Website review
optimisteco.com

Generated on September 22 2024 17:26 PM

The score is 50/100

SEO Content

✓	Title	**home | Optimiste Co** **Length : 19** Perfect, your title contains between 10 and 70 characters.
⚠	Description	**building a community, life and lifestyle that normalises healthy optimism as a natural state of being - while wearing positivity-infused ultra-relaxed oversized hoodies, sweaters and tees** **Length : 187** 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	home | Optimiste Co
description	building a community, life and lifestyle that normalises healthy optimism as a natural state of being - while wearing positivity-infused ultra-relaxed oversized hoodies, sweaters and tees
image	https://static.wixstatic.com/media/021819_4f88 ca3ed3a64e8a8f9a1f03ec5ccaec%7Emv2.png/ v1/fit/w_2500,h_1330,al_c/021819_4f88ca3ed3 a64e8a8f9a1f03ec5ccaec%7Emv2.png
image:width	2500
image:height	1330
url	https://www.optimisteco.com
site_name	Optimiste Co

SEO Content

		type	website				

	Headings	**H1** 2	**H2** 5	**H3** 4	**H4** 0	**H5** 1	**H6** 0

- [H1] optimiste co
- [H1] be bold . live large
- [H2] explore the collection
- [H2] our story
- [H2] our vibe & values
- [H2] join our socials
- [H2] join the community
- [H3] #elephaenergy
- [H3] authenticity
- [H3] simplicity
- [H3] collective
- [H5] thrive personally & inspire collectively with positivity-infused hoodies, sweaters and tees

❌	Images	We found 15 images on this web page. 2 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 1 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

		Internal Links 100%

In-page links

Anchor	Type	Juice
the team	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	optimiste all **apparel** cotton papier accessories organic **inspiring rings** home

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
apparel	2	✖	✖	✖	✖
inspiring	2	✖	✖	✖	✖
rings	2	✖	✖	✖	✖
home	1	✔	✖	✖	✖
optimiste	1	✔	✖	✖	✔

Usability

	Url	Domain : optimisteco.com Length : 15
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.

Usability

	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
		✔ Flash content

Optimization

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