Website review
riptidetackle.com

The score is 55/100

SEO Content

✅	Title	Shark Fishing Gear & Equipment | Riptide Tackle **Length : 51** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Riptide Tackle is a premium Shark Fishing Tackle and fishing gear equipment manufacturer that sells high-quality inshore & offshore tackle, apparel, and accessories. **Length : 169** 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	Shark Fishing Gear & Equipment | Riptide Tackle
description	Riptide Tackle is a premium Shark Fishing Tackle and fishing gear equipment manufacturer that sells high-quality inshore & offshore tackle, apparel, and accessories.
image	https://static.wixstatic.com/media/86cebe_f2010846f0e24e72bdc945f87b3edffe%7Emv2.jpeg/v1/fit/w_2500,h_1330,al_c/86cebe_f2010846f0e24e72bdc945f87b3edffe%7Emv2.jpeg
image:width	2500
image:height	1330

SEO Content

		url	https://www.riptidetackle.com			
		site_name	Riptide Tackle			
		type	website			

	Headings	**H1** 1	**H2** 6	**H3** 1	**H4** 3	**H5** 0	**H6** 1
⊙		• [H1] Shark Fishing Tackle Fishing Gear • [H2] About Riptide Tackle Fishing Gear • [H2] Shark Leaders are here! • [H2] Why use Riptide Tackle Shark Leaders? • [H2] Shark Fishing Equipment & Fishing Drones • [H2] What is a Shark Fishing Drone? • [H2] Inbox Goodies • [H3] Shark Fishing Gear • [H4] Shark Fishing Supplies & Shark Tackle • [H4] Shark Fishing Gallery • [H4] Click here to book your very own private Florida panhandle land-based shark fishing charter • [H6] • Navarre • Destin • Panama City Beach					

	Images	We found 66 images on this web page. 39 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	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 7 links including 0 link(s) to files

SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 0%
		Internal Links 100%

In-page links

Anchor	Type	Juice
Apparel	Internal	Passing Juice
Accessories	Internal	Passing Juice
Drones	Internal	Passing Juice
Fishing Tackle	Internal	Passing Juice
Shark Fishing Tackle	Internal	Passing Juice
Shark Fishing Gear Info	Internal	Passing Juice
Shark fishing tackle	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	performance black sale shark t-shirt fishing price hammerhead shirt riptide

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
price	33	✖	✖	✖	✖
riptide	21	✔	✖	✔	✔
performance	17	✖	✖	✖	✖
fishing	13	✔	✖	✔	✔
shirt	9	✖	✖	✖	✖

Usability

	Url	Domain : riptidetackle.com Length : 17
	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.
	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.riptidetackle.com/sitemap.xml

	Robots.txt	http://riptidetackle.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.