

# Website review pawilds.shop

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The score is 62/100




## SEO Content

	Title	PA Wilds Marketplace   Products Proudly Made in the Pennsylvania Wilds <b>Length : 70</b> Perfect, your title contains between 10 and 70 characters.												
	Description	The PA Wilds Marketplace features products that have been handcrafted by artisans and craftspeople living and working in the Pennsylvania Wilds, a 13-county region known for its vast public lands, outdoor experiences, maker culture, and stewardship ethic. <b>Length : 257</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Keywords	Pennsylvania products, handcrafted, Pennsylvania makers Good, your page contains meta keywords.												
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.												
	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>11</td><td>0</td><td>13</td><td>4</td><td>9</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>• [H1] PA WILDSMADE</li><li>• [H1]</li><li>• [H1] National Read a Book Day</li><li>• [H1] Featured Products</li><li>• [H1] About Us</li><li>• [H1] Does It Matter Where the Stuff You Buy Comes From?</li><li>• [H1] Meet the Makers</li><li>• [H1] From the Blog</li><li>• [H1] Visit our Shops</li><li>• [H1] Experience Our Landscapes</li><li>• [H1] Experience our Landscapes</li><li>• [H3] Julie Mader</li><li>• [H3] Rebecca Patton</li></ul>	H1	H2	H3	H4	H5	H6	11	0	13	4	9	0
H1	H2	H3	H4	H5	H6									
11	0	13	4	9	0									




## SEO Content

		<ul style="list-style-type: none"><li>• [H3] C. Fred Lawrenson</li><li>• [H3] How to Prepare for a Cozy Fall in the PA Wilds</li><li>• [H3] Ashley's Top Five Halloween Seasonal Products</li><li>• [H3] Why Pennsylvania's Fall Foliage Season is the Most Beautiful</li><li>• [H3] PA Wilds Conservation Shops</li><li>• [H3] Allegheny National Forest + Surrounds</li><li>• [H3] Elk Country</li><li>• [H3] Cook Forest + The Ancients</li><li>• [H3] Dark Skies</li><li>• [H3] I-80 Frontier</li><li>• [H3] Pine Creek + The PA Grand Canyon</li><li>• [H4] PA Wilds Conservation Shop at Kinzua Bridge State Park</li><li>• [H4] PA Wilds Conservation Shop at Leonard Harrison State Park</li><li>• [H4] PA Wilds Conservation Shop at Marienville Four Seasons Trailhead</li><li>• [H4] New Look &amp; New Vendors - We hope you enjoy our new Marketplace!</li><li>• [H5] Allegheny National Forest + Surrounds</li><li>• [H5] Pine Creek Valley + PA Grand Canyon</li><li>• [H5] Cook Forest &amp; the Ancients</li><li>• [H5] Allegheny National Forest + Surrounds</li><li>• [H5] Elk Country</li><li>• [H5] Cook Forest + The Ancients</li><li>• [H5] Dark Skies</li><li>• [H5] I-80 Frontier</li><li>• [H5] Pine Creek + The PA Grand Canyon</li></ul>
	Images	<p>We found 64 images on this web page.</p> <p>20 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>10%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

## SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
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## SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 16 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 75% Internal Links 25%

## In-page links

Anchor	Type	Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Shop</a>	External	Passing Juice
<a href="#">Makers</a>	External	Passing Juice
<a href="#">Locations</a>	External	Passing Juice
<a href="#">Inspiration</a>	External	Passing Juice
<a href="#">CLICK HERE</a>	External	Passing Juice
<a href="#">Elk County Murder &amp; Mysterious Deaths Volume I, Perfect Bound Copy.</a>	External	Passing Juice
<a href="#">Little Bigfoot (crochet plushie)</a>	External	Passing Juice
<a href="#">PA Wilds Leave it Wild Footprint Adult Sweatshirt</a>	External	Passing Juice
<a href="#">Pennsylvania Wilds Outdoor Discovery Atlas</a>	External	Passing Juice
<a href="#">Starry sky meets Snowy Spruce Canvas</a>	External	Passing Juice
<a href="#">Shop</a>	Internal	Passing Juice
<a href="#">Sell</a>	Internal	Passing Juice
<a href="#">Buy Wholesale</a>	Internal	Passing Juice
<a href="#">Request RMA</a>	External	Passing Juice
<a href="#">MakerPlace Inc.</a>	External	Passing Juice

## SEO Keywords



Keywords Cloud

region from parks add shop cart products state  
conservation **wilds**

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
wilds	47	✓	✗	✓	✓
shop	21	✗	✗	✗	✓
add	17	✗	✗	✗	✗
conservation	16	✗	✗	✗	✓
products	12	✓	✓	✓	✓










## Usability

	Url	Domain : pawilds.shop Length : 12
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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.





## Document

	W3C Validity	Errors : 0 Warnings : 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.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="https://www.masonjars.com/sitemap.xml">https://www.masonjars.com/sitemap.xml</a>
	Robots.txt	<a href="http://pawilds.shop/robots.txt">http://pawilds.shop/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.  Google Analytics