Website review
dutchbros.com

Generated on September 18 2024 10:35 AM

The score is 64/100

SEO Content

✓	Title	**Home | Dutch Bros** **Length : 17** Perfect, your title contains between 10 and 70 characters.
✓	Description	Dutch Bros Coffee is a drive-through coffee chain headquartered in Grants Pass, Oregon, with company-owned and franchise locations throughout the United States. **Length : 160** Great, your meta description contains between 70 and 160 characters.
✓	Keywords	dutch bros, coffee, drive-thru, coffee shops Good, your page contains meta keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
site_name	Dutch Bros
type	website
url	https://www.dutchbros.com/
title	Dutch Bros | Homepage
description	Dutch Bros Coffee is a drive-through coffee chain headquartered in Grants Pass, Oregon, with company-owned and franchise locations throughout the United States.
image	https://files.dutchbros.com/logos/primary_logo_windmill_blue_meta.png

SEO Content

	Headings	**H1** 1	**H2** 0	**H3** 6	**H4** 0	**H5** 2	**H6** 0
		• [H1] DUTCH COFFEE® DRIVE THRU FAVES • [H3] Dutch Faves • [H3] Dutch Bros Rebel™ • [H3] Coffee Classics • [H3] Dutch at Home • [H3] We're Hiring! • [H3] Our Impact • [H5] Download our app to start earning free drinks! • [H5] Download our app to start earning free drinks!						
	Images	We found 9 images on this web page. Good, most or all of your images have alt attributes.						
	Text/HTML Ratio	Ratio : **4%** 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.						

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 26 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 23.08% Internal Links 76.92%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Locations	Internal	Passing Juice
Menu	Internal	Passing Juice
Rewards	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Shop Now	Internal	Passing Juice
Google App	External	Passing Juice
Apple App	External	Passing Juice
Dutch Bros on Facebook	External	Passing Juice
Dutch Bros on Instagram	External	Passing Juice
Dutch Bros on TikTok	External	Passing Juice
Learn More	Internal	Passing Juice
Coffee time	Internal	Passing Juice
career opportunities	Internal	Passing Juice
Our Impact	Internal	Passing Juice
Dutch Bros logo	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Our Story	Internal	Passing Juice
News & Events	Internal	Passing Juice
Investors	Internal	Passing Juice
Nutrition	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
UGC T+C	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Digital Accessibility	Internal	Passing Juice
Do Not Share My Personal Information	External	Passing Juice

SEO Keywords

⊙	Keywords Cloud	bros impact menu learn more app dutch coffee image shop

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
dutch	16	✔	✔	✔	✔
bros	12	✔	✔	✔	✔
app	6	✖	✖	✖	✔
coffee	6	✖	✔	✔	✔
menu	4	✖	✖	✖	✖

Usability

⊙	Url	Domain : dutchbros.com Length : 13
✔	Favicon	Great, your website has a favicon.
✔	Printability	Great. We have found 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.

Document

❌	W3C Validity	Errors : 0 Warnings : 0
✅	Email Privacy	Great no email address has been found in plain text!
✅	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. ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ 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://www.dutchbros.com/sitemap.xml
✅	Robots.txt	http://dutchbros.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.