The score is 51/100

SEO Content

	Title	Shell Toucher
✓		**Length : 13**
		Perfect, your title contains between 10 and 70 characters.
⚠	Description	Camino De Santiago Inspired & Tested Goods, Leon Spain, Off The Road, The Way, Pilgrim, Peregrino, Peregrina, Scallop Shell, Pilgrimage, St James, Way Of Saint James, American Pilgrims,St. Jean Pied de Port, John Brierley, Santiago Spain
		Length : 241
		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
site_name	Shell Toucher
url	https://shelltoucher.com/
title	Shell Toucher
type	website
description	Camino De Santiago Inspired & Tested Goods, Leon Spain, Off The Road, The Way, Pilgrim, Peregrino, Peregrina, Scallop Shell, Pilgrimage, St James, Way Of Saint James, American Pilgrims,St. Jean Pied de Port, John Brierley, Santiago Spain

SEO Content

		image	http://shelltoucher.com/cdn/shop/files/shell_toucher_logo_small_853e28df-9eaa-4cae-97af-fce727af776c_1200x1200.png?v=1705765732
		image:secure_url	https://shelltoucher.com/cdn/shop/files/shell_toucher_logo_small_853e28df-9eaa-4cae-97af-fce727af776c_1200x1200.png?v=1705765732
		image:width	1200
		image:height	1200

	Headings		

H1	H2	H3	H4	H5	H6
1	3	0	0	0	0

- [H1]
- [H2] Featured Gear
- [H2] Shell Toucher All Weather Camino De Santiago Sling Bag
- [H2] Product Collections

	Images	We found 163 images on this web page. 163 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 : **3%** 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

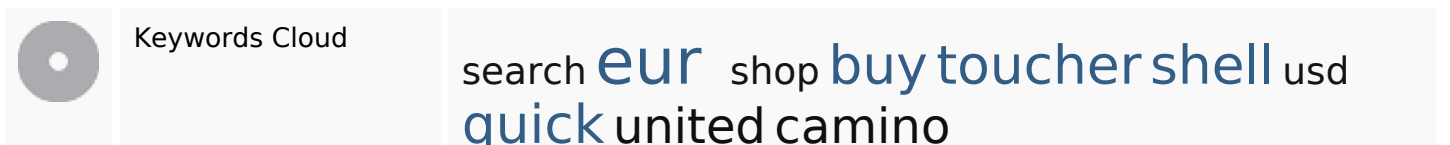|	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 37 links including 0 link(s) to files
	Statistics	External Links : noFollow 2.7%

SEO Links

		External Links : Passing Juice 0%
		Internal Links 97.3%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Log in	Internal	Passing Juice
Create an account	Internal	Passing Juice
Home	Internal	Passing Juice
Apparel & Accessories	Internal	Passing Juice
Camino Pennant Flag	Internal	Passing Juice
Cotton T-Shirts	Internal	Passing Juice
Foot & Body Care	Internal	Passing Juice
Hats	Internal	Passing Juice
Journals	Internal	Passing Juice
Massage Tools	Internal	Passing Juice
Sleep Kit	Internal	Passing Juice
Technical Clothing & T-Shirts	Internal	Passing Juice
Training & Recovery Gear	Internal	Passing Juice
Contact	Internal	Passing Juice
About Us	Internal	Passing Juice
Tips, Tricks & Training	Internal	Passing Juice
-	Internal	Passing Juice
Shop now	Internal	Passing Juice
Quick buy	Internal	Passing Juice
Quick buy	Internal	Passing Juice
Quick buy	Internal	Passing Juice
Quick buy	Internal	Passing Juice

In-page links

Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Quick buy		Internal	Passing Juice
Search		Internal	Passing Juice
Privacy Policy		Internal	Passing Juice
Data Privacy		Internal	Passing Juice
Returns		Internal	Passing Juice
Terms of Service		Internal	Passing Juice
Powered by Shopify		External	noFollow

SEO Keywords

	Keywords Cloud	search eur shop buy toucher shell usd quick united camino

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
eur	20	✖	✖	✖	✖
quick	12	✖	✖	✖	✖
buy	12	✖	✖	✖	✖
shell	12	✔	✖	✔	✔
toucher	12	✔	✖	✖	✔

Usability

	Url	Domain : shelltoucher.com Length : 16
	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). ✖ 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://shelltoucher.com/sitemap.xml
✔	Robots.txt	http://shelltoucher.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.