Website review
nicandfion.com

Generated on September 24 2024 06:20 AM

The score is 46/100

SEO Content

✅	Title	**NIC & FION | FOR OUR CANADIAN WINTER** **Length : 40** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Proudly design in our Canadian Head Office and made to resit our coldest winter. Face the snowy season of our northern hemisphere in Style with your Nic & Fion winter apparel. Stay comfortable and stylish with our selection of men' s and women's jackets **Length : 265** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use [this free tool](#) to calculate text length.
❌	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
url	https://nicandfion.com/
site_name	Nic & Fion
type	website
title	NIC & FION | FOR OUR CANADIAN WINTER
description	Proudly design in our Canadian Head Office and made to resit our coldest winter. Face the snowy season of our northern hemisphere in Style with your Nic & Fion winter apparel. Stay comfortable and stylish with our selection of men' s and women's jackets

Headings	H1	H2	H3	H4	H5	H6
	4	8	2	0	0	2

SEO Content

- [H1] NIC & FION
- [H1] NIC & FION
- [H1] N.618
- [H1] N.610
- [H2] 10th Anniversary
- [H2] N. 236
- [H2] N. 617
- [H2] N. 324S
- [H2] N. 609
- [H2] N. 610
- [H2] Collection list
- [H2] Contact Us
- [H3] Nic & Fion
- [H3]
- [H6] Nic & Fion
- [H6] Subscribe today!

❌	Images	We found 26 images on this web page. 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 : **1%** 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 24 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 4.17% External Links : Passing Juice 4.17%

SEO Links

Internal Links 91.67%

In-page links

Anchor	Type	Juice
-	Internal	Passing Juice
STREETWEAR	Internal	Passing Juice
SKIWEAR	Internal	Passing Juice
FAUX FUR	Internal	Passing Juice
FUR	Internal	Passing Juice
SIZE PLUS	Internal	Passing Juice
KID'S	Internal	Passing Juice
ABOUT	Internal	Passing Juice
CONTACT	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
N.610	Internal	Passing Juice
N.610	Internal	Passing Juice
N.610	Internal	Passing Juice
N. 234	Internal	Passing Juice
N. 318S	Internal	Passing Juice
N. 512	Internal	Passing Juice
N. 606	Internal	Passing Juice
N.618	Internal	Passing Juice
Nic & Fion	Internal	Passing Juice
Designed by Out of the Sandbox	External	Passing Juice
Powered by Shopify	External	noFollow

SEO Keywords

	Keywords Cloud	streetwear faux kids mens skiwear fur plus womens size nic

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
fur	6	✖	✖	✖	✖
streetwear	3	✖	✖	✖	✖
skiwear	3	✖	✖	✖	✖
faux	3	✖	✖	✖	✖
size	3	✖	✖	✖	✖

Usability

	Url	Domain : nicandfion.com Length : 14
	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

Document

✓	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	✓ 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). ✗ Too bad, your website does not take advantage of gzip.

Mobile

●	Mobile Optimization	✗ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. https://nicandfion.com/sitemap.xml
✓	Robots.txt	http://nicandfion.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

Optimization

		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.