



# Website review pawpets.co

Generated on September 22 2024 03:29 AM

The score is 53/100



## SEO Content

	Title	Domain misconfigured <b>Length : 20</b> Perfect, your title contains between 10 and 70 characters.												
	Description	<b>Length : 0</b> Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create 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><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>[H1] This domain points to Shopify but isn't configured properly</li></ul>	H1	H2	H3	H4	H5	H6	1	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	0	0	0	0	0									
	Images	We found 1 images on this web page. Good, most or all of your images have alt attributes.												
	Text/HTML Ratio	Ratio : <b>16%</b> Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.												
	Flash	Perfect, no Flash content has been detected on this page.												

## SEO Content



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 0 links including 0 link(s) to files



Statistics

External Links : noFollow 0%

External Links : Passing Juice 0%

Internal Links 0%

## In-page links

Anchor	Type	Juice
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## SEO Keywords



Keywords Cloud

properly points **domain** misconfigured  
configured owner please store check shopify






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
domain	3	✓	✗	✗	✓
misconfigured	1	✓	✗	✗	✗
points	1	✗	✗	✗	✓

## Keywords Consistency

shopify	1	✖	✖	✖	✔
configured	1	✔	✖	✖	✔

## Usability

	Url	Domain : pawpets.co Length : 10
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	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.

## Document

	Doctype	Missing doctype
	Encoding	Perfect. Your declared charset is UTF-8.
	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	<div><div>✔ Excellent, your website doesn't use nested tables.</div><div>✖ Too bad, your website is using inline styles.</div><div>✔ Great, your website has few CSS files.</div></div>

## Document

- ✓ Perfect, your website has few JavaScript files.
- ✓ Perfect, your website takes advantage of gzip.

## Mobile



### Mobile Optimization

- ✗ Apple Icon
- ✗ Meta Viewport Tag
- ✓ Flash content

## Optimization



### XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.



### Robots.txt

<http://pawpets.co/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.