The score is 56/100

SEO Content

✓	Title	Home | Elevation Apparel **Length : 24** Perfect, your title contains between 10 and 70 characters.
⚠	Description	ELEVATION is a faith-inspired brand that draws its inspiration from the powerful symbolism of mountains. Rooted in the belief that faith can move mountains, ELEVATION's products and designs reflect the strength, resilience, and spiritual ascent associated with scaling the heights of one's faith journey. **Length : 304** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✗	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
title	Home | Elevation Apparel
description	ELEVATION is a faith-inspired brand that draws its inspiration from the powerful symbolism of mountains. Rooted in the belief that faith can move mountains, ELEVATION's products and designs reflect the strength, resilience, and spiritual ascent associated with scaling the heights of one's faith journey.
url	https://www.elevationclothing.shop
site_name	Elevation Apparel
type	website

SEO Content

○	Headings	**H1** 1	**H2** 0	**H3** 0	**H4** 0	**H5** 0	**H6** 0	
		• [H1] Faith can move Mountains						
✗	Images	We found 36 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 : **0%** 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 0 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice

SEO Keywords

	Keywords Cloud	top **elevation** apparel shop page home **faith** move **mountains** news

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
elevation	3	✔	✖	✔	✖
faith	3	✖	✖	✔	✔
mountains	3	✖	✖	✔	✔
home	2	✔	✖	✖	✖
apparel	2	✔	✖	✖	✖

Usability

	Url	Domain : elevationclothing.shop Length : 22
✔	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.

Document

	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. ✖ 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.elevationclothing.shop/sitemap.xml
	Robots.txt	http://elevationclothing.shop/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.