



# Website review charlesriverapparel.com

Generated on September 23 2024 19:26 PM




The score is 47/100







## SEO Content

	Title	<p>Home   Charles River Apparel</p> <p><b>Length : 28</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Charles River Apparel; the New England-based and family-owned apparel supplier; designs outerwear that withstands the change in seasons so you can make those most of your everyday adventures;</p> <p><b>Length : 212</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Charles River Apparel; Charles River; Monogram; Promotional Products; Apparel Supplier; Decorated Apparel</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>6</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>[H3] Shopping Cart</li> <li>[H3] COMPANY</li> <li>[H3] SOCIAL RESPONSIBILTY</li> <li>[H3] HELP CENTER</li> <li>[H3] CONTACT US</li> <li>[H3] FOLLOW US</li> </ul>	H1	H2	H3	H4	H5	H6	0	0	6	0	0	0
H1	H2	H3	H4	H5	H6									
0	0	6	0	0	0									
	Images	<p>We found 28 images on this web page.</p> <p>7 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	Text/HTML Ratio	Ratio : <b>16%</b>												

## SEO Content

		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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 53 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">ALL STYLES</a>	Internal	Passing Juice
<a href="#">Athleisure</a>	Internal	Passing Juice
<a href="#">Fleece</a>	Internal	Passing Juice
<a href="#">Lightweight Outerwear</a>	Internal	Passing Juice
<a href="#">Midweight Outerwear</a>	Internal	Passing Juice
<a href="#">Winter Weight Outerwear</a>	Internal	Passing Juice
<a href="#">Polos</a>	Internal	Passing Juice

## In-page links

<a href="#">Pants and Shorts</a>	Internal	Passing Juice
<a href="#">Rainwear</a>	Internal	Passing Juice
<a href="#">Shirts</a>	Internal	Passing Juice
<a href="#">Sweatshirts</a>	Internal	Passing Juice
<a href="#">Vests</a>	Internal	Passing Juice
<a href="#">Workwear</a>	Internal	Passing Juice
<a href="#">Camden</a>	Internal	Passing Juice
<a href="#">Clifton</a>	Internal	Passing Juice
<a href="#">Crosswind</a>	Internal	Passing Juice
<a href="#">Eco</a>	Internal	Passing Juice
<a href="#">Franconia</a>	Internal	Passing Juice
<a href="#">Heathered Fleece</a>	Internal	Passing Juice
<a href="#">Hi&amp;#45;Vis</a>	Internal	Passing Juice
<a href="#">Mystic</a>	Internal	Passing Juice
<a href="#">New Englander®</a>	Internal	Passing Juice
<a href="#">Newport</a>	Internal	Passing Juice
<a href="#">Pack&amp;#45;N&amp;#45;Go®</a>	Internal	Passing Juice
<a href="#">Seaport</a>	Internal	Passing Juice
<a href="#">Space Dye</a>	Internal	Passing Juice
<a href="#">Waffle</a>	Internal	Passing Juice
<a href="#">Unisex</a>	Internal	Passing Juice
<a href="#">Men</a>	Internal	Passing Juice
<a href="#">Women</a>	Internal	Passing Juice
<a href="#">Youth</a>	Internal	Passing Juice
<a href="#">Sale</a>	Internal	Passing Juice
<a href="#">Closeout</a>	Internal	Passing Juice
<a href="#">Custom Import Program: Make It Yours!</a>	Internal	Passing Juice
<a href="#">Decoration</a>	Internal	Passing Juice

## In-page links

<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">How to Purchase</a>	Internal	Passing Juice
<a href="#">Integrations &amp; Digital Solutions</a>	Internal	Passing Juice
<a href="#">Marketing Tools</a>	Internal	Passing Juice
<a href="#">Resource Library</a>	Internal	Passing Juice
<a href="#">View Cart</a>	Internal	Passing Juice
<a href="#">Checkout</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">News &amp; Press</a>	Internal	Passing Juice
<a href="#">Charles River Cares</a>	Internal	Passing Juice
<a href="#">Giving Partners</a>	Internal	Passing Juice
<a href="#">Employee Volunteerism</a>	Internal	Passing Juice
<a href="#">Social Compliance</a>	Internal	Passing Juice
<a href="#">Sustainability</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Other contact options</a>	Internal	Passing Juice
<a href="#">PRIVACY POLICY</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
entered	6	✘	✘	✘	✘







## Keywords Consistency

date	4	✘	✘	✘	✘
all	3	✘	✘	✘	✘
outerwear	3	✘	✘	✔	✘
valid	3	✘	✘	✘	✘





## Usability

	Url	Domain : charlesriverapparel.com Length : 23
	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	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> 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.




## Document

-  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

Great, your website has an XML sitemap.

<https://charlesriverapparel.com/sitemap.xml>

<http://www.charlesriverapparel.com//sitemap.xml>



### Robots.txt

<http://charlesriverapparel.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.