Website review
mortonsaltstore.com

Generated on September 20 2024 15:34 PM

The score is 58/100

SEO Content

✅	Title	Home - Morton Salt **Length : 18** Perfect, your title contains between 10 and 70 characters.
✅	Description	United States producer of salt for grocery, water softening, ice control, agricultural and industrial uses. **Length : 107** 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
locale	en_US
type	website
title	Home - Morton Salt
description	United States producer of salt for grocery, water softening, ice control, agricultural and industrial uses.
url	https://www.mortonsalt.com/
site_name	Morton Salt

⊙	Headings		H1	H2	H3	H4	H5	H6
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3	4	1	0	1	0	 - [H1] MORTON'S ADJUSTABLE, REFILLABLE GLASS GRINDERS - [H1] Culinary - [H1] Water Softening

SEO Content

		- [H2] Morton At Home - [H2] Morton At Work - [H2] About Us - [H2] A History Of Moving Forward - [H3] Announcing - [H5] Test Your Water Hardness with a Free Test Strip
❌	Images	We found 45 images on this web page. 26 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 : **16%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	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	Perfect! No underscores detected in your URLs.
❌	In-page links	We found a total of 31 links including 3 link(s) to files
⊙	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%

In-page links

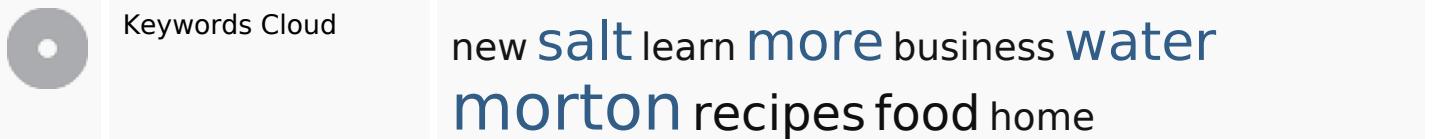| Anchor	Type	Juice
upgrade your browser	External	Passing Juice

In-page links

-	External	Passing Juice
Give A Meal Some Morton	External	Passing Juice
Food Waste Free Recipes	External	Passing Juice
Himalayan Pink Salt Recipes	External	Passing Juice
Kosher Salt Recipes	External	Passing Juice
Sea Salt Recipes	External	Passing Juice
Tastemade Recipes	External	Passing Juice
Party-Ready Recipes	External	Passing Juice
Our History	External	Passing Juice
About Us	External	Passing Juice
Careers	External	Passing Juice
Media Room	External	Passing Juice
Faq / Contact Us	External	Passing Juice
Where To Buy	External	Passing Juice
Learn More	External	Passing Juice
Learn More	External	Passing Juice
Learn More	External	Passing Juice
Learn More	External	Passing Juice
Learn More	External	Passing Juice
Contact	External	Passing Juice
Privacy Policy	External	Passing Juice
Terms and Conditions	External	Passing Juice
Purchase Order Terms	External	Passing Juice
Code of Business Conduct	External	Passing Juice
Supplier Code of Conduct	External	Passing Juice
Human Rights Policy	External	Passing Juice
Compliance Hotline	External	Passing Juice
Code and Theory	External	Passing Juice

In-page links

MortonSalt.com	External	Passing Juice
Privacy Policy	External	Passing Juice

SEO Keywords

Keywords Cloud	new **salt** learn **more** business **water** **morton** recipes food home

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
morton	13	✔	✖	✖	✔
salt	10	✔	✖	✔	✖
water	10	✖	✖	✔	✔
more	8	✖	✖	✖	✖
food	6	✖	✖	✖	✖

Usability

	Url	Domain : mortonsaltstore.com Length : 19
✅	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.
○	Speed Tips	✓ 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). ✓ 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. https://www.mortonsalt.com/
✓	Robots.txt	http://mortonsaltstore.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization

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.