Website review
pawsandtees.com

The score is 48/100

SEO Content

✅	Title	Paws and Tees | apparel **Length : 23** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Paws and Tees: the ultimate collection for dog lovers! Our tees celebrate canine charm, offering comfort and style for puppy parents. Adorn yourself in the spirit of canine companionship with our durable, cozy apparel. Shop your heart out! **Length : 239** 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	Paws and Tees | apparel
description	Paws and Tees: the ultimate collection for dog lovers! Our tees celebrate canine charm, offering comfort and style for puppy parents. Adorn yourself in the spirit of canine companionship with our durable, cozy apparel. Shop your heart out!
image	https://static.wixstatic.com/media/e0b3f8_b9a5aa6b54434bfeae11d386cbfb063f~mv2.png/v1/fill/w_600,h_315,al_c/e0b3f8_b9a5aa6b54434bfeae11d386cbfb063f~mv2.png
image:width	600
image:height	315

SEO Content

		url		https://www.pawsandtees.com		
		site_name		Paws and Tees		
		type		website		

	Headings	H1	H2	H3	H4	H5	H6
		1	4	0	0	0	0

- [H1] That's My Baby Dawg-a
- [H2] OUR FAVORITE PAW SHIRT OF THE MONTH JUST FOR YOU!
- [H2] Shirts
- [H2] Filter by
- [H2] Join Our Mailing List

	Images	We found 55 images on this web page. 40 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 5 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 20% Internal Links 80%

In-page links

Anchor	Type	Juice
Shipping & Returns	Internal	Passing Juice
Store Policy	Internal	Passing Juice
FAQ	Internal	Passing Juice
Contact	Internal	Passing Juice
Twitter	External	Passing Juice

SEO Keywords

Keywords Cloud	email submitting all get page first submit favorite thanks address

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
first	3	✖	✖	✖	✖
page	2	✖	✖	✖	✖
favorite	2	✖	✖	✖	✔
all	2	✖	✖	✖	✖
email	2	✖	✖	✖	✖

Usability

	Url	Domain : pawsandtees.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.pawsandtees.com/sitemap.xml
✅	Robots.txt	http://pawsandtees.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.