Website review
randolphcampusstore.com

Generated on September 24 2024 04:26 AM

The score is 47/100

SEO Content

✅	Title	Randolph College Campus Store **Length : 29** Perfect, your title contains between 10 and 70 characters.
✅	Description	Textbooks. Diploma Frames. Branded apparel, glassware, jewelry, and gifts for Randolph College and Randolph-Macon Woman's College. **Length : 130** Great, your meta description contains between 70 and 160 characters.
❌	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	Randolph College Campus Store
url	https://randolphcampusstore.com/
type	company

⚪	Headings	

H1	H2	H3	H4	H5	H6
0	0	0	0	0	0

❌	Images	We found 12 images on this web page. 12 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 : **9%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.

SEO 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 2 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 100%
		Internal Links 0%

In-page links

Anchor	Type	Juice
Make a Website	External	Passing Juice
List Your Business	External	Passing Juice

SEO Keywords

●	Keywords Cloud	apparel store hours college campus gifts online randolph website all

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
store	8	✔	✖	✖	✖
college	6	✔	✖	✔	✖
campus	6	✔	✖	✖	✖
randolph	5	✔	✖	✔	✖
online	3	✖	✖	✖	✖

Usability

●	Url	Domain : randolphcampusstore.com Length : 23
✔	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.

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.

Document

	Deprecated HTML		
❌		**Deprecated tags**	**Occurrences**
		\<font\>	42
		\<FONT\>	3
		\<u\>	1
		Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.	

	Speed Tips	
⚪		✖ Attention! Try to avoid nested tables in HTML.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ 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://randolphcampusstore.com/robots.txt
		Great, your website has a robots.txt file.

	Analytics	
❌		Missing
		We didn't detect an analytics tool installed on this website.

Optimization

		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.