



Website review impact-ec.com

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The score is 50/100







SEO Content

	<p>Title</p>	<p>Impact Advertising Promotional Products and Apparel: Home</p> <p>Length : 59</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Impact Advertising offers promotional products and apparel with your logo.</p> <p>Length : 74</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>promotional, promotional items, promotions, merchandise, custom t shirts, promo, promotion, promotional products, magnets, giveaway, custom t shirt, promos, advertising specialties, mugs, imprinted, t shirts, party favors, give aways, coffee cups, mug, imprint, tote bag, personalized gifts, personalized pencils, business supplies, advertising specialty</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.</p>												
	<p>Headings</p>	<table border="1"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>9</td> <td>5</td> <td>3</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H2] The Essentials for Your Next Tradeshow • [H2] Professional Branding Solutions • [H2] Company Branded Employee Clothing • [H2] Impact Advertising • [H2] Who We Are • [H2] Contact • [H2] Blog • [H2] Search • [H2] Grow Your Business with Promotions • [H3] • [H3] • [H3] HoMedics Ribbit Massager 	H1	H2	H3	H4	H5	H6	0	9	5	3	0	0
H1	H2	H3	H4	H5	H6									
0	9	5	3	0	0									

SEO Content

		<ul style="list-style-type: none"> • [H3] Featured Blogs • [H3] • [H4] 5 Quick Pick-Me-Ups You Can Send Your Employees at Home Right Now • [H4] 6 Band Merch Promos to Rock to! • [H4] How to Create Buzz Around a Launch With Promo Products
	Images	<p>We found 20 images on this web page.</p> <p>1 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 : 5%</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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 379 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p>

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice

In-page links

About	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Blog	Internal	Passing Juice
Art Upload	Internal	Passing Juice
Pay My Bill	Internal	Passing Juice
Apparel	Internal	Passing Juice
T-SHIRTS	Internal	Passing Juice
Short Sleeve T-Shirts	Internal	Passing Juice
Long Sleeve T-Shirts	Internal	Passing Juice
Tank Tops	Internal	Passing Juice
Fitted T-Shirts	Internal	Passing Juice
Camo T-Shirts	Internal	Passing Juice
Youth T-Shirts	Internal	Passing Juice
OFFICEWEAR	Internal	Passing Juice
Short Sleeve Polos	Internal	Passing Juice
Long Sleeve Polos	Internal	Passing Juice
Youth Polos	Internal	Passing Juice
Short Sleeve Dress Shirts	Internal	Passing Juice
Long Sleeve Dress Shirts	Internal	Passing Juice
Denim Shirts	Internal	Passing Juice
Twill Shirts	Internal	Passing Juice
Youth Dress Shirts	Internal	Passing Juice
OUTERWEAR	Internal	Passing Juice
Jackets / Coats	Internal	Passing Juice
Hoodies	Internal	Passing Juice
Fleece	Internal	Passing Juice
Pullovers	Internal	Passing Juice
Sweats	Internal	Passing Juice

In-page links

Sweaters	Internal	Passing Juice
Vests	Internal	Passing Juice
Youth	Internal	Passing Juice
BOTTOMS	Internal	Passing Juice
Pants	Internal	Passing Juice
Shorts	Internal	Passing Juice
Denim	Internal	Passing Juice
Skirts	Internal	Passing Juice
Youth	Internal	Passing Juice
HEADWEAR	Internal	Passing Juice
Caps	Internal	Passing Juice
Hats	Internal	Passing Juice
Beanies	Internal	Passing Juice
Visors	Internal	Passing Juice
Bandannas	Internal	Passing Juice
Youth	Internal	Passing Juice
Sunglasses	Internal	Passing Juice
Activewear	Internal	Passing Juice
Aprons	Internal	Passing Juice
Gloves	Internal	Passing Juice
Infantwear	Internal	Passing Juice
Dresses	Internal	Passing Juice
Watches	Internal	Passing Juice
Shoes	Internal	Passing Juice
TROPHIES	Internal	Passing Juice
Acrylic Trophies	Internal	Passing Juice
Crystal Trophies	Internal	Passing Juice
Glass Trophies	Internal	Passing Juice

In-page links

Marble Trophies	Internal	Passing Juice
Metal Trophies	Internal	Passing Juice
Wood Trophies	Internal	Passing Juice
PLAQUES	Internal	Passing Juice
Acrylic Plaques	Internal	Passing Juice
Crystal Plaques	Internal	Passing Juice
Glass Plaques	Internal	Passing Juice
Marble Plaques	Internal	Passing Juice
Metal Plaques	Internal	Passing Juice
Wood Plaques	Internal	Passing Juice
EMBLEMS, PINS, & MEDALS	Internal	Passing Juice
Emblems	Internal	Passing Juice
Medals	Internal	Passing Juice
Pins	Internal	Passing Juice
Ribbons	Internal	Passing Juice
PAPER WEIGHTS	Internal	Passing Juice
Acrylic Paper Weights	Internal	Passing Juice
Crystal Paper Weights	Internal	Passing Juice
Glass Paper Weights	Internal	Passing Juice
Marble Paper Weights	Internal	Passing Juice
Metal Paper Weights	Internal	Passing Juice
Wood Paper Weights	Internal	Passing Juice
VASES	Internal	Passing Juice
Crystal Vases	Internal	Passing Juice
Glass Vases	Internal	Passing Juice
Marble Vases	Internal	Passing Juice
Metal Vases	Internal	Passing Juice
GOLF	Internal	Passing Juice

In-page links

Acrylic	Internal	Passing Juice
Crystal	Internal	Passing Juice
Glass	Internal	Passing Juice
Marble	Internal	Passing Juice
Metal	Internal	Passing Juice
Wood	Internal	Passing Juice
Adidas	Internal	Passing Juice
Bella + Canvas	Internal	Passing Juice
Nike	Internal	Passing Juice
Ogio	Internal	Passing Juice
OtterBox	Internal	Passing Juice
Ray-Ban	Internal	Passing Juice
The North Face	Internal	Passing Juice
Under Armour	Internal	Passing Juice
White Bear Clothing	Internal	Passing Juice
Yeti	Internal	Passing Juice
TOTE BAGS	Internal	Passing Juice
Shopping	Internal	Passing Juice
Trade Shows	Internal	Passing Juice
Cotton	Internal	Passing Juice
Fashion	Internal	Passing Juice
BACKPACKS	Internal	Passing Juice
Zipper Closure	Internal	Passing Juice
Drawstring	Internal	Passing Juice
Sling	Internal	Passing Juice
Button Closure	Internal	Passing Juice
OFFICE & SCHOOL	Internal	Passing Juice
Backpacks	Internal	Passing Juice

In-page links

Computer Bags	Internal	Passing Juice
Lunch Bags	Internal	Passing Juice
Messenger Bags	Internal	Passing Juice
Briefcases & Attaches	Internal	Passing Juice
OUTDOOR & FITNESS	Internal	Passing Juice
Coolers	Internal	Passing Juice
Gym Bags	Internal	Passing Juice
Duffle Bags	Internal	Passing Juice
Picnic Baskets	Internal	Passing Juice
TRAVEL	Internal	Passing Juice
Carryon Bags	Internal	Passing Juice
TSA Approved	Internal	Passing Juice
Suitcases	Internal	Passing Juice
Toiletries	Internal	Passing Juice
Garment Bags	Internal	Passing Juice
Fanny Packs	Internal	Passing Juice
SHOP BY MATERIAL	Internal	Passing Juice
Paper Bags	Internal	Passing Juice
Plastic Bags	Internal	Passing Juice
Recycled Material	Internal	Passing Juice
TRAVEL	Internal	Passing Juice
Travel Mugs	Internal	Passing Juice
Tumblers	Internal	Passing Juice
Thermos	Internal	Passing Juice
Beverage Insulators	Internal	Passing Juice
BPA Free Bottles	Internal	Passing Juice
Water Bottles	Internal	Passing Juice
HOME & OFFICE	Internal	Passing Juice

In-page links

Mugs	Internal	Passing Juice
Tumblers	Internal	Passing Juice
Paper Cups	Internal	Passing Juice
Plastic Cups	Internal	Passing Juice
Thermos	Internal	Passing Juice
Tea Cups	Internal	Passing Juice
Coasters	Internal	Passing Juice
Carafes	Internal	Passing Juice
BEER & WINE	Internal	Passing Juice
Wine Glasses	Internal	Passing Juice
Beer Steins	Internal	Passing Juice
Shot Glasses	Internal	Passing Juice
Beverage Insulators	Internal	Passing Juice
Openers	Internal	Passing Juice
RESTAURANT/BAR	Internal	Passing Juice
Plastic Cups	Internal	Passing Juice
Glasses	Internal	Passing Juice
Wine Glasses	Internal	Passing Juice
Beer Steins	Internal	Passing Juice
Shot Glasses	Internal	Passing Juice
Coasters	Internal	Passing Juice
Carafes	Internal	Passing Juice
Openers	Internal	Passing Juice
SPORTS & OUTDOORS	Internal	Passing Juice
Plastic Cups	Internal	Passing Juice
Styrofoam Cups	Internal	Passing Juice
Beverage Insulators	Internal	Passing Juice
BPA Free Bottles	Internal	Passing Juice

In-page links

Thermos	Internal	Passing Juice
Tumblers	Internal	Passing Juice
Water Bottles	Internal	Passing Juice
STRAWS	Internal	Passing Juice
Plastic	Internal	Passing Juice
Paper	Internal	Passing Juice
Reusable	Internal	Passing Juice
CAMPING/OUTDOORS	Internal	Passing Juice
Coolers	Internal	Passing Juice
Chairs	Internal	Passing Juice
Blankets	Internal	Passing Juice
Umbrellas	Internal	Passing Juice
Towels	Internal	Passing Juice
Binoculars	Internal	Passing Juice
Compasses	Internal	Passing Juice
Fishing Coolers	Internal	Passing Juice
TEAM SPIRIT	Internal	Passing Juice
Stadium Cushions	Internal	Passing Juice
Stadium Chairs	Internal	Passing Juice
Fans	Internal	Passing Juice
Foam Hands	Internal	Passing Juice
Megaphones	Internal	Passing Juice
Noise Makers	Internal	Passing Juice
Pom Poms	Internal	Passing Juice
BALLS	Internal	Passing Juice
Footballs	Internal	Passing Juice
Basketballs	Internal	Passing Juice
Baseballs	Internal	Passing Juice

In-page links

Soccer Balls	Internal	Passing Juice
Golf Balls	Internal	Passing Juice
Hockey Pucks	Internal	Passing Juice
TOYS & GAMES	Internal	Passing Juice
Flyers	Internal	Passing Juice
Puzzles	Internal	Passing Juice
Stuffed Animals	Internal	Passing Juice
Kites	Internal	Passing Juice
Tattoos	Internal	Passing Juice
Yo-Yos	Internal	Passing Juice
Airplanes	Internal	Passing Juice
Games	Internal	Passing Juice
GOLF ITEMS	Internal	Passing Juice
Golf Balls	Internal	Passing Juice
Ball Markers	Internal	Passing Juice
Clips	Internal	Passing Juice
Clubs & Putters	Internal	Passing Juice
Event Flags & Banners	Internal	Passing Juice
Golf Apparel	Internal	Passing Juice
Golf Bags	Internal	Passing Juice
Shoe Bags	Internal	Passing Juice
CAPS	Internal	Passing Juice
Fitted Caps	Internal	Passing Juice
Adjustable Caps	Internal	Passing Juice
Camouflage Caps	Internal	Passing Juice
Cotton Twill / Canvas	Internal	Passing Juice
HATS	Internal	Passing Juice
Hard Hats	Internal	Passing Juice

In-page links

Sun Hats	Internal	Passing Juice
Fedora	Internal	Passing Juice
Golf	Internal	Passing Juice
Cowboy Hats	Internal	Passing Juice
BEANIES	Internal	Passing Juice
Beanies with Poms	Internal	Passing Juice
Beanies with Cuffs	Internal	Passing Juice
Beanies with Lights	Internal	Passing Juice
Camouflage Beanies	Internal	Passing Juice
Visors	Internal	Passing Juice
Safety	Internal	Passing Juice
Bandannas	Internal	Passing Juice
FIRST AID	Internal	Passing Juice
First Aid Kits	Internal	Passing Juice
Sunscreen	Internal	Passing Juice
Heat/Cold Packs	Internal	Passing Juice
Pill Boxes	Internal	Passing Juice
Pill Cutters	Internal	Passing Juice
Thermometers	Internal	Passing Juice
PPE	Internal	Passing Juice
Masks	Internal	Passing Juice
Latex Gloves	Internal	Passing Juice
Latex-Free Gloves	Internal	Passing Juice
Hand Sanitizer	Internal	Passing Juice
Face Shields	Internal	Passing Juice
Gators	Internal	Passing Juice
Floor Decals	Internal	Passing Juice
No Touch Tools	Internal	Passing Juice

In-page links

SELFCARE	Internal	Passing Juice
Lip Balm	Internal	Passing Juice
Sunglasses	Internal	Passing Juice
Fitness	Internal	Passing Juice
Pedometers	Internal	Passing Juice
Candles	Internal	Passing Juice
Spa Kits	Internal	Passing Juice
Awareness	Internal	Passing Juice
DESK ITEMS	Internal	Passing Juice
Note Pads	Internal	Passing Juice
Sticky Notes	Internal	Passing Juice
Business Card Holders	Internal	Passing Juice
Journals	Internal	Passing Juice
Caddies/holders	Internal	Passing Juice
Scissors	Internal	Passing Juice
Staplers / Staple Removers	Internal	Passing Juice
Calculators	Internal	Passing Juice
ORGANIZATIONAL TOOLS	Internal	Passing Juice
Binders	Internal	Passing Juice
Folders	Internal	Passing Juice
Labels	Internal	Passing Juice
Memo Boards	Internal	Passing Juice
Magnets	Internal	Passing Juice
Calendars	Internal	Passing Juice
Clipboards	Internal	Passing Juice
TRADESHOWS & EVENTS	Internal	Passing Juice
Badge Holders	Internal	Passing Juice
Lanyards	Internal	Passing Juice

In-page links

Name Badges	Internal	Passing Juice
Reels	Internal	Passing Juice
Displays	Internal	Passing Juice
Table Coverings	Internal	Passing Juice
Awards	Internal	Passing Juice
Buttons	Internal	Passing Juice
WRITING	Internal	Passing Juice
Pens	Internal	Passing Juice
Pencils	Internal	Passing Juice
Erasers	Internal	Passing Juice
Highlighters	Internal	Passing Juice
Markers	Internal	Passing Juice
STRESS BALLS	Internal	Passing Juice
Shapes	Internal	Passing Juice
Sports	Internal	Passing Juice
Seasonal	Internal	Passing Juice
Cars & Trucks	Internal	Passing Juice
People	Internal	Passing Juice
Custom	Internal	Passing Juice
EQUIPMENT	Internal	Passing Juice
Flash Drives	Internal	Passing Juice
Cables	Internal	Passing Juice
Cords	Internal	Passing Juice
USB Hubs	Internal	Passing Juice
Adapters	Internal	Passing Juice
Screen Cleaner	Internal	Passing Juice
Webcam Covers	Internal	Passing Juice
CHARGERS	Internal	Passing Juice

In-page links

Power Banks	Internal	Passing Juice
Car Chargers	Internal	Passing Juice
Wall Chargers	Internal	Passing Juice
Wireless Chargers	Internal	Passing Juice
DESKTOP	Internal	Passing Juice
Mouse	Internal	Passing Juice
Speakers	Internal	Passing Juice
Phone Stands	Internal	Passing Juice
Mouse Pads	Internal	Passing Juice
Wrist Rests	Internal	Passing Juice
ACCESSORIES	Internal	Passing Juice
Cell Phone Accessories	Internal	Passing Juice
Phone Cases	Internal	Passing Juice
Tablet Cases	Internal	Passing Juice
Laptop Sleeves	Internal	Passing Juice
Computer Bags	Internal	Passing Juice
Headphones	Internal	Passing Juice
Blue Light Blocking Glasses	Internal	Passing Juice
PENS	Internal	Passing Juice
Ballpoint Pens	Internal	Passing Juice
Click Pens	Internal	Passing Juice
Stick Pens	Internal	Passing Juice
Twist Pens	Internal	Passing Juice
Roller Ball Pens	Internal	Passing Juice
Gel Pens	Internal	Passing Juice
Hi-Tech Pens	Internal	Passing Juice
PENCILS	Internal	Passing Juice
#2 Pencils	Internal	Passing Juice

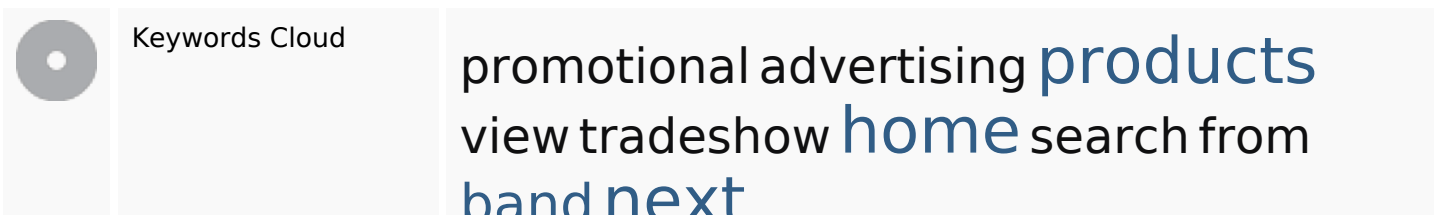
In-page links

Mechanical Pencils	Internal	Passing Juice
Colored Pencils	Internal	Passing Juice
Journals	Internal	Passing Juice
Note Pads	Internal	Passing Juice
Highlighters	Internal	Passing Juice
Erasers	Internal	Passing Juice
Markers	Internal	Passing Juice
Chalk	Internal	Passing Juice
Crayons	Internal	Passing Juice
Gift Sets	Internal	Passing Juice
Sharpeners	Internal	Passing Juice
ECO FRIENDLY	Internal	Passing Juice
Biodegradable	Internal	Passing Juice
Efficient	Internal	Passing Juice
Organic	Internal	Passing Juice
Recycled	Internal	Passing Juice
Sustainable	Internal	Passing Juice
WORKWEAR	Internal	Passing Juice
Scrubs	Internal	Passing Juice
Safety Hats	Internal	Passing Juice
Safety Jackets	Internal	Passing Juice
Safety Vests	Internal	Passing Juice
Coveralls	Internal	Passing Juice
Work Gloves	Internal	Passing Juice
Nonslip Shoes	Internal	Passing Juice
EXECUTIVE GIFTS	Internal	Passing Juice
Appliances & Electronics	Internal	Passing Juice
Cameras	Internal	Passing Juice

In-page links

Fitness	Internal	Passing Juice
Gift Sets	Internal	Passing Juice
What's New	Internal	Passing Juice
Advanced Search	Internal	Passing Juice
Contact Us	Internal	Passing Juice
View Tradeshow Items	Internal	Passing Juice
Start Your Search	Internal	Passing Juice
View Popular Items	Internal	Passing Juice
Who We Are	Internal	Passing Juice
Contact	Internal	Passing Juice
Blog	Internal	Passing Juice
5 Quick Pick-Me-Ups You Can Send Your Employees at Home Right Now	Internal	Passing Juice
6 Band Merch Promos to Rock to!	Internal	Passing Juice
How to Create Buzz Around a Launch With Promo Products	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
products	4	✓	✓	✓	✓
home	4	✓	✗	✗	✓
next	4	✗	✗	✗	✓
band	3	✗	✗	✗	✓

Keywords Consistency

advertising

2



Usability

	Url	Domain : impact-ec.com Length : 13
	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. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6).

Document

✔ Perfect, your website takes advantage of gzip.

Mobile



Mobile Optimization

✘ Apple Icon

✔ Meta Viewport Tag

✔ Flash content

Optimization



XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



Robots.txt

<http://impact-ec.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.