Website review
nightherongear.com

The score is 63/100

SEO Content

✓	Title	**NIGHT HERON | CUTTING EDGE TACTICAL APPAREL** **Length : 43** Perfect, your title contains between 10 and 70 characters.
⚠	Description	Night Heron was founded in 2020 by veterans of the Israeli Special Forces community. We specialise in development, design and manufacture of cutting-edge tactical gear and garments. **Length : 182** 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
title	NIGHT HERON | CUTTING EDGE TACTICAL APPAREL
description	Night Heron was founded in 2020 by veterans of the Israeli Special Forces community. We specialise in development, design and manufacture of cutting-edge tactical gear and garments.
image	https://static.wixstatic.com/media/8b156c_688e4bc0c13c49ae9059ac391e797efd%7Emv2.jpg/v1/fit/w_2500,h_1330,al_c/8b156c_688e4bc0c13c49ae9059ac391e797efd%7Emv2.jpg
image:width	2500
image:height	1330

SEO Content

		url	https://www.nightherongear.com			
		site_name	NIGHT HERON			
		type	website			

	Headings	**H1** 1	**H2** 3	**H3** 1	**H4** 0	**H5** 0	**H6** 0

- [H1] ©By Night Heron 2024
- [H2] WHO WE ARE
- [H2] CONTACT
- [H2] JOIN OUR MAILING LIST
- [H3] Founded in 2020 by veterans of the Israeli special forces community. We specialize in design, research development and manufacturing of state of the art equipment and garments. Being part of the community, we have direct ties with units within Israeli special forces giving us first hand knowledge of what modern special forces personnel require to perform the task at hand. We are extremely passionate and dedicated to providing the very best in high-tech cutting edge products.

	Images	We found 41 images on this web page. 32 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 : **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.
	In-page links	We found a total of 4 links including 0 link(s) to files

SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 0%
		Internal Links 100%

In-page links

Anchor	Type	Juice
ALPHA	Internal	Passing Juice
BRAVO	Internal	Passing Juice
FOXTROT	Internal	Passing Juice
NIGHT-HERON X PROF-WORX	Internal	Passing Juice

SEO Keywords

	Keywords Cloud

apparel edge heron cutting night tactical

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
night	1	✔	✖	✔	✔
heron	1	✔	✖	✔	✔
cutting	1	✔	✖	✔	✔
edge	1	✔	✖	✔	✔
tactical	1	✔	✖	✔	✖

Usability

	Url	Domain : nightherongear.com
		Length : 18

Usability

✓	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	✓ 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

Mobile

	✔ Flash content

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap. https://www.nightherongear.com/sitemap.xml
✔	Robots.txt	http://nightherongear.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.