





# Website review florigins.com

Generated on September 23 2024 22:17 PM


The score is 47/100







## SEO Content

	Title	Florida's Most Authentic Lifestyle Brand &dash; FLOrigins  <b>Length : 63</b>  Perfect, your title contains between 10 and 70 characters.														
	Description	We're not your average Florida brand - we started with handmade Florida themed art. Our wide selection of quality merchandise and apparel is based on our original artwork and Florida heritage going back 10 generations.  <b>Length : 222</b>  Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.														
	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	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>FLOrigins</td></tr><tr><td>url</td><td>https://www.florigins.com/</td></tr><tr><td>title</td><td>Florida's Most Authentic Lifestyle Brand</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>We're not your average Florida brand - we started with handmade Florida themed art. Our wide selection of quality merchandise and apparel is based on our original artwork and Florida heritage going back 10 generations.</td></tr><tr><td>image</td><td>http://www.florigins.com/cdn/shop/files/Untitled_-_2024-06-06T210248.391_52079f53-6df7-4f54-90e6-d7334095b55f.png?v=1717794378</td></tr></tbody></table>	Property	Content	site_name	FLOrigins	url	https://www.florigins.com/	title	Florida's Most Authentic Lifestyle Brand	type	website	description	We're not your average Florida brand - we started with handmade Florida themed art. Our wide selection of quality merchandise and apparel is based on our original artwork and Florida heritage going back 10 generations.	image	http://www.florigins.com/cdn/shop/files/Untitled_-_2024-06-06T210248.391_52079f53-6df7-4f54-90e6-d7334095b55f.png?v=1717794378
Property	Content															
site_name	FLOrigins															
url	https://www.florigins.com/															
title	Florida's Most Authentic Lifestyle Brand															
type	website															
description	We're not your average Florida brand - we started with handmade Florida themed art. Our wide selection of quality merchandise and apparel is based on our original artwork and Florida heritage going back 10 generations.															
image	http://www.florigins.com/cdn/shop/files/Untitled_-_2024-06-06T210248.391_52079f53-6df7-4f54-90e6-d7334095b55f.png?v=1717794378															





SEO Content

		<div>image:secure_urlhttps://www.florigins.com/cdn/shop/files/Untitled_-_2024-06-06T210248.391_52079f53-6df7-4f54-90e6-d7334095b55f.png?v=1717794378</div> <div>image:width512</div> <div>image:height512</div>
<div></div>	Headings	<div><div><div><div>H11</div><div>H213</div><div>H335</div><div>H41</div><div>H50</div><div>H60</div></div><div><ul style="list-style-type: none"><li>• [H1]</li><li>• [H2] Item added to your cart</li><li>• [H2]</li><li>• [H2]</li><li>• [H2] WIN A FLORIGINS FLAG</li><li>• [H2] FLOrigins</li><li>• [H2] BROWSE OUR COLLECTIONS</li><li>• [H2] Enjoy Florida WITHOUT insect bites!</li><li>• [H2] Trade-In, Trade-Up Program</li><li>• [H2] Apply to be an Authorized Dealer</li><li>• [H2] Catch us on the Florida Insider Fishing Report S20 E2!</li><li>• [H2] FLOrigins is proud to partner with these brands and conservation organizations:</li><li>• [H2] SUBSCRIBE TO FLORIGINS EMAILS</li><li>• [H2] Contact Us</li><li>• [H3] Handmade Florida Flags</li><li>• [H3] Handmade Florida Flags</li><li>• [H3] Save the Floridians Collection</li><li>• [H3] Save the Floridians Collection</li><li>• [H3] Aluminum License Plates &amp; Air Fresheners</li><li>• [H3] Aluminum License Plates &amp; Air Fresheners</li><li>• [H3] Beach Gear</li><li>• [H3] Beach Gear</li><li>• [H3] FLOrigins + FLCamo Collaborative Collection</li><li>• [H3] FLOrigins + FLCamo Collaborative Collection</li><li>• [H3] Hats</li><li>• [H3] Hats</li><li>• [H3] Men's Tees</li><li>• [H3] Men's Tees</li><li>• [H3] Men's Tanks</li><li>• [H3] Men's Tanks</li><li>• [H3] Women's Tees</li><li>• [H3] Women's Tees</li><li>• [H3] Women's Crop Tops</li><li>• [H3] Women's Crop Tops</li><li>• [H3] Women's Tanks</li><li>• [H3] Women's Tanks</li><li>• [H3] Phone Cases</li><li>• [H3] Phone Cases</li><li>• [H3] The FloBro Show Podcast</li><li>• [H3] Rufus McNasty's NoMo No-See-Um</li><li>• [H3] FLCamo</li><li>• [H3] Conservation Florida</li><li>• [H3] All Florida</li></ul></div></div></div>

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Florida Insider Fishing Report</li><li>• [H3] Indian River Lagoon Clam Restoration Project</li><li>• [H3] Florida Redfish Series</li><li>• [H3] NTWF</li><li>• [H3] Ducks Unlimited</li><li>• [H3] {\$_upsell_cart_drawer_title_\$}</li><li>• [H4] At FLOrigin, we are committed to environmental sustainability. To minimize waste and prevent the overproduction of merchandise, all items (excluding our handmade art) are outsourced for production and drop-shipped directly to our customers. This approach allows us to produce only what is needed, reducing our environmental footprint. While FLOrigin is proudly based in Florida, not all of our merchandise can be sourced from production partners within the state. As a result, some items may be shipped from other states. We appreciate your understanding and support in our efforts to maintain sustainable practices.</li></ul>
	Images	<p>We found 31 images on this web page.</p> <p>16 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>4%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 66 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 1.52%</p> <p>External Links : Passing Juice 3.03%</p>

## SEO Links

Internal Links 95.45%

### In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Florida Flags</a>	Internal	Passing Juice
<a href="#">Merican Flags</a>	Internal	Passing Juice
<a href="#">Thin Line Collection</a>	Internal	Passing Juice
<a href="#">Rare Wood &amp; Hardwoods Limited Release</a>	Internal	Passing Juice
<a href="#">Sun is Shining Collection</a>	Internal	Passing Juice
<a href="#">Custom Flags</a>	Internal	Passing Juice
<a href="#">Bougie Beach Collection</a>	Internal	Passing Juice
<a href="#">Charter Captain Collection</a>	Internal	Passing Juice
<a href="#">Castaway Collection</a>	Internal	Passing Juice
<a href="#">Gaspar Collection</a>	Internal	Passing Juice
<a href="#">Florica Collection</a>	Internal	Passing Juice
<a href="#">FloridaMan Collection</a>	Internal	Passing Juice
<a href="#">St. Augustine Collection</a>	Internal	Passing Juice
<a href="#">Tomahawk Collection</a>	Internal	Passing Juice
<a href="#">Mi Estatal Collection</a>	Internal	Passing Juice
<a href="#">FLOrigins Hats</a>	Internal	Passing Juice
<a href="#">Halloween Men's Limited Edition Tees 🦇</a>	Internal	Passing Juice
<a href="#">Men's Tees</a>	Internal	Passing Juice
<a href="#">Men's Florida Native Series</a>	Internal	Passing Juice
<a href="#">Men's Tanks</a>	Internal	Passing Juice
<a href="#">Men's UPE</a>	Internal	Passing Juice
<a href="#">Fall &amp; Spooky Szn Women's Limited Edition Tees</a>	Internal	Passing Juice


## In-page links

☐☐☐☐		
<a href="#">Women's Tees</a>	Internal	Passing Juice
<a href="#">Women's Florida Native Series</a>	Internal	Passing Juice
<a href="#">Women's Crop Tops</a>	Internal	Passing Juice
<a href="#">Women's Tanks</a>	Internal	Passing Juice
<a href="#">Women's UPF</a>	Internal	Passing Juice
<a href="#">Youth Tees</a>	Internal	Passing Juice
<a href="#">Amendment 3 Collection</a>	Internal	Passing Juice
<a href="#">Save the Floridians Collection</a>	Internal	Passing Juice
<a href="#">Stop Moving to Florida Collection</a>	Internal	Passing Juice
<a href="#">FLOrigins + FLCamo Collaborative Collection</a>	Internal	Passing Juice
<a href="#">FloBro Show Hats</a>	Internal	Passing Juice
<a href="#">FloBro Show Women's Tees</a>	Internal	Passing Juice
<a href="#">FloBro Show Women's Tanks</a>	Internal	Passing Juice
<a href="#">FloBro Show Women's Crop Tops</a>	Internal	Passing Juice
<a href="#">FloBro Show Men's Tees</a>	Internal	Passing Juice
<a href="#">FloBro Show Men's Tanks</a>	Internal	Passing Juice
<a href="#">FloBro Show Decals + License Plates</a>	Internal	Passing Juice
<a href="#">Official FloBro Party Chains</a>	Internal	Passing Juice
<a href="#">NEW! All-Natural No-See-Um &amp; Mosquito Repellent</a>	Internal	Passing Juice
<a href="#">Phone Cases</a>	Internal	Passing Juice
<a href="#">Beach Gear</a>	Internal	Passing Juice
<a href="#">Vinyl Decals</a>	Internal	Passing Juice
<a href="#">Aluminum License Plates &amp; Air Fresheners</a>	Internal	Passing Juice
<a href="#">Outdoor Double-Sided Flags for Boats, Homes, Trucks, Side-by-Sides</a>	Internal	Passing Juice
<a href="#">Handcrafted Leather Wallets</a>	Internal	Passing Juice
<a href="#">Body &amp; Beard Care by Bennett's Bodega</a>	Internal	Passing Juice

## In-page links

<a href="#">How We Give Back</a>	Internal	Passing Juice
<a href="#">Become an Authorized Dealer</a>	Internal	Passing Juice
<a href="#">Returns</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">MONTHLY GIVEAWAY DETAILS</a>	Internal	Passing Juice
<a href="#">Men's Clothing</a>	Internal	Passing Juice
<a href="#">Women's Clothing</a>	Internal	Passing Juice
<a href="#">FloBro Show Women's Apparel</a>	Internal	Passing Juice
<a href="#">FloBro Show Men's Apparel</a>	Internal	Passing Juice
<a href="#">View cart</a>	Internal	Passing Juice
<a href="#">READ OUR STORY</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">LEARN MORE</a>	Internal	Passing Juice
<a href="#">The FloBro Show Podcast</a>	External	Passing Juice
<a href="#">Capt. Rick Murphy's YouTube channel</a>	External	Passing Juice
<a href="#">Powered by Shopify</a>	External	noFollow

## SEO Keywords

	Keywords Cloud	<p>florida floridas flags handmade tanks all</p> <p>womens florigins collection mens</p>
--	----------------	--






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
florigins	24	✓	✗	✗	✓
florida	21	✓	✗	✓	✓
floridas	9	✗	✗	✗	✗








## Keywords Consistency

collection	9	✖	✖	✖	✔
womens	7	✖	✖	✖	✖

## Usability

	Url	Domain : florigins.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.				
	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	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;u&gt;</td><td>1</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<u>	1
Deprecated tags	Occurrences					
<u>	1					
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div>				

## Document

- ✖ 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).
- ✖ Too bad, your website does not take 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.florigins.com/sitemap.xml>



### Robots.txt

<http://florigins.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.