

# Website review cthulhushirts.com

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The score is 49/100







## SEO Content

	Title	<p>Cthulhu T-shirts and Lovecraftian apparel and accessories at CthulhuShirts.com</p> <p><b>Length : 78</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>Cthulhu Shirts has dozens of original T-shirt designs for both men and women inspired by the works of H.P. Lovecraft and his Weird Tales contemporaries, from Cthulhu tank tops to Esoteric Order of Dagon Work shirts and funny Lovecraftian tees. Plus, Lovecraftian novelties and other Cthuliana.</p> <p><b>Length : 293</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>Cthulhu, Lovecraft, Call of Cthulhu, T-shirts, Nyarlathotep, tank tops, Esoteric Order, Dagon, apparel, King in Yellow, Robert W. Chambers, babydolls tees, work shirts, Edgar Allan Poe, Howard Phillips Lovecraft</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><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>9</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] H.P. Lovecraft &amp; Cthulhu T-shirts &amp; accessories</li><li>• [H2] Categories</li><li>• [H2]</li><li>• [H2]</li><li>• [H2]</li><li>• [H2]</li><li>• [H2] Featured Products</li><li>• [H2] Categories</li><li>• [H2] Recent Updates</li></ul>	H1	H2	H3	H4	H5	H6	1	9	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	9	0	0	0	0									

## SEO Content

		• [H2] Newsletter
	Images	We found 60 images on this web page.  32 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>16%</b>  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	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 52 links including 0 link(s) to files
	Statistics	External Links : noFollow 1.92%  External Links : Passing Juice 5.77%  Internal Links 92.31%

## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">My Account</a>	Internal	Passing Juice
<a href="#">Gift Certificates</a>	Internal	Passing Juice


## In-page links

<a href="#">Sign in</a>	Internal	Passing Juice
<a href="#">Create an account</a>	Internal	Passing Juice
<a href="#">Search Tips</a>	Internal	Passing Juice
<a href="#">T-shirts</a>	Internal	Passing Juice
<a href="#">Work shirts</a>	Internal	Passing Juice
<a href="#">Hoodies</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Has my order shipped yet?</a>	Internal	Passing Juice
<a href="#">Return or exchange</a>	Internal	Passing Juice
<a href="#">Unable to complete checkout</a>	Internal	Passing Juice
<a href="#">General question or comment</a>	Internal	Passing Juice
<a href="#">Terms and Conditions</a>	Internal	Passing Juice
<a href="#">Shipping Information</a>	Internal	Passing Juice
<a href="#">Returns and Exchanges</a>	Internal	Passing Juice
<a href="#">Sizing charts</a>	Internal	Passing Juice
<a href="#">&amp;lt;</a>	Internal	Passing Juice
<a href="#">Old Man Cthulhu shirt</a>	Internal	Passing Juice
<a href="#">Red Cthulhu shirt</a>	Internal	Passing Juice
<a href="#">Cthulhu Weave Hoody</a>	Internal	Passing Juice
<a href="#">Cthulhu Weave work shirt</a>	Internal	Passing Juice
<a href="#">R&amp;#039;lyeh Rising shirt</a>	Internal	Passing Juice
<a href="#">H.P. Lovecraft - Fear of The Unknown shirt</a>	Internal	Passing Juice
<a href="#">Merciful Cthulhu Shirt</a>	Internal	Passing Juice
<a href="#">Lovecraft Ironworks shirt</a>	Internal	Passing Juice
<a href="#">Dagon Stout Workshirt</a>	Internal	Passing Juice
<a href="#">Jolly Pirate Cthulhu shirt</a>	Internal	Passing Juice
<a href="#">Cthulhu Weave</a>	Internal	Passing Juice
<a href="#">Cthulhu Fish</a>	Internal	Passing Juice

## In-page links

<a href="#">Add To Cart</a>	Internal	Passing Juice
<a href="#">Miskatonic shirt</a>	Internal	Passing Juice
<a href="#">Cthulhu Ale Work Shirt</a>	Internal	Passing Juice
<a href="#">Cthulhu Medallion Work Shirt</a>	Internal	Passing Juice
<a href="#">Miskatonic zip up hoody</a>	Internal	Passing Juice
<a href="#">Dagon Stout shirt</a>	Internal	Passing Juice
<a href="#">Miskatonic University class of 1937 shirt</a>	Internal	Passing Juice
<a href="#">Tribal Cthulhu shirt</a>	Internal	Passing Juice
<a href="#">Cthulhu Ale T-shirt</a>	Internal	Passing Juice
<a href="#">H.P. Lovecraft - Searchers After Horror</a>	Internal	Passing Juice
<a href="#">Cthulhu Absinthe shirt</a>	Internal	Passing Juice
<a href="#">Cthulhu Medallion T-shirt</a>	Internal	Passing Juice
<a href="#">Black Goat of the Woods Tavern shirt</a>	Internal	Passing Juice
<a href="#">Keep Calm and Cthulhu Fhtagn t-shirt</a>	Internal	Passing Juice
<a href="#">Deco Cthulhu shirt</a>	Internal	Passing Juice
<a href="#">Comrade Cthulhu shirt</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Pinterest</a>	External	Passing Juice
<a href="#">Twitter</a>	External	Passing Juice
<a href="#">RSS</a>	Internal	Passing Juice
<a href="#">Shopping Cart Software</a>	External	noFollow






## SEO Keywords

	Keywords Cloud	<p>cthulhu shirts miskatonic choose university</p> <p>work shirt lovecraft options t-shirt</p>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
cthulhu	29	✓	✓	✓	✓
choose	26	✗	✗	✗	✗
options	26	✗	✗	✗	✗
shirt	18	✓	✓	✓	✓
lovecraft	7	✓	✓	✓	✓








## Usability

	Url	Domain : cthulhushirts.com Length : 17
	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	XHTML 1.0 Transitional
	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.





## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</div><div> Perfect, your website takes advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p><a href="http://cthulhushirts.com/robots.txt">http://cthulhushirts.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div> Google Analytics</div>