Website review
copelandsinc.com

Generated on September 21 2024 17:08 PM

The score is 52/100

SEO Content

✅	Title	Copeland's Inc. **Length : 20** Perfect, your title contains between 10 and 70 characters.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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
url	https://copelandsinc.com/
site_name	Copeland's Inc.
title	Copeland's Inc.
type	website
image	https://img1.wsimg.com/isteam/ip/79bef9d5-eba1-411f-a6fa-b7ad485ddb93/20230206_125807.jpg
locale	en_US

Headings					
H1	H2	H3	H4	H5	H6
1	5	1	6	0	0

- [H1] Open For Business
- [H2] Sept 15/16 Scuba Class - Room For 6
- [H2] Twin 112cf Steel Cylinders W/Manifold
- [H2] 2024 Ski wear herE

SEO Content

		[H2] Become A Diver [H2] Contact Us [H3] Our Brands [H4] Sale Price - $499 [H4] Texas' Oldest Dive Shop & Southernmost Ski Chalet [H4] Drop us a line! [H4] Better yet, see us in person! [H4] Copeland's Inc. [H4] Hours
❌	Images	We found 13 images on this web page. 13 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!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 15 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 26.67% Internal Links 73.33%

In-page links

Anchor	Type	Juice

In-page links

Home	Internal	Passing Juice
History	Internal	Passing Juice
Classes	Internal	Passing Juice
Local Diving	Internal	Passing Juice
Dive Trips	Internal	Passing Juice
Retail Ski	Internal	Passing Juice
Retail Scuba	Internal	Passing Juice
Used Equipment	Internal	Passing Juice
Air Analysis	Internal	Passing Juice
Harte Award	Internal	Passing Juice
Map	Internal	Passing Juice
Like us on Facebook!	External	Passing Juice
Privacy Policy	External	Passing Juice
Terms of Service	External	Passing Juice
GoDaddy	External	Passing Juice

SEO Keywords

⊙	Keywords Cloud

classes copelands used home diving ski dive retail equipment scuba

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ski	7	✖	✖	✖	✔
scuba	7	✖	✖	✖	✔
equipment	7	✖	✖	✖	✖
retail	6	✖	✖	✖	✖

Keywords Consistency

used	6	✖	✖	✖	✖

Usability

	Url	Domain : copelandsinc.com Length : 16
	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 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. ✔ Perfect, your website has few JavaScript files.

Document

✔ 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://copelandsinc.com/sitemap.xml
	Robots.txt	http://copelandsinc.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.