

#### **SEO Content**

	Title	Noble Outfitters					
$\mathbf{}$		Length :	16				
		Perfect, yo	our title o	contains betw	veen 10 and	70 charact	ers.
$\bigcirc$	Description	At Noble Outfitters, we work hard to create products that work as you do.			nat work as hard		
		Length :	81				
		Great, you	r meta d	lescription co	ntains betw	een 70 and	160 characters.
$\bigotimes$	Keywords			n't found me <u>enerator</u> to c	-		age. Use <u>this free</u>
	Og Meta Properties	Good, your page take advantage of Og Properties.					
		Proper	ty	Content			
		site_name		Noble Outf	Noble Outfitters		
		url		https://www.nobleoutfitters.com/			
		title		Noble Outfitters			
		type		website			
		descriptio	on		utfitters, we nat work as l		
	Headings	<b>H1</b> 1	<b>H2</b> 7	<b>H3</b> 2	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
0		• [H] • [H] • [H] • [H]	2] Built F 2] The O 2] Introd 2] Confid	Outfitters for The Daily nly Boots Tha ucing lence in Ever mer Service	at Can Outwo	ork You	

## **SEO Content**

		<ul> <li>[H2] About Us</li> <li>[H2] Follow Us</li> <li>[H3] Popular &amp; Trending</li> <li>[H3] New Footwear</li> </ul>
$\bigotimes$	Images	We found 49 images on this web page. 18 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
8	Text/HTML Ratio	Ratio : <b>3%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
$\bigcirc$	Flash	Perfect, no Flash content has been detected on this page.
$\bigcirc$	Iframe	Great, there are no Iframes detected on this page.

#### **SEO Links**

0	URL Rewrite	Good. Your links looks friendly!
0	Underscores in the URLs	Perfect! No underscores detected in your URLs.
0	In-page links	We found a total of 77 links including 0 link(s) to files
0	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Туре	Juice
Skip to content	Internal	Passing Juice
New	Internal	Passing Juice

# In-page links

	<b>J J J J</b>		
<u>Men's</u>		Internal	Passing Juice
Apparel		Internal	Passing Juice
<u>Shirts</u>		Internal	Passing Juice
Outerwear		Internal	Passing Juice
Pants		Internal	Passing Juice
Footwear		Internal	Passing Juice
Work Boots		Internal	Passing Juice
MUDS Rubber Boots		Internal	Passing Juice
Socks		Internal	Passing Juice
Insoles		Internal	Passing Juice
Gloves		Internal	Passing Juice
Work Gloves		Internal	Passing Juice
Rope Gloves		Internal	Passing Juice
Underwear		Internal	Passing Juice
Hats		Internal	Passing Juice
Women's		Internal	Passing Juice
<u>Apparel</u>		Internal	Passing Juice
Tops		Internal	Passing Juice
Outerwear		Internal	Passing Juice
Pants		Internal	Passing Juice
Footwear		Internal	Passing Juice
MUDS Rubber Boots		Internal	Passing Juice
<u>Socks</u>		Internal	Passing Juice
Insoles		Internal	Passing Juice
Gloves		Internal	Passing Juice
Work Gloves		Internal	Passing Juice
Rope Gloves		Internal	Passing Juice
Hats		Internal	Passing Juice

# In-page links

<u>Kid's</u>	Internal	Passing Juice
Footwear	Internal	Passing Juice
MUDS Rubber Boots	Internal	Passing Juice
<u>Socks</u>	Internal	Passing Juice
Apparel	Internal	Passing Juice
Work Shirts	Internal	Passing Juice
Tees	Internal	Passing Juice
<u>Sweatshirts</u>	Internal	Passing Juice
<u>Flannel</u>	Internal	Passing Juice
Jackets	Internal	Passing Juice
<u>Vests</u>	Internal	Passing Juice
<u>Sweatshirts</u>	Internal	Passing Juice
<u>Shirt Jackets</u>	Internal	Passing Juice
<u>Bibs</u>	Internal	Passing Juice
<u>Denim</u>	Internal	Passing Juice
<u>Canvas</u>	Internal	Passing Juice
Ripstop	Internal	Passing Juice
<u>Tanks</u>	Internal	Passing Juice
Tees	Internal	Passing Juice
<u>Sweatshirts</u>	Internal	Passing Juice
<u>Flannel</u>	Internal	Passing Juice
<u>Sweatshirts</u>	Internal	Passing Juice
Jackets	Internal	Passing Juice
Vests	Internal	Passing Juice
Shirt Jackets	Internal	Passing Juice
Canvas	Internal	Passing Juice
Leggings	Internal	Passing Juice
Joggers	Internal	Passing Juice

# In-page links

Footwear	Internal	Passing Juice
Insoles	Internal	Passing Juice
<u>Gloves</u>	Internal	Passing Juice
Catalog	Internal	Passing Juice
Find Us	Internal	Passing Juice
Shop MUDS	Internal	Passing Juice
Popular & Trending	Internal	Passing Juice
Shop Shockwave	Internal	Passing Juice
New Footwear	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Privacy Statement	Internal	Passing Juice
Cookie Statement	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Warranty	Internal	Passing Juice
Returns & Exchanges	Internal	Passing Juice
Noble's Story	Internal	Passing Juice
<u>Careers</u>	Internal	Passing Juice
Technology	Internal	Passing Juice

#### **SEO Keywords**

$\mathbf{O}$	Keywords Cloud	waterproof womens mens boot work mud			
		shop <b>NeW</b> pack high			

## **Keywords Consistency**

Keyword	Content	Title	Keywords	Descripti on	Headings

# **Keywords Consistency**

new	17	×	×	×	×
mens	13	×	×	×	×
womens	7	×	×	×	×
muds	6	×	×	×	×
work	6	×	×	¥	¥

## Usability

0	Url	Domain : nobleoutfitters.ca Length : 18
0	Favicon	Great, your website has a favicon.
$\bigotimes$	Printability	We could not find a Print-Friendly CSS.
0	Language	Good. Your declared language is en.
$\bigotimes$	Dublin Core	This page does not take advantage of Dublin Core.

#### Document

0	Doctype	HTML 5
0	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 0
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.

#### Document

0	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).
		×	Too bad, your website does not take advantage of gzip.

#### Mobile

0	Mobile Optimization	×	Apple Icon
		~	Meta Viewport Tag
		*	Flash content

## Optimization

$\bigcirc$	XML Sitemap	Great, your website has an XML sitemap.
		https://www.nobleoutfitters.com/sitemap.xml
$\bigcirc$	Robots.txt	http://nobleoutfitters.ca/robots.txt Great, your website has a robots.txt file.
0	Analytics	Great, your website has an analytics tool.
		Google Analytics