Website review
oddmentapparel.com

The score is 48/100

SEO Content

⚠️	Title	Oddment **Length : 7** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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
site_name	Oddment
title	Oddment
url	https://oddmentapparel.com
type	website
image	http://static1.squarespace.com/static/5d1020e4396a6b00013f10ad/t/6106ba8518a2fe00e32a1244/1627830920577/social+image.jpg?format=1500w
image:width	1500
image:height	1500

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

SEO Content

		• [H3] Confronting textile waste and creating products using materials discarded by fashion houses.
✓	Images	We found 8 images on this web page. Good, most or all of your images have alt attributes.
✗	Text/HTML Ratio	Ratio : **10%** 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 7 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 14.29% Internal Links 85.71%

In-page links

Anchor	Type	Juice
Shop	Internal	Passing Juice
Our Story	Internal	Passing Juice
Gallery	Internal	Passing Juice

In-page links

Contact	Internal	Passing Juice
Contact	Internal	Passing Juice
Returns & Exchanges	Internal	Passing Juice
Squarespace	External	Passing Juice

SEO Keywords

Keywords Cloud	textile waste materials oddment cart shop gallery story fashion products

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
shop	4	✖	✖	✖	✖
oddment	3	✔	✖	✖	✖
story	3	✖	✖	✖	✖
waste	3	✖	✖	✖	✔
fashion	3	✖	✖	✖	✔

Usability

	Url	Domain : oddmentapparel.com Length : 18
	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.

Usability

❌		

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 ✔ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap.

Optimization

		https://oddmentapparel.com/sitemap.xml
✅	Robots.txt	http://oddmentapparel.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.