




# Website review hwmr.co

Generated on September 18 2024 07:59 AM






The score is 57/100






## SEO Content

	Title	<p>Houston White</p> <p><b>Length : 13</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	Description	<p>The Houston White brand of goods and gathering spaces creates strength through cultural collision. Houston White apparel collections and The Get Down Coffee Company beans are available at Target.</p> <p><b>Length : 199</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>														
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>														
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><tr><th>Property</th><th>Content</th></tr><tr><td>site_name</td><td>Houston White</td></tr><tr><td>title</td><td>Houston White</td></tr><tr><td>url</td><td>https://www.houstonwhite.co</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>The Houston White brand of goods and gathering spaces creates strength through cultural collision. Houston White apparel collections and The Get Down Coffee Company beans are available at Target.</td></tr><tr><td>image</td><td>http://static1.squarespace.com/static/63c42fff7196096ae1a0afed/t/63c5b74ecc9e210da3fcc022/1673901902185/Header+Alt.png?format=1500w</td></tr></table>	Property	Content	site_name	Houston White	title	Houston White	url	https://www.houstonwhite.co	type	website	description	The Houston White brand of goods and gathering spaces creates strength through cultural collision. Houston White apparel collections and The Get Down Coffee Company beans are available at Target.	image	http://static1.squarespace.com/static/63c42fff7196096ae1a0afed/t/63c5b74ecc9e210da3fcc022/1673901902185/Header+Alt.png?format=1500w
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## SEO Content

		<div>image:width1500</div> <div>image:height837</div>
	Headings	<div> <div>H10H28H30H45H50H60</div> <ul style="list-style-type: none"> <li>• [H2] Get the Book</li> <li>• [H2] Shop Houston White X Target</li> <li>• [H2] FRESH Hair + Body Care</li> <li>• [H2] Listen to the Podcast</li> <li>• [H2] Stop by The Get Down</li> <li>• [H2] CREATIVE ACTS OF</li> <li>• [H2] CULTURAL</li> <li>• [H2] COLLISION</li> <li>• [H4] HUMAN</li> <li>• [H4] CONNECTION</li> <li>• [H4] IS THE MOST</li> <li>• [H4] POWERFUL</li> <li>• [H4] FORCE IN NATURE</li> </ul> </div>
	Images	<p>We found 10 images on this web page.</p> <p>6 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>7%</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	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 13 links including 0 link(s) to files


## SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 30.77%
		Internal Links 69.23%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to Content</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Founder</a>	Internal	Passing Juice
<a href="#">Fashion</a>	Internal	Passing Juice
<a href="#">Culturemaking</a>	Internal	Passing Juice
<a href="#">Hair + Body</a>	Internal	Passing Juice
<a href="#">Coffee</a>	Internal	Passing Juice
<a href="#">Golf</a>	Internal	Passing Juice
<a href="#">Camdentown</a>	Internal	Passing Juice
<a href="#">Only at Target</a>	External	Passing Juice
<a href="#">Shop the Latest</a>	External	Passing Juice
<a href="#">Get FRESH</a>	External	Passing Juice
<a href="#">Get Down With Us</a>	External	Passing Juice

## SEO Keywords

	Keywords Cloud	coffee menu white social
		culturemaking get houston hair body most






## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti	Headings
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## Keywords Consistency

				on	
houston	8	✓	✗	✓	✓
white	7	✓	✗	✓	✓
coffee	6	✗	✗	✓	✗
culturemaking	5	✗	✗	✗	✗
hair	5	✗	✗	✗	✓







## Usability

	Url	Domain : hwmr.co Length : 7
	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	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.




## Document

	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. <div>https://houstonwhite.co/sitemap.xml</div>
	Robots.txt	http://hwmr.co/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.