Website review
rubysfashionshop.com

Generated on September 21 2024 02:33 AM

The score is 56/100

SEO Content

✅	Title	**Home | Ruby's Fashion Shop** **Length : 26** Perfect, your title contains between 10 and 70 characters.
✅	Description	Ruby's Fashion is a one stop online shop carrying women's apparel and beauty accessories. Shop for jeans, tops, handbags, makeup, and accessories. **Length : 147** 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	Home | Ruby's Fashion Shop
description	Ruby's Fashion is a one stop online shop carrying women's apparel and beauty accessories. Shop for jeans, tops, handbags, makeup, and accessories.
url	https://www.rubysfashionshop.com
site_name	Ruby's Fashion Shop
type	website

⚪	Headings	(see below)

H1	H2	H3	H4	H5	H6
1	8	2	0	0	0

- [H1] RUBY'S FASHION FOR ALL SEASONS
- [H2] TOPS
- [H2] HANDBAGS

SEO Content

		- [H2] RUBY'S BEST SELLERS - [H2] BUSINESS - [H2] WOMEN'S APPAREL - [H2] COSMETICS & ASSESORIES - [H2] FOLLOW RUBY'S FASHION ON INSTAGRAM - [H2] GET 10% DISCOUNT WHEN YOU JOIN - [H3] Paris Pink Shirt - [H3] Hermosa Burberry original
❌	Images	We found 17 images on this web page. 10 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 8 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice

In-page links

New Arrivals	Internal	Passing Juice
Tops	Internal	Passing Juice
Bottoms	Internal	Passing Juice
Dresses	Internal	Passing Juice
Home	Internal	Passing Juice
Shop All	Internal	Passing Juice
FAQ	Internal	Passing Juice
Shipping & Returns	Internal	Passing Juice

SEO Keywords

⬤	Keywords Cloud

fashion handbags shop page cosmetics all get rubys apparel home

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
rubys	5	✖	✖	✖	✖
fashion	4	✔	✖	✔	✔
shop	4	✔	✖	✔	✖
home	3	✔	✖	✖	✖
get	3	✖	✖	✖	✔

Usability

⬤	Url	Domain : rubysfashionshop.com Length : 20
✅	Favicon	Great, your website has a favicon.

Usability

❌	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

Mobile

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		https://www.rubysfashionshop.com/sitemap.xml
	Robots.txt	http://rubysfashionshop.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.