







# Website review shoplouiselane.com

Generated on September 23 2024 23:52 PM

The score is 47/100



## SEO Content

	<p>Title</p>	<p>American Express</p> <p><b>Length : 16</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<p>Description</p>	<p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>														
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>														
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1249 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Women's Apparel &amp; Swimwear</td> </tr> <tr> <td>description</td> <td>Louise Lane believes every woman should feel empowered for who they are through the newest fashion trends and the latest swimwear styles! Let your confidence exude while looking stylish in fabulous beachwear and glam nights out.</td> </tr> <tr> <td>url</td> <td>https://www.shoplouiselane.com/</td> </tr> <tr> <td>site_name</td> <td>Louise Lane Boutique</td> </tr> <tr> <td>image</td> <td>https://cdn.shopify.com/s/files/1/0012/6897/3662/files/Holiday_Slideshow_Photo_2340206e-9841-4291-b89f-c2766976eebc.jpg?v=1607086301</td> </tr> </tbody> </table>	Property	Content	type	website	title	Women's Apparel & Swimwear	description	Louise Lane believes every woman should feel empowered for who they are through the newest fashion trends and the latest swimwear styles! Let your confidence exude while looking stylish in fabulous beachwear and glam nights out.	url	https://www.shoplouiselane.com/	site_name	Louise Lane Boutique	image	https://cdn.shopify.com/s/files/1/0012/6897/3662/files/Holiday_Slideshow_Photo_2340206e-9841-4291-b89f-c2766976eebc.jpg?v=1607086301
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image	https://cdn.shopify.com/s/files/1/0012/6897/3662/files/Holiday_Slideshow_Photo_2340206e-9841-4291-b89f-c2766976eebc.jpg?v=1607086301															

# SEO Content





image:secure_url	https://cdn.shopify.com/s/files/1/0012/6897/3662/files/Holiday_Slideshow_Photo_2340206e-9841-4291-b89f-c2766976eebc.jpg?v=1607086301
image:width	1560
image:height	1050

## Headings





H1	H2	H3	H4	H5	H6
2	18	9	12	0	1

- [H1] Louise Lane Boutique
- [H1] Off the Shoulder Navy Striped Dress
- [H2] Receive 20% Off Your First Order! Enter the code LOUISE20 at checkout.
- [H2] The Vacation Shop
- [H2] A MUST HAVE
- [H2] Size Charts - Clothing + Swim
- [H2] Tops
- [H2] Bottoms
- [H2] Sweaters
- [H2] Jackets & Kimonos
- [H2] Dresses
- [H2] Rompers & Jumpers
- [H2] Sets
- [H2] Young + Contemporary Swim
- [H2] Beach Babe Ready Swim
- [H2] Effortlessly Chic + Curvy Swim
- [H2] Yacht Worthy Destination Swim
- [H2] Follow Us
- [H2] Help & Info
- [H2] Newsletter
- [H3] CLOTHING SIZE CHART
- [H3] YACHT WORTHY DESTINATION SWIM SIZE CHART
- [H3]
- [H3]
- [H3] YOUNG + CONTEMPORARY SWIM SIZE CHART
- [H3] TOPS
- [H3] BEACH BABE READY SWIM SIZE CHART
- [H3]
- [H3] EFFORTLESSLY CHIC + CURVY SWIM SIZE CHART
- [H4]
- [H4] BOTTOMS
- [H4] TOPS
- [H4] ONE PIECES
- [H4] BRA SIZED TOPS
- [H4] SMALL TO E-CUPS TOPS
- [H4] BOTTOMS
- [H4] ONE PIECES
- [H4] TANKINI TOPS
- [H4] BRA SIZED TOPS
- [H4] BOTTOMS
- [H4] ONE PIECE
- [H6] Be the first to know about new arrivals, product launches,

## SEO Content

		exclusive offers, fashion tips, and more!
	Images	We found 22 images on this web page. 20 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 : <b>7%</b> 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 38 links including 0 link(s) to files
	Statistics	External Links : noFollow 2.63% External Links : Passing Juice 7.89% Internal Links 89.47%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">New Arrivals</a>	Internal	Passing Juice
<a href="#">Tops</a>	Internal	Passing Juice

## In-page links

<a href="#">Jackets &amp; Kimonos</a>	Internal	Passing Juice
<a href="#">Sweaters</a>	Internal	Passing Juice
<a href="#">Bottoms</a>	Internal	Passing Juice
<a href="#">Romper &amp; Jumpers</a>	Internal	Passing Juice
<a href="#">Dresses</a>	Internal	Passing Juice
<a href="#">Sets</a>	Internal	Passing Juice
<a href="#">Beach Cover Ups</a>	Internal	Passing Juice
<a href="#">Beach Cover Up Dresses &amp; Rompers</a>	Internal	Passing Juice
<a href="#">Beach Shorts</a>	Internal	Passing Juice
<a href="#">Swimwear</a>	Internal	Passing Juice
<a href="#">Yacht Worthy Destination Swim</a>	Internal	Passing Juice
<a href="#">Young + Contemporary Swim</a>	Internal	Passing Juice
<a href="#">Beach Babe Ready Swim</a>	Internal	Passing Juice
<a href="#">Effortlessly Chic + Curvy Swim</a>	Internal	Passing Juice
<a href="#">Gift Card</a>	Internal	Passing Juice
<a href="#">Instagram</a>	External	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Tik Tok</a>	External	Passing Juice
<a href="#">Account</a>	Internal	Passing Juice
<a href="#">Search</a>	Internal	Passing Juice
<a href="#">Apparel</a>	Internal	Passing Juice
<a href="#">SHOP Apparel</a>	Internal	Passing Juice
<a href="#">Resort wear</a>	Internal	Passing Juice
<a href="#">Why Buy Designer Swim?</a>	Internal	Passing Juice
<a href="#">Off the Shoulder Navy Striped Dress</a>	Internal	Passing Juice
<a href="#">Introducing Macie Louise - Inspiration &amp; Goals</a>	Internal	Passing Juice
<a href="#">The Beginning of Louise Lane</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice

## In-page links

<a href="#">Size Chart - Clothing + Swim</a>	Internal	Passing Juice
<a href="#">Shipping Policy</a>	Internal	Passing Juice
<a href="#">Return Policy</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Terms of Service</a>	Internal	Passing Juice
<a href="#">© Louise Lane Boutique</a>	Internal	Passing Juice
<a href="#">Powered by Shopify</a>	External	noFollow




## SEO Keywords

	Keywords Cloud	view 34dd <b>size</b> bra <b>bust</b> shop swim 36dd waist swimsuit
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
size	27	✘	✘	✘	✔
bust	17	✘	✘	✘	✘
swim	12	✘	✘	✘	✔
waist	11	✘	✘	✘	✘
shop	9	✘	✘	✘	✔












## Usability

	Url	Domain : shoplouiselane.com Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





## Usability

	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	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Attention! Try to avoid nested tables in HTML.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <a href="https://www.shoplouiselane.com/sitemap.xml">https://www.shoplouiselane.com/sitemap.xml</a>
	Robots.txt	<a href="http://shoplouiselane.com/robots.txt">http://shoplouiselane.com/robots.txt</a> 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.