



Website review educatedearthling.com

Generated on September 22 2024 06:20 AM

The score is 53/100



SEO Content

	<p>Title</p>	<p>The Earthling Co.™ Official Site Clean Personal Care, Real Results</p> <p>Length : 68</p> <p>Perfect, your title contains between 10 and 70 characters.</p>										
	<p>Description</p>	<p>Transform Your Routine with Intentionally Designed Personal Care & Top-Rated Shampoo and Conditioner Bars. Safe & Effective Formulas. Vegan & Cruelty Free. Made in the USA. For All Hair Types. Natural Fragrance. Sustainable & Eco-Friendly. Travel Friendly. Scientifically Formulated. No Sulfates, Parabens, or Dyes.</p> <p>Length : 331</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>										
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>										
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1413 1481 1832"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://theearthlingco.com/</td> </tr> <tr> <td>site_name</td> <td>The Earthling Co.</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>The Earthling Co.™ Official Site Clean Personal Care, Real Results</td> </tr> </tbody> </table>	Property	Content	url	https://theearthlingco.com/	site_name	The Earthling Co.	type	website	title	The Earthling Co.™ Official Site Clean Personal Care, Real Results
Property	Content											
url	https://theearthlingco.com/											
site_name	The Earthling Co.											
type	website											
title	The Earthling Co.™ Official Site Clean Personal Care, Real Results											

SEO Content

description	Transform Your Routine with Intentionally Designed Personal Care & Top-Rated Shampoo and Conditioner Bars. Safe & Effective Formulas. Vegan & Cruelty Free. Made in the USA. For All Hair Types. Natural Fragrance. Sustainable & Eco-Friendly. Travel Friendly. Scientifically Formulated. No Sulfates, Parabens, or Dyes.
image	https://cdn.shopify.com/s/files/1/2353/7403/files/The_Earthling_Co_-_white_back.png?height=628&pad_color=fff&v=1613588069&width=1200
image:secure_url	https://cdn.shopify.com/s/files/1/2353/7403/files/The_Earthling_Co_-_white_back.png?height=628&pad_color=fff&v=1613588069&width=1200
image:width	1200
image:height	628

Headings

H1	H2	H3	H4	H5	H6
2	16	1	3	0	3




- [H1] Say Goodbye to Bad Hair Days
- [H1] Limited Edition Scents
- [H2] Shampoo & Conditioner Bars for All Hair Types
- [H2] Intentional By Nature
- [H2] say goodbye to harsh, harmful shampoo formulas
- [H2] say goodbye to harsh, harmful shampoo formulas
- [H2] Real Reviews from Real Customers
- [H2] Real reviews from real customers
- [H2] Featured In:
- [H2] Vanilla Chai is back by popular demand!
- [H2] say goodbye to harsh, harmful shampoo formulas
- [H2] Our Core values
- [H2] Embrace Growth
- [H2] Consider All Earthlings
- [H2] Own Your Impact
- [H2] Nurture Collaboration
- [H2] About Earthling Co.
- [H2] we are climate neutral certified
- [H3] BESTSELLERS
- [H4] Jennifer S
- [H4] Jennifer S
- [H4] Jennifer S
- [H6] I recommended this product
- [H6] I recommended this product
- [H6] I recommended this product

Images





We found 56 images on this web page.

23 alt attributes are empty or missing. Add alternative text so that

SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 10% 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 45 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
=	Internal	Passing Juice
Shampoo Bars	Internal	Passing Juice
Conditioner Bars	Internal	Passing Juice
Shampoo & Conditioner Set	Internal	Passing Juice
Shop All Hair Care	Internal	Passing Juice
Bestsellers	Internal	Passing Juice

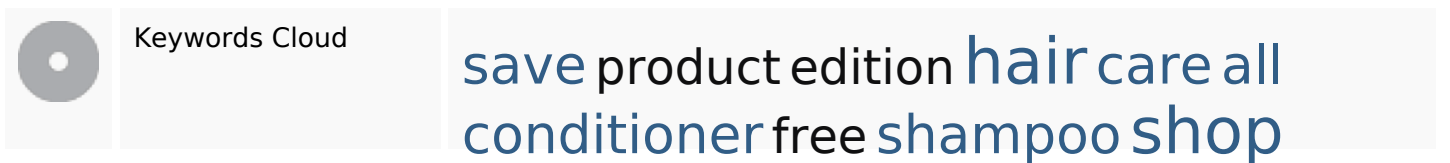
In-page links

Quiz	Internal	Passing Juice
Starter Kits	Internal	Passing Juice
Skin & Body Care	Internal	Passing Juice
Bundles	Internal	Passing Juice
Limited Edition Scents	Internal	Passing Juice
Subscribe & Save 20%	Internal	Passing Juice
Build Bundle & Save 40%	Internal	Passing Juice
Gift Shampoo & Conditioner	Internal	Passing Juice
Sale	Internal	Passing Juice
Shop All	Internal	Passing Juice
Account	Internal	Passing Juice
Support	Internal	Passing Juice
-	Internal	Passing Juice
Shop body care	Internal	Passing Juice
GET THE STARTER KIT	Internal	Passing Juice
Save Up to 40%	Internal	Passing Juice
explore earthling co.	External	Passing Juice
see all reviews	External	Passing Juice
Subscribe & Save 20%	External	Passing Juice
view our bestsellers	External	Passing Juice
learn more	External	Passing Juice
Return Policy	Internal	Passing Juice
Account Login	External	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
About Us	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Blog	Internal	Passing Juice

In-page links

Careers	External	Passing Juice
Wholesale	Internal	Passing Juice
Give \$10. Get \$10	Internal	Passing Juice
Skincare Education	Internal	Passing Juice
Ingredient Database	Internal	Passing Juice
FAQs	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
The Earthling Co.	Internal	Passing Juice

SEO Keywords







Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hair	19	✗	✗	✓	✓
shop	16	✗	✗	✗	✗
shampoo	14	✗	✗	✓	✓
all	14	✗	✗	✓	✓
save	14	✗	✗	✗	✗












Usability

	Url	Domain : educatedearthling.com Length : 21
--	-----	---



Usability

	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	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Too bad, your website does not take advantage of gzip.





Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon
--	---------------------	--

Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://theearthlingco.com/sitemap.xml
	Robots.txt	http://educatedearthling.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics