# Website review
## genevaoutfitters.com

Generated on September 22 2024 18:22 PM

**The score is 51/100**

## SEO Content

| | | |
|---|---|---|
| ✅ | Title | Home \| Geneva Performance Apparel<br><br>**Length : 33**<br><br>Perfect, your title contains between 10 and 70 characters. |
| ❌ | Description | **Length : 0**<br><br>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description. |
| ❌ | 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 \| Geneva Performance Apparel |
| url | https://www.genevaoutfitters.com |
| site_name | GENEVA OUTFITTERS |
| type | website |

**Headings**

| H1 | H2 | H3 | H4 | H5 | H6 |
|---|---|---|---|---|---|
| 0 | 2 | 16 | 0 | 1 | 0 |

- [H2] We offer custom designs and logos for your team or business!
- [H2] QUESTIONS?
- [H3] USSS CR2 CENTRAL BELT
- [H3] USSS CENTRAL DIVISION | MEN'S & WOMEN'S HYPER-LOFT PUFFY JACKET
- [H3] USSS CENTRAL DIVISION | MEN'S & WOMEN'S HYPER-LOFT PUFFY VEST
- [H3] USSS CR2 CENTRAL OAKLEY 28L BACKPACK
- [H3] USSS CENTRAL DIVISION WOMEN'S BETTER SWEATER 1/4

# SEO Content

- ZIP FLEECE
- [H3] USSS CENTRAL DIVISION MEN'S BETTER SWEATER 1/4 ZIP FLEECE
- [H3] USSS CENTRAL DIVISION PATAGONIA WOMEN'S BETTER SWEATER VEST
- [H3] USSS CENTRAL DIVISION PATAGONIA MEN'S BETTER SWEATER VEST
- [H3] USSS CENTRAL DIVISION ADULT HOODIE
- [H3] USSS CENTRAL DIVISION YOUTH HOODIE
- [H3] USSS CENTRAL DIVISION YOUTH CREW NECK TECH SHIRT
- [H3] USSS CENTRAL DIVISION ADULT CREW NECK TECH SHIRT
- [H3] USSS CENTRAL DIVISION FLEXFIT CAP (SILVER)
- [H3] USSS CENTRAL DIVISION FLEXFIT CAP
- [H3] USSS CENTRAL DIVISION SNAP-BACK TRUCKER CAP (NAVY)
- [H3] USSS CENTRAL DIVISION STRIPED BEANIE
- [H5] OUTFITTERS

| | | |
|---|---|---|
| ❌ | Images | We found 21 images on this web page.<br><br>20 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%**<br><br>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 1 links including 0 link(s) to files |
| ⚪ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 0%<br><br>Internal Links 100% |

# In-page links

| Anchor | Type | Juice |
|--------|------|-------|
| GENEVA | Internal | Passing Juice |

# SEO Keywords

| | Keywords Cloud | home page apparel apparel team top performance geneva outfitters custom |
|--|----------------|-------------------------------------------------------------------------|

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| geneva | 4 | ✔ | ✖ | ✖ | ✖ |
| home | 2 | ✔ | ✖ | ✖ | ✖ |
| page | 2 | ✖ | ✖ | ✖ | ✖ |
| custom | 2 | ✖ | ✖ | ✖ | ✔ |
| team | 2 | ✖ | ✖ | ✖ | ✔ |

# Usability

| | Url | Domain : genevaoutfitters.com<br>Length : 20 |
|--|-----|----------------------------------------------|
| ✔ | 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. |

# Usability

## Document

| | | |
|---|---|---|
| ✔ | Doctype | HTML 5 |
| ✔ | Encoding | Perfect. Your declared charset is UTF-8. |
| ✖ | W3C Validity | Errors : 0<br>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.<br>✖ Too bad, your website is using inline styles.<br>✔ Great, your website has few CSS files.<br>✖ Too bad, your website has too many JS files (more than 6).<br>✔ Perfect, your website takes advantage of gzip. |

## Mobile

| | | |
|---|---|---|
| ○ | Mobile Optimization | ✔ Apple Icon<br>✔ Meta Viewport Tag<br>✔ Flash content |

## Optimization

| | | |
|---|---|---|
| ✔ | XML Sitemap | Great, your website has an XML sitemap.<br><br>https://www.genevaoutfitters.com/sitemap.xml |
| | Robots.txt | http://genevaoutfitters.com/robots.txt |

# Optimization

| | | |
|---|---|---|
| ✅ | | Great, your website has a robots.txt file. |
| ❌ | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |