

# Website review copelandsinc.com

Generated on September 22 2024 04:37 AM





The score is 52/100







## SEO Content

	Title	Copeland&#x27;s Inc.  <b>Length : 20</b>  Perfect, your title contains between 10 and 70 characters.																			
	Description	<b>Length : 0</b>  Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.																			
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																			
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><tr><th>Property</th><th>Content</th></tr><tr><td>url</td><td>https://copelandsinc.com/</td></tr><tr><td>site_name</td><td>Copeland&amp;#39;s Inc.</td></tr><tr><td>title</td><td>Copeland&amp;#39;s Inc.</td></tr><tr><td>type</td><td>website</td></tr><tr><td>image</td><td>https://img1.wsimg.com/isteam/ip/79bef9d5-eba1-411f-a6fa-b7ad485ddb93/20230206_125807.jpg</td></tr><tr><td>locale</td><td>en_US</td></tr></table>						Property	Content	url	https://copelandsinc.com/	site_name	Copeland&#39;s Inc.	title	Copeland&#39;s Inc.	type	website	image	https://img1.wsimg.com/isteam/ip/79bef9d5-eba1-411f-a6fa-b7ad485ddb93/20230206_125807.jpg	locale	en_US
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	Headings	<b>H1</b> 1	<b>H2</b> 5	<b>H3</b> 1	<b>H4</b> 6	<b>H5</b> 0	<b>H6</b> 0														
		<ul style="list-style-type: none"><li>• [H1] Open For Business</li><li>• [H2] Sept 15/16 Scuba Class - Room For 6</li><li>• [H2] Twin 112cf Steel Cylinders W/Manifold</li><li>• [H2] 2024 Ski wear herE</li></ul>																			

## SEO Content

		<ul style="list-style-type: none"><li>• [H2] Become A Diver</li><li>• [H2] Contact Us</li><li>• [H3] Our Brands</li><li>• [H4] Sale Price - \$499</li><li>• [H4] Texas' Oldest Dive Shop &amp; Southernmost Ski Chalet</li><li>• [H4] Drop us a line!</li><li>• [H4] Better yet, see us in person!</li><li>• [H4] Copeland's Inc.</li><li>• [H4] Hours</li></ul>
	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 : <b>2%</b>  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%

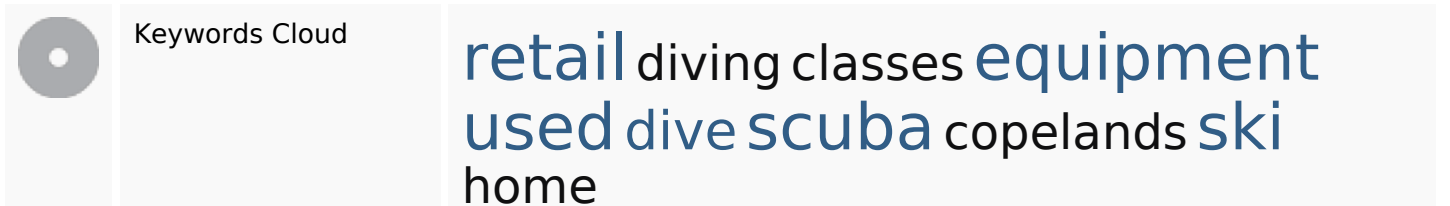
## In-page links

Anchor	Type	Juice
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## In-page links

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

## SEO Keywords



## 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 <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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Perfect, your website has few JavaScript files.</div>

## 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.