⊙ Keywords Cloud	tee price distressed from bleached regular jesus sold long sleeve

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
regular	94	✖	✖	✖	✖
price	94	✖	✖	✖	✖
tee	59	✖	✖	✖	✔
sold	34	✖	✖	✖	✖
distressed	20	✖	✖	✖	✔

Usability

●	Url	Domain : boafinc.com Length : 11
✖	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	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	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://boafinc.com/sitemap.xml
	Robots.txt	http://boafinc.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.