The score is 55/100

SEO Content

✅	Title	**PATRIOT BRAND APPAREL - Patriot Shirts Made in the USA** **Length : 54** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Veteran Owned Patriotic Apparel Company Designed for Everyday Wear for men, women, and children. All sizes T-shirts, Tanks, Polos, Dresses, Sweatshirts, Hats, Jackets, Athletic apparel (sports bras, leggings, shorts and swimsuits), Accessories (Face Masks, Neck Gaiters, Signs, Phone Cases, and Stickers) **Length : 304** 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
site_name	PATRIOT BRAND APPAREL
url	https://www.patriotba.com/
title	PATRIOT BRAND APPAREL - Patriot Shirts Made in the USA
type	website
description	Veteran Owned Patriotic Apparel Company Designed for Everyday Wear for men, women, and children. All sizes T-shirts, Tanks, Polos, Dresses, Sweatshirts, Hats, Jackets, Athletic apparel (sports bras, leggings, shorts and swimsuits), Accessories (Face Masks, Neck Gaiters, Signs, Phone Cases, and Stickers)

SEO Content

		image		http://www.patriotba.com/cdn/shop/files/2022-08-03_12-48-35_895_1200x1200.png?v=1723209712		
		image:secure_url		https://www.patriotba.com/cdn/shop/files/2022-08-03_12-48-35_895_1200x1200.png?v=1723209712		

	Headings	**H1** 1	**H2** 2	**H3** 0	**H4** 2	**H5** 0	**H6** 0
		• [H1] • [H2] Patriot Brand Apparel • [H2] FlynnLock • [H4] Contact Us • [H4] Be in the know					

	Images	We found 25 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 : **4%** 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 26 links including 1 link(s) to files
	Statistics	External Links : noFollow 3.85% External Links : Passing Juice 7.69% Internal Links 88.46%

SEO Links

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Men	Internal	Passing Juice
T-Shirt	Internal	Passing Juice
Tanks	Internal	Passing Juice
Headware	Internal	Passing Juice
Athletic	Internal	Passing Juice
Outerwear	Internal	Passing Juice
Casual Wear	Internal	Passing Juice
T-Shirt	Internal	Passing Juice
Tank	Internal	Passing Juice
Headwear	Internal	Passing Juice
Athletic	Internal	Passing Juice
Outerwear	Internal	Passing Juice
Casual Wear	Internal	Passing Juice
Youth	Internal	Passing Juice
FlynnLock	Internal	Passing Juice
Hats	Internal	Passing Juice
Accessories	Internal	Passing Juice
Holiday	Internal	Passing Juice
Clearance	Internal	Passing Juice
PATRIOT MFG	Internal	Passing Juice
Account	Internal	Passing Juice
http://www.instagram.com/patriot.brand.apparel/	External	Passing Juice

In-page links

https://www.facebook.com/patriotbrandapparel/	External	Passing Juice
Powered by Shopify	External	noFollow

SEO Keywords

Keywords Cloud	patriot slide view brand apparel all t-shirts tanks flynnlock wear

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
view	21	✖	✖	✖	✖
all	21	✖	✖	✔	✖
patriot	4	✔	✖	✔	✔
brand	3	✔	✖	✖	✔
apparel	3	✔	✖	✔	✔

Usability

	Url	Domain : patriotba.com Length : 13
✔	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). ✖ 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://www.patriotba.com/sitemap.xml

Optimization

	Robots.txt	http://patriotba.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.