





# Website review schoolmasters.com

Generated on September 23 2024 02:30 AM






The score is 50/100





## SEO Content

	Title	School Safety   Crossing Guard Vests & Gear   Traffic Signs  <b>Length : 67</b>  Perfect, your title contains between 10 and 70 characters.												
	Description	Schoolmasters has been manufacturing and distributing quality school safety products since 1953. Schoolmasters is family owned and operated, and we believe in doing business the family way; with honesty, integrity and a commitment to customer satisfaction.  <b>Length : 256</b>  Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	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	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>School Safety   Crossing Guard Vests &amp; Gear   Traffic Signs</td></tr><tr><td>description</td><td>Schoolmasters has been manufacturing and distributing quality school safety products since 1953. Schoolmasters is family owned and operated, and we believe in doing business the family way; with honesty, integrity and a commitment to customer satisfaction.</td></tr><tr><td>url</td><td>https://schoolmasters.com/</td></tr><tr><td>site_name</td><td>Schoolmasters</td></tr></tbody></table>	Property	Content	type	website	title	School Safety   Crossing Guard Vests & Gear   Traffic Signs	description	Schoolmasters has been manufacturing and distributing quality school safety products since 1953. Schoolmasters is family owned and operated, and we believe in doing business the family way; with honesty, integrity and a commitment to customer satisfaction.	url	https://schoolmasters.com/	site_name	Schoolmasters
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site_name	Schoolmasters													



## SEO Content

		<div>imagehttps://cdn.shopify.com/s/files/1/0436/3203/3949/files/schoolmasters-safety-logo.png?height=628&amp;pad_color=fff&amp;v=1613570779&amp;width=1200</div> <div>image:secure_urlhttps://cdn.shopify.com/s/files/1/0436/3203/3949/files/schoolmasters-safety-logo.png?height=628&amp;pad_color=fff&amp;v=1613570779&amp;width=1200</div> <div>image:width1200</div> <div>image:height628</div>
	Headings	<div> <b>H1</b>1           <b>H2</b>8           <b>H3</b>0           <b>H4</b>0           <b>H5</b>0           <b>H6</b>0         </div> <ul style="list-style-type: none"> <li>• [H1]</li> <li>• [H2] Login to my account</li> <li>• [H2] Recover password</li> <li>• [H2] Create my account</li> <li>• [H2] Popular Products</li> <li>• [H2] New Products</li> <li>• [H2] Featured Categories</li> <li>• [H2] Our promise to You!</li> <li>• [H2] Quick links</li> </ul>
	Images	<p>We found 46 images on this web page.</p> <p>28 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>6%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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.

## SEO Links

	In-page links	We found a total of 150 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0.67%</p> <p>External Links : Passing Juice 2%</p> <p>Internal Links 97.33%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Apparel &amp; ID</a>	Internal	Passing Juice
<a href="#">ANSI Class 2 Products</a>	Internal	Passing Juice
<a href="#">ANSI Class 3 Products</a>	Internal	Passing Juice
<a href="#">ANSI Class E Products</a>	Internal	Passing Juice
<a href="#">Armbands</a>	Internal	Passing Juice
<a href="#">Buttons</a>	Internal	Passing Juice
<a href="#">Gloves</a>	Internal	Passing Juice
<a href="#">Hats &amp; Caps</a>	Internal	Passing Juice
<a href="#">Helmets</a>	Internal	Passing Juice
<a href="#">Jackets</a>	Internal	Passing Juice
<a href="#">Pants (Reflective)</a>	Internal	Passing Juice
<a href="#">Pinnies</a>	Internal	Passing Juice
<a href="#">Rainwear</a>	Internal	Passing Juice
<a href="#">Safety Patrol Belts</a>	Internal	Passing Juice
<a href="#">Safety Vests</a>	Internal	Passing Juice
<a href="#">Slip-Over Capes</a>	Internal	Passing Juice
<a href="#">T-Shirts</a>	Internal	Passing Juice
<a href="#">Winter Apparel</a>	Internal	Passing Juice
<a href="#">Women's Apparel</a>	Internal	Passing Juice
<a href="#">Crowd Control</a>	Internal	Passing Juice

## In-page links

<a href="#">Barrier/Caution Tape</a>	Internal	Passing Juice
<a href="#">Expandable Barricades</a>	Internal	Passing Juice
<a href="#">Pennant Streamers</a>	Internal	Passing Juice
<a href="#">Plastic Chain</a>	Internal	Passing Juice
<a href="#">Retractable Cone Bars</a>	Internal	Passing Juice
<a href="#">Rope Posts</a>	Internal	Passing Juice
<a href="#">Stanchions - Aluminum</a>	Internal	Passing Juice
<a href="#">Stanchions - Plastic</a>	Internal	Passing Juice
<a href="#">Stanchions - Steel</a>	Internal	Passing Juice
<a href="#">Cones &amp; Barrels</a>	Internal	Passing Juice
<a href="#">Commander Traffic Drums</a>	Internal	Passing Juice
<a href="#">Cone Accessories</a>	Internal	Passing Juice
<a href="#">Cone Carts</a>	Internal	Passing Juice
<a href="#">Flag Cones</a>	Internal	Passing Juice
<a href="#">Lighted and Reflective Cones</a>	Internal	Passing Juice
<a href="#">Message Cones</a>	Internal	Passing Juice
<a href="#">Poly Cones</a>	Internal	Passing Juice
<a href="#">Traffic Cones</a>	Internal	Passing Juice
<a href="#">Watchtower Stacker Cones</a>	Internal	Passing Juice
<a href="#">Safety Patrol</a>	Internal	Passing Juice
<a href="#">Awards</a>	Internal	Passing Juice
<a href="#">Buttons</a>	Internal	Passing Juice
<a href="#">Signs</a>	Internal	Passing Juice
<a href="#">Aluminum Traffic Signs (Regular)</a>	Internal	Passing Juice
<a href="#">Aluminum Traffic Signs (Reflective)</a>	Internal	Passing Juice
<a href="#">Cone Top Sign Holder &amp; Street Sign Sets</a>	Internal	Passing Juice
<a href="#">Crosswalk Signs</a>	Internal	Passing Juice
<a href="#">Floor &amp; Sidewalk Signs</a>	Internal	Passing Juice

## In-page links

<a href="#">Impact Recovery System Signs</a>	Internal	Passing Juice
<a href="#">Maintenance Signs</a>	Internal	Passing Juice
<a href="#">Paddle &amp; Wand Signs</a>	Internal	Passing Juice
<a href="#">Reversible Signs</a>	Internal	Passing Juice
<a href="#">School Bus Safety Signs</a>	Internal	Passing Juice
<a href="#">Sign Posts &amp; Bases</a>	Internal	Passing Juice
<a href="#">Snap-On Cone Signs</a>	Internal	Passing Juice
<a href="#">Steel Sign Holder</a>	Internal	Passing Juice
<a href="#">Stop Signs</a>	Internal	Passing Juice
<a href="#">Vinyl Cone Sign Kits</a>	Internal	Passing Juice
<a href="#">Wet Floor Signs &amp; Cones</a>	Internal	Passing Juice
<a href="#">Traffic Control</a>	Internal	Passing Juice
<a href="#">Barricades</a>	Internal	Passing Juice
<a href="#">Crossing Guard Equipment</a>	Internal	Passing Juice
<a href="#">Flag Cones</a>	Internal	Passing Juice
<a href="#">Gemstone™ Vertical Panels</a>	Internal	Passing Juice
<a href="#">Hand Held Flags</a>	Internal	Passing Juice
<a href="#">Navicade™ Channelizers</a>	Internal	Passing Juice
<a href="#">Parking Lot Maintenance</a>	Internal	Passing Juice
<a href="#">Security Gates</a>	Internal	Passing Juice
<a href="#">Speed Bumps/Humps</a>	Internal	Passing Juice
<a href="#">Storage</a>	Internal	Passing Juice
<a href="#">Cooler Transports</a>	Internal	Passing Juice
<a href="#">Totes &amp; Containers</a>	Internal	Passing Juice
<a href="#">Whistles &amp; Lanyards</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Electronic Whistles</a>	Internal	Passing Juice
<a href="#">Lanyards</a>	Internal	Passing Juice

## In-page links

<a href="#">Whistles</a>	Internal	Passing Juice
<a href="#">Misc. Equipment</a>	Internal	Passing Juice
<a href="#">Backpacks</a>	Internal	Passing Juice
<a href="#">Batteries</a>	Internal	Passing Juice
<a href="#">Eye Protection</a>	Internal	Passing Juice
<a href="#">Fire Safety</a>	Internal	Passing Juice
<a href="#">First Aid</a>	Internal	Passing Juice
<a href="#">Flashlights &amp; Light Batons</a>	Internal	Passing Juice
<a href="#">Floor Mats</a>	Internal	Passing Juice
<a href="#">Floor Marking</a>	Internal	Passing Juice
<a href="#">Graffiti Remover</a>	Internal	Passing Juice
<a href="#">Megaphones</a>	Internal	Passing Juice
<a href="#">Noise Control</a>	Internal	Passing Juice
<a href="#">Security Mirrors</a>	Internal	Passing Juice
<a href="#">Walking Ropes</a>	Internal	Passing Juice
<a href="#">Science</a>	Internal	Passing Juice
<a href="#">Astronomy</a>	Internal	Passing Juice
<a href="#">Biology</a>	Internal	Passing Juice
<a href="#">Books</a>	Internal	Passing Juice
<a href="#">Botany</a>	Internal	Passing Juice
<a href="#">Bunsen Burners</a>	Internal	Passing Juice
<a href="#">Chemistry</a>	Internal	Passing Juice
<a href="#">Dissecting Kits &amp; Specimens</a>	Internal	Passing Juice
<a href="#">DVDs</a>	Internal	Passing Juice
<a href="#">Earth Science</a>	Internal	Passing Juice
<a href="#">Electricity</a>	Internal	Passing Juice
<a href="#">Glassware / Plasticware</a>	Internal	Passing Juice
<a href="#">K'Nex Technology Kits</a>	Internal	Passing Juice

## In-page links

<a href="#">Lab Equipment</a>	Internal	Passing Juice
<a href="#">Lab Stands &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Lab Tools</a>	Internal	Passing Juice
<a href="#">Lab Trays &amp; Test Tube Racks</a>	Internal	Passing Juice
<a href="#">Life Science</a>	Internal	Passing Juice
<a href="#">Light &amp; Color</a>	Internal	Passing Juice
<a href="#">Microscopes</a>	Internal	Passing Juice
<a href="#">Magnetism</a>	Internal	Passing Juice
<a href="#">Magnifiers</a>	Internal	Passing Juice
<a href="#">Physics</a>	Internal	Passing Juice
<a href="#">Porcelain</a>	Internal	Passing Juice
<a href="#">Robotics</a>	Internal	Passing Juice
<a href="#">Science Fair</a>	Internal	Passing Juice
<a href="#">Sound &amp; Waves</a>	Internal	Passing Juice
<a href="#">STEM</a>	Internal	Passing Juice
<a href="#">Thames &amp; Kosmos Science Kits</a>	Internal	Passing Juice
<a href="#">Thermometers</a>	Internal	Passing Juice
<a href="#">Weather &amp; Climate</a>	Internal	Passing Juice
<a href="#">Shop our products</a>	Internal	Passing Juice
<a href="#">I-Beam Barricade Board (Engineering Grade)</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">S195C Flame Retardant Contrasting Trim Mesh Reflective Vest (Class 2)</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">S383P Contrasting Trim Mesh Reflective Vest (Class 2)(Lime)</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">18" Reflective Aluminum Paddle Stop Sign</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Mesh Crossing Guard Vest</a>	Internal	Passing Juice

## In-page links

<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">ANSI Hi-Viz Ball Cap</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Request a Quote</a>	Internal	Passing Juice
<a href="#">Order a Gift Card</a>	Internal	Passing Juice
<a href="#">Sale Items</a>	Internal	Passing Juice
<a href="#">Closeout Items</a>	Internal	Passing Juice
<a href="#">Made in the USA</a>	Internal	Passing Juice
<a href="#">Policies</a>	Internal	Passing Juice
<a href="#">Shipping Information</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Do not sell my personal information</a>	Internal	Passing Juice
<a href="#">Find Order Information</a>	External	Passing Juice
<a href="#">Refund Policy</a>	Internal	Passing Juice
<a href="#">Wolverine Sports</a>	External	Passing Juice
<a href="#">School-Tech, Inc.</a>	External	Passing Juice
<a href="#">Powered by Shopify</a>	External	noFollow

## SEO Keywords



Keywords Cloud

science sign reflective ansi **signs** cone  
safety traffic class **cones**

## Keywords Consistency






Keyword	Content	Title	Keywords	Description	Headings
signs	29	✔	✖	✖	✖










## Keywords Consistency

safety	22	✓	✗	✓	✗
cones	22	✗	✗	✗	✗
sign	16	✓	✗	✗	✗
traffic	15	✓	✗	✗	✗

## Usability

	Url	Domain : schoolmasters.com Length : 17
	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	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 <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div>  Excellent, your website doesn't use nested tables. </div>

## Document

- ✖ 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).
- ✖ Too bad, your website does not take advantage of gzip.

## Mobile



### Mobile Optimization

- ✖ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

## Optimization



### XML Sitemap

Great, your website has an XML sitemap.

<https://schoolmasters.com/sitemap.xml>



### Robots.txt

<http://schoolmasters.com/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics