Website review
mischiefmerch.com

Generated on September 20 2024 11:28 AM

The score is 59/100

SEO Content

✓	Title	Mischief Merch **Length : 14** Perfect, your title contains between 10 and 70 characters.
✓	Description	One-stop shop for fan merch from the creators of BroadwayCon, Con of Thrones, LeakyCon, and Obsessed Fest. Apparel, posters, mugs, and more! **Length : 140** Great, your meta description contains between 70 and 160 characters.
✗	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	Mischief Merch
description	One-stop shop for fan merch from the creators of BroadwayCon, Con of Thrones, LeakyCon, and Obsessed Fest. Apparel, posters, mugs, and more!
image	https://static.wixstatic.com/media/f119e6_2aea2fdc51174e6c9baa55d8de76c333%7Emv2.png/v1/fit/w_2500,h_1330,al_c/f119e6_2aea2fdc51174e6c9baa55d8de76c333%7Emv2.png
image:width	2500
image:height	1330
url	https://www.mischiefmanagement.com/merch
site_name	Mischief

SEO Content

		type	website				

	Headings	**H1**	**H2**	**H3**	**H4**	**H5**	**H6**
		1	0	0	0	0	8

- [H1] We're making some new mischief!
- [H6] For Fans, By Fans
- [H6] Mischief Management was founded by fandom veterans as a way to create events, media, merch and more that prioritizes the gfand and reflects their passions in ways that feel representative and fun.
- [H6] In Depth
- [H6] Whether it's about a popular subject or a super obscure fan theory, our programs, panels, podcasts, and special events, are carefully curated to give fans opportunities to investigate the topics they love.
- [H6] Inclusive
- [H6] Mischief creations focus on encouraging a passionate, lively, and welcoming environment that is inclusive for all fans in terms of race, sexuality, gender identity, physical ability, and more.
- [H6] Generous and Progressive
- [H6] We believe in harnessing the awesome power of fandom to aid amazing causes. To date, our events have helped to raise over a quarter of a million dollars for various charitable organizations.

	Images	We found 10 images on this web page. Good, most or all of your images have alt attributes.
	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.

SEO Links

	In-page links	We found a total of 13 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 100%
		Internal Links 0%

In-page links

Anchor	Type	Juice
BroadwayCon	External	Passing Juice
Con of Thrones	External	Passing Juice
EnchantiCon	External	Passing Juice
LeakyCon	External	Passing Juice
Romance-Con	External	Passing Juice
Our Story	External	Passing Juice
Mission	External	Passing Juice
Team	External	Passing Juice
Sponsors	External	Passing Juice
Jobs	External	Passing Juice
Services	External	Passing Juice
Events Code of Conduct	External	Passing Juice
Influencer Program	External	Passing Juice

SEO Keywords

	Keywords Cloud	mischief fans merch more mission services media events page story

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
mischief	5	✔	✖	✖	✔
events	5	✖	✖	✖	✔
more	4	✖	✖	✔	✔
fans	4	✖	✖	✖	✔
merch	3	✔	✖	✔	✔

Usability

	Url	Domain : mischiefmerch.com Length : 17
✔	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.

Document

	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	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://mischiefmerch.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.