







# Website review mwreynolds.com

Generated on September 21 2024 11:29 AM






The score is 54/100







## SEO Content

|    | <p>Title</p>  | <p>M. W. Reynolds</p> <p><b>Length : 14</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
|--|---|--|----------|---------|-----|-------------------------|-----------|---------------|------|---------|-------|----------------|-------------|---|-------|--|------------------|--|
|    | <p>Description</p>  | <p>Handcrafted goods for the modern sportsman. Rugged apparel and sporting lifestyles for hunting, shooting, fly fishing, and vintage motorcycles. Filson, Barbour</p> <p><b>Length : 159</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
|  | <p>Keywords</p>   | <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>   |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
|  | <p>Og Meta Properties</p>   | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1310 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://mwreynolds.com/</td> </tr> <tr> <td>site_name</td> <td>M.W. Reynolds</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>M. W. Reynolds</td> </tr> <tr> <td>description</td> <td>Handcrafted goods for the modern sportsman. Rugged apparel and sporting lifestyles for hunting, shooting, fly fishing, and vintage motorcycles. Filson, Barbour</td> </tr> <tr> <td>image</td> <td>https://cdn.shopify.com/s/files/1/1633/6651/files/mw-reynolds-color-web.png?height=628&amp;pad_color=fff&amp;v=1613157778&amp;width=1200</td> </tr> <tr> <td>image:secure_url</td> <td>https://cdn.shopify.com/s/files/1/1633/6651/files/mw-reynolds-color-web.png?height=628&amp;pad_color=fff&amp;v=1613157778&amp;width=1200</td> </tr> </tbody> </table> | Property | Content | url | https://mwreynolds.com/ | site_name | M.W. Reynolds | type | website | title | M. W. Reynolds | description | Handcrafted goods for the modern sportsman. Rugged apparel and sporting lifestyles for hunting, shooting, fly fishing, and vintage motorcycles. Filson, Barbour | image | https://cdn.shopify.com/s/files/1/1633/6651/files/mw-reynolds-color-web.png?height=628&pad_color=fff&v=1613157778&width=1200 | image:secure_url | https://cdn.shopify.com/s/files/1/1633/6651/files/mw-reynolds-color-web.png?height=628&pad_color=fff&v=1613157778&width=1200 |
| Property   | Content   |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| url  | https://mwreynolds.com/   |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| site_name  | M.W. Reynolds   |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| type   | website   |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| title  | M. W. Reynolds  |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| description  | Handcrafted goods for the modern sportsman. Rugged apparel and sporting lifestyles for hunting, shooting, fly fishing, and vintage motorcycles. Filson, Barbour |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| image  | https://cdn.shopify.com/s/files/1/1633/6651/files/mw-reynolds-color-web.png?height=628&pad_color=fff&v=1613157778&width=1200                                    |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |
| image:secure_url   | https://cdn.shopify.com/s/files/1/1633/6651/files/mw-reynolds-color-web.png?height=628&pad_color=fff&v=1613157778&width=1200                                    |  |          |         |     |                         |           |               |      |         |       |                |             |   |       |  |                  |  |

## SEO Content

|  |                 | image:width 1200<br>image:height 628  |    |    |    |    |    |    |   |   |   |   |   |   |
|--|-----------------|---|----|----|----|----|----|----|---|---|---|---|---|---|
|    | Headings        | <table><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>1</td><td>6</td><td>0</td><td>0</td><td>0</td><td>3</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H1] apparel</li><li>• [H2] Shooting</li><li>• [H2] Fly Fishing</li><li>• [H2] Motorcycle</li><li>• [H2] Apparel</li><li>• [H2] Subscribe</li><li>• [H2] Sign up and get 10% off your next purchase</li><li>• [H6] Company Info</li><li>• [H6] Customer Service</li><li>• [H6] In-Store Hours</li></ul> | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 6 | 0 | 0 | 0 | 3 |
| H1   | H2              | H3  | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 1  | 6               | 0   | 0  | 0  | 3  |    |    |    |   |   |   |   |   |   |
|    | Images          | We found 14 images on this web page.<br><br>6 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 : <b>12%</b><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 256 links including 0 link(s) to files               |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 0.78% |

## SEO Links

Internal Links 99.22%

### In-page links

| Anchor   | Type     | Juice         |
|--|----------|---------------|
| <a href="#">Side by Sides - British</a>              | Internal | Passing Juice |
| <a href="#">Side by Sides - European</a>             | Internal | Passing Juice |
| <a href="#">Side by Sides - American</a>             | Internal | Passing Juice |
| <a href="#">Over &amp; Unders - European</a>         | Internal | Passing Juice |
| <a href="#">Over &amp; Unders - American</a>         | Internal | Passing Juice |
| <a href="#">Semi-Autos, Drillings, &amp; Singles</a> | Internal | Passing Juice |
| <a href="#">Bolt Action - British</a>                | Internal | Passing Juice |
| <a href="#">Bolt Action - European</a>               | Internal | Passing Juice |
| <a href="#">Bolt Action - American</a>               | Internal | Passing Juice |
| <a href="#">Double Rifles</a>                        | Internal | Passing Juice |
| <a href="#">Single Shot &amp; Lever</a>              | Internal | Passing Juice |
| <a href="#">Gear &amp; Shell Bags</a>                | Internal | Passing Juice |
| <a href="#">Gun Cases &amp; Slips</a>                | Internal | Passing Juice |
| <a href="#">Gun Case Items</a>                       | Internal | Passing Juice |
| <a href="#">Recoil Pads</a>                          | Internal | Passing Juice |
| <a href="#">Hearing Protection</a>                   | Internal | Passing Juice |
| <a href="#">Shooting Glasses</a>                     | Internal | Passing Juice |
| <a href="#">Knives</a>                               | Internal | Passing Juice |
| <a href="#">Dog Items</a>                            | Internal | Passing Juice |
| <a href="#">Filson x Mossy Oak</a>                   | Internal | Passing Juice |
| <a href="#">Men's - Jackets</a>                      | Internal | Passing Juice |
| <a href="#">Men's - Vests &amp; Game Bags</a>        | Internal | Passing Juice |
| <a href="#">Men's - Sweaters</a>                     | Internal | Passing Juice |
| <a href="#">Men's - Shirts</a>                       | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Men's - Pants, Chaps, &amp; Bibs</a>         | Internal | Passing Juice |
| <a href="#">Men's - Boots, Socks, &amp; Flashes</a>      | Internal | Passing Juice |
| <a href="#">Women's - Jackets</a>                        | Internal | Passing Juice |
| <a href="#">Women's - Vests &amp; Game Bags</a>          | Internal | Passing Juice |
| <a href="#">Women's - Shirts</a>                         | Internal | Passing Juice |
| <a href="#">Women's - Pants &amp; Chaps</a>              | Internal | Passing Juice |
| <a href="#">Women's - Boots, Socks, &amp; Flashes</a>    | Internal | Passing Juice |
| <a href="#">Hats, Caps, &amp; Hoods</a>                  | Internal | Passing Juice |
| <a href="#">Gloves</a>                                   | Internal | Passing Juice |
| <a href="#">Rods - Graphite - Trout</a>                  | Internal | Passing Juice |
| <a href="#">Rods - Graphite - Salmon</a>                 | Internal | Passing Juice |
| <a href="#">Rods - Graphite - Saltwater</a>              | Internal | Passing Juice |
| <a href="#">Rods - Bamboo</a>                            | Internal | Passing Juice |
| <a href="#">Rods - Glass</a>                             | Internal | Passing Juice |
| <a href="#">Rods - Vintage &amp; Pre-Owned</a>           | Internal | Passing Juice |
| <a href="#">Reels - Trout</a>                            | Internal | Passing Juice |
| <a href="#">Reels - Salmon</a>                           | Internal | Passing Juice |
| <a href="#">Reels - Saltwater</a>                        | Internal | Passing Juice |
| <a href="#">Rod and Reel Combos</a>                      | Internal | Passing Juice |
| <a href="#">Vests &amp; Tech Packs</a>                   | Internal | Passing Juice |
| <a href="#">Rod &amp; Reel Cases</a>                     | Internal | Passing Juice |
| <a href="#">Field &amp; Gear Bags</a>                    | Internal | Passing Juice |
| <a href="#">Waders</a>                                   | Internal | Passing Juice |
| <a href="#">Wading Boots</a>                             | Internal | Passing Juice |
| <a href="#">Wading Belts</a>                             | Internal | Passing Juice |
| <a href="#">Fly Boxes &amp; Wallets</a>                  | Internal | Passing Juice |
| <a href="#">Nets</a>                                     | Internal | Passing Juice |
| <a href="#">Forceps, Clamps, Scissors, &amp; Nippers</a> | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Tools &amp; Accessories</a>     | Internal | Passing Juice |
| <a href="#">Fly Lines</a>                   | Internal | Passing Juice |
| <a href="#">Leaders</a>                     | Internal | Passing Juice |
| <a href="#">Tippet</a>                      | Internal | Passing Juice |
| <a href="#">Weight</a>                      | Internal | Passing Juice |
| <a href="#">Strike Indicators</a>           | Internal | Passing Juice |
| <a href="#">Floatant &amp; Sinkant</a>      | Internal | Passing Juice |
| <a href="#">Sunglasses</a>                  | Internal | Passing Juice |
| <a href="#">Books</a>                       | Internal | Passing Juice |
| <a href="#">Flasks, Bottles, &amp; Mugs</a> | Internal | Passing Juice |
| <a href="#">Men's - Jackets</a>             | Internal | Passing Juice |
| <a href="#">Men's - Sweaters</a>            | Internal | Passing Juice |
| <a href="#">Men's - Shirts</a>              | Internal | Passing Juice |
| <a href="#">Men's - T-Shirts</a>            | Internal | Passing Juice |
| <a href="#">Men's - Pants &amp; Shorts</a>  | Internal | Passing Juice |
| <a href="#">Women's - Jackets</a>           | Internal | Passing Juice |
| <a href="#">Women's - Shirts</a>            | Internal | Passing Juice |
| <a href="#">Women's - Bottoms</a>           | Internal | Passing Juice |
| <a href="#">Caps &amp; Hats</a>             | Internal | Passing Juice |
| <a href="#">Face &amp; Neck Protection</a>  | Internal | Passing Juice |
| <a href="#">Gloves</a>                      | Internal | Passing Juice |
| <a href="#">Socks</a>                       | Internal | Passing Juice |
| <a href="#">ARC Fishing</a>                 | Internal | Passing Juice |
| <a href="#">Brodin</a>                      | Internal | Passing Juice |
| <a href="#">Douglas Outdoors</a>            | Internal | Passing Juice |
| <a href="#">Echo</a>                        | Internal | Passing Juice |
| <a href="#">Filson</a>                      | Internal | Passing Juice |
| <a href="#">Fishpond</a>                    | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">G. Loomis</a>                           | Internal | Passing Juice |
| <a href="#">Galvan</a>                              | Internal | Passing Juice |
| <a href="#">Hardy</a>                               | Internal | Passing Juice |
| <a href="#">Montana Fly</a>                         | Internal | Passing Juice |
| <a href="#">Patagonia</a>                           | Internal | Passing Juice |
| <a href="#">RIO</a>                                 | Internal | Passing Juice |
| <a href="#">Ross Reels</a>                          | Internal | Passing Juice |
| <a href="#">Scientific Angler</a>                   | Internal | Passing Juice |
| <a href="#">Tibor</a>                               | Internal | Passing Juice |
| <a href="#">Umpqua</a>                              | Internal | Passing Juice |
| <a href="#">Men's Jackets - Leather</a>             | Internal | Passing Juice |
| <a href="#">Men's Jackets - Wax</a>                 | Internal | Passing Juice |
| <a href="#">Men's Vests</a>                         | Internal | Passing Juice |
| <a href="#">Men's Sweaters</a>                      | Internal | Passing Juice |
| <a href="#">Men's Hoodies &amp; Sweatshirts</a>     | Internal | Passing Juice |
| <a href="#">Men's Shirts</a>                        | Internal | Passing Juice |
| <a href="#">Men's Pants &amp; Denim</a>             | Internal | Passing Juice |
| <a href="#">Men's Overalls &amp; Work Aprons</a>    | Internal | Passing Juice |
| <a href="#">Men's Boots</a>                         | Internal | Passing Juice |
| <a href="#">Women's Jackets - Leather</a>           | Internal | Passing Juice |
| <a href="#">Women's Jackets - Wax &amp; Quilted</a> | Internal | Passing Juice |
| <a href="#">Women's Vests</a>                       | Internal | Passing Juice |
| <a href="#">Women's Sweaters</a>                    | Internal | Passing Juice |
| <a href="#">Gloves</a>                              | Internal | Passing Juice |
| <a href="#">Scarves &amp; Bandanas</a>              | Internal | Passing Juice |
| <a href="#">Hats &amp; Caps</a>                     | Internal | Passing Juice |
| <a href="#">Bags</a>                                | Internal | Passing Juice |
| <a href="#">Tool Rolls</a>                          | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Briefcases &amp; Computer Bags</a>     | Internal | Passing Juice |
| <a href="#">Backpacks &amp; Rucksacks</a>          | Internal | Passing Juice |
| <a href="#">Messenger Bags</a>                     | Internal | Passing Juice |
| <a href="#">Tote Bags</a>                          | Internal | Passing Juice |
| <a href="#">Soft Cooler Bags</a>                   | Internal | Passing Juice |
| <a href="#">Pouches &amp; Trays</a>                | Internal | Passing Juice |
| <a href="#">Duffle Bags</a>                        | Internal | Passing Juice |
| <a href="#">Overnight &amp; Weekend Bags</a>       | Internal | Passing Juice |
| <a href="#">Rolling Bags</a>                       | Internal | Passing Juice |
| <a href="#">Dry Bags</a>                           | Internal | Passing Juice |
| <a href="#">Garment Bags</a>                       | Internal | Passing Juice |
| <a href="#">Toiletry Bags</a>                      | Internal | Passing Juice |
| <a href="#">Barbour</a>                            | Internal | Passing Juice |
| <a href="#">Beretta</a>                            | Internal | Passing Juice |
| <a href="#">Deus Ex Machina</a>                    | Internal | Passing Juice |
| <a href="#">Filson</a>                             | Internal | Passing Juice |
| <a href="#">Fishpond</a>                           | Internal | Passing Juice |
| <a href="#">Iron &amp; Resin</a>                   | Internal | Passing Juice |
| <a href="#">Patagonia</a>                          | Internal | Passing Juice |
| <a href="#">Leather Bags</a>                       | Internal | Passing Juice |
| <a href="#">Made In The USA Bags</a>               | Internal | Passing Juice |
| <a href="#">Coats &amp; Jackets</a>                | Internal | Passing Juice |
| <a href="#">Sweaters</a>                           | Internal | Passing Juice |
| <a href="#">Hoodies, Sweatshirts, &amp; Fleece</a> | Internal | Passing Juice |
| <a href="#">Overshirts</a>                         | Internal | Passing Juice |
| <a href="#">Shirts</a>                             | Internal | Passing Juice |
| <a href="#">T-Shirts &amp; Tanks</a>               | Internal | Passing Juice |
| <a href="#">Vests</a>                              | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Denim</a>  | Internal | Passing Juice |
| <a href="#">Pants</a>  | Internal | Passing Juice |
| <a href="#">Shorts</a>   | Internal | Passing Juice |
| <a href="#">Long Johns, Underwear, &amp; Pajamas</a>             | Internal | Passing Juice |
| <a href="#">Hats and Caps</a>                                    | Internal | Passing Juice |
| <a href="#">Scarves, Bandanas, Handkerchiefs, &amp; Neckties</a> | Internal | Passing Juice |
| <a href="#">Belts and Suspenders</a>                             | Internal | Passing Juice |
| <a href="#">Gloves</a>   | Internal | Passing Juice |
| <a href="#">Socks</a>  | Internal | Passing Juice |
| <a href="#">Boots &amp; Shoes</a>                                | Internal | Passing Juice |
| <a href="#">Coats &amp; Jackets</a>                              | Internal | Passing Juice |
| <a href="#">Sweaters</a>   | Internal | Passing Juice |
| <a href="#">Hoodies, Sweatshirts, &amp; Fleece</a>               | Internal | Passing Juice |
| <a href="#">Shirts</a>   | Internal | Passing Juice |
| <a href="#">T-Shirts</a>   | Internal | Passing Juice |
| <a href="#">Vests</a>  | Internal | Passing Juice |
| <a href="#">Pants and Denim</a>                                  | Internal | Passing Juice |
| <a href="#">Dresses, Skirts, &amp; Skorts</a>                    | Internal | Passing Juice |
| <a href="#">Hats and Caps</a>                                    | Internal | Passing Juice |
| <a href="#">Scarves and Bandanas</a>                             | Internal | Passing Juice |
| <a href="#">Gloves</a>   | Internal | Passing Juice |
| <a href="#">Socks</a>  | Internal | Passing Juice |
| <a href="#">Boots &amp; Shoes</a>                                | Internal | Passing Juice |
| <a href="#">Barbour</a>  | Internal | Passing Juice |
| <a href="#">Barbour International</a>                            | Internal | Passing Juice |
| <a href="#">Belstaff</a>   | Internal | Passing Juice |
| <a href="#">Beretta</a>  | Internal | Passing Juice |
| <a href="#">Deus Ex Machina</a>                                  | Internal | Passing Juice |



## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Duck Head</a>               | Internal | Passing Juice |
| <a href="#">Filson</a>                  | Internal | Passing Juice |
| <a href="#">Freenote</a>                | Internal | Passing Juice |
| <a href="#">Iron &amp; Resin</a>        | Internal | Passing Juice |
| <a href="#">Naked and Famous</a>        | Internal | Passing Juice |
| <a href="#">Patagonia</a>               | Internal | Passing Juice |
| <a href="#">Raleigh Denim</a>           | Internal | Passing Juice |
| <a href="#">Relwen</a>                  | Internal | Passing Juice |
| <a href="#">Schott NYC</a>              | Internal | Passing Juice |
| <a href="#">Tom Beckbe</a>              | Internal | Passing Juice |
| <a href="#">New Arrivals - Men's</a>    | Internal | Passing Juice |
| <a href="#">New Arrivals - Women's</a>  | Internal | Passing Juice |
| <a href="#">Sale Apparel - Men's</a>    | Internal | Passing Juice |
| <a href="#">Sale Apparel - Women's</a>  | Internal | Passing Juice |
| <a href="#">Motorcycle Apparel</a>      | Internal | Passing Juice |
| <a href="#">Shooting Apparel</a>        | Internal | Passing Juice |
| <a href="#">Fly Fishing Apparel</a>     | Internal | Passing Juice |
| <a href="#">Wool Apparel</a>            | Internal | Passing Juice |
| <a href="#">Oil/Wax Cloth Apparel</a>   | Internal | Passing Juice |
| <a href="#">Made In The USA Apparel</a> | Internal | Passing Juice |
| <a href="#">Wallets - Men's</a>         | Internal | Passing Juice |
| <a href="#">Wallets - Women's</a>       | Internal | Passing Juice |
| <a href="#">Purses</a>                  | Internal | Passing Juice |
| <a href="#">Money Clips</a>             | Internal | Passing Juice |
| <a href="#">Keychains</a>               | Internal | Passing Juice |
| <a href="#">Watches</a>                 | Internal | Passing Juice |
| <a href="#">Flasks &amp; Thermoses</a>  | Internal | Passing Juice |
| <a href="#">Bracelets</a>               | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Umbrellas</a>                  | Internal | Passing Juice |
| <a href="#">Cologne</a>                    | Internal | Passing Juice |
| <a href="#">Soap</a>                       | Internal | Passing Juice |
| <a href="#">Deodorant</a>                  | Internal | Passing Juice |
| <a href="#">Oil</a>                        | Internal | Passing Juice |
| <a href="#">Aftershave</a>                 | Internal | Passing Juice |
| <a href="#">Shave Cream</a>                | Internal | Passing Juice |
| <a href="#">Body Wash &amp; Shampoo</a>    | Internal | Passing Juice |
| <a href="#">Pomade</a>                     | Internal | Passing Juice |
| <a href="#">Moisturizer</a>                | Internal | Passing Juice |
| <a href="#">Gift Sets</a>                  | Internal | Passing Juice |
| <a href="#">Collars</a>                    | Internal | Passing Juice |
| <a href="#">Leashes</a>                    | Internal | Passing Juice |
| <a href="#">Bowls</a>                      | Internal | Passing Juice |
| <a href="#">Beds</a>                       | Internal | Passing Juice |
| <a href="#">Coats</a>                      | Internal | Passing Juice |
| <a href="#">Chest Protectors</a>           | Internal | Passing Juice |
| <a href="#">Toys</a>                       | Internal | Passing Juice |
| <a href="#">Blankets</a>                   | Internal | Passing Juice |
| <a href="#">Towels</a>                     | Internal | Passing Juice |
| <a href="#">Bar Items</a>                  | Internal | Passing Juice |
| <a href="#">Cigar Items</a>                | Internal | Passing Juice |
| <a href="#">Coffee Mugs</a>                | Internal | Passing Juice |
| <a href="#">Books</a>                      | Internal | Passing Juice |
| <a href="#">Garment Care</a>               | Internal | Passing Juice |
| <a href="#">New Arrivals - Shooting</a>    | Internal | Passing Juice |
| <a href="#">New Arrivals - Fly Fishing</a> | Internal | Passing Juice |
| <a href="#">New Arrivals - Motorcycle</a>  | Internal | Passing Juice |


## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">New Arrivals - Bags &amp; Luggage</a> | Internal | Passing Juice |
| <a href="#">New Arrivals - Accessories</a>        | Internal | Passing Juice |
| <a href="#">Sale - Shooting</a>                   | Internal | Passing Juice |
| <a href="#">Sale - Fly Fishing</a>                | Internal | Passing Juice |
| <a href="#">Sale - Motorcycle</a>                 | Internal | Passing Juice |
| <a href="#">Sale - Bags &amp; Luggage</a>         | Internal | Passing Juice |
| <a href="#">Sale - Accessories</a>                | Internal | Passing Juice |
| <a href="#">Contact Us</a>                        | Internal | Passing Juice |
| <a href="#">Search</a>                            | Internal | Passing Juice |
| <a href="#">Gift Cards</a>                        | Internal | Passing Juice |
| <a href="#">Login</a>                             | Internal | Passing Juice |
| -   | External | Passing Juice |
| -   | External | Passing Juice |
| <a href="#">Shotguns</a>                          | Internal | Passing Juice |
| <a href="#">Rifles</a>                            | Internal | Passing Juice |
| <a href="#">Shooting Accessories</a>              | Internal | Passing Juice |
| <a href="#">Rods and Reels</a>                    | Internal | Passing Juice |
| <a href="#">Fly Fishing Gear</a>                  | Internal | Passing Juice |
| <a href="#">Fly Fishing Brands</a>                | Internal | Passing Juice |
| <a href="#">Motorcycle Accessories</a>            | Internal | Passing Juice |
| <a href="#">Personal Bags</a>                     | Internal | Passing Juice |
| <a href="#">Travel Bags</a>                       | Internal | Passing Juice |
| <a href="#">Men's Apparel</a>                     | Internal | Passing Juice |
| <a href="#">Women's Apparel</a>                   | Internal | Passing Juice |
| <a href="#">Personal Items</a>                    | Internal | Passing Juice |
| <a href="#">Grooming</a>                          | Internal | Passing Juice |
| <a href="#">Home &amp; Camp</a>                   | Internal | Passing Juice |
| <a href="#">Location</a>                          | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">How To Reach Us</a>         | Internal | Passing Juice |
| <a href="#">Parking</a>                 | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>          | Internal | Passing Juice |
| <a href="#">Terms of Service</a>        | Internal | Passing Juice |
| <a href="#">Returns &amp; Exchanges</a> | Internal | Passing Juice |
| <a href="#">Shipping</a>                | Internal | Passing Juice |
| <a href="#">Consignments</a>            | Internal | Passing Juice |
| <a href="#">M.W. Reynolds</a>           | Internal | Passing Juice |



## SEO Keywords

|  |                |   |
|--|----------------|---|
|  | Keywords Cloud | jackets apparel arrivals sale fishing mens<br>new bags womens fly |
|--|----------------|---|

## Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| bags    | 52      | ✘     | ✘        | ✘           | ✘        |
| mens    | 52      | ✘     | ✘        | ✘           | ✘        |
| apparel | 40      | ✘     | ✘        | ✔           | ✔        |
| womens  | 36      | ✘     | ✘        | ✘           | ✘        |
| fly     | 22      | ✘     | ✘        | ✔           | ✔        |










## Usability

|  |         |  |
|--|---------|--|
|  | Url     | Domain : mwreynolds.com<br>Length : 14 |
|  | Favicon | Great, your website has a favicon.     |





## Usability

|   |              |   |
|---|--------------|---|
|  | 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<br>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      | <ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul> |

## Mobile

|   |                     |  |
|---|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul> |
|---|---------------------|--|

# Mobile

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><a href="https://mwreynolds.com/sitemap.xml">https://mwreynolds.com/sitemap.xml</a>                   |
|  | Robots.txt  | <a href="http://mwreynolds.com/robots.txt">http://mwreynolds.com/robots.txt</a><br>Great, your website has a robots.txt file.                    |
|  | Analytics   | Great, your website has an analytics tool.<br> Google Analytics |