Website review
shopmidwestlatina.com

The score is 51/100

SEO Content

✓	Title	Midwest Latina **Length : 14** Perfect, your title contains between 10 and 70 characters.
✓	Description	Where cultura meets classic. Shop Midwest Latina streetwear. Cozy apparel. And classic styles designed in the Midwest. **Length : 118** 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
site_name	Midwest Latina
url	https://shopmidwestlatina.com/
title	Midwest Latina
type	website
description	Where cultura meets classic. Shop Midwest Latina streetwear. Cozy apparel. And classic styles designed in the Midwest.
image	http://shopmidwestlatina.com/cdn/shop/files/Untitled_design_da9d28c9-16d1-4380-9364-70f162f0005e_1200x1200.png?v=1701828238
image:secure_url	https://shopmidwestlatina.com/cdn/shop/files/Untitled_design_da9d28c9-16d1-4380-9364-70f162f0005e_1200x1200.png?v=1701828238

SEO Content

	Headings	H1	H2	H3	H4	H5	H6
◉		1	6	10	5	0	0

- [H1]
- [H2] CLASSIC STYLES
- [H2] DESGINED IN THE MIDWEST
- [H2] Your Midwest Must-Haves
- [H2] NUESTRAS FAVORITAS
- [H2] WHAT WE'RE ABOUT
- [H2] JOIN OUR EMAIL LIST
- [H3] HATS
- [H3] TOTES
- [H3] TEES
- [H3] Joy
- [H3] Harmony
- [H3] Timeless
- [H3] Heritage
- [H3] Menu
- [H3] Muchas gracias for your support!
- [H3] Follow us
- [H4] SIGN UP FOR 10% OFF YOUR FIRST ORDER
- [H4] Recent searches
- [H4] Main menu
- [H4] Shopping Cart
- [H4] {{name}}

	Images	We found 18 images on this web page. 13 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 : **5%** 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.

SEO Links

	In-page links	We found a total of 27 links including 0 link(s) to files
	Statistics	External Links : noFollow 3.7%
		External Links : Passing Juice 0%
		Internal Links 96.3%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
click here	Internal	Passing Juice
Search	Internal	Passing Juice
View Shop	Internal	Passing Juice
New Arrivals	Internal	Passing Juice
Tees	Internal	Passing Juice
Zip Ups	Internal	Passing Juice
Hats	Internal	Passing Juice
Socks	Internal	Passing Juice
Totes	Internal	Passing Juice
Crewnecks	Internal	Passing Juice
Hoodies	Internal	Passing Juice
Stickers	Internal	Passing Juice
In Bloom	Internal	Passing Juice
Legacy	Internal	Passing Juice
About Us	Internal	Passing Juice
Let's Be Friends	Internal	Passing Juice
Shop hats	Internal	Passing Juice
Who can wear Midwest Latina?	Internal	Passing Juice
Contact Us	Internal	Passing Juice

In-page links

Privacy Policy	Internal	Passing Juice
Terms	Internal	Passing Juice
Return Policy	Internal	Passing Juice
-	External	noFollow
Shop now	Internal	Passing Juice
View cart	Internal	Passing Juice
Continue shopping	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	collections miss join email list latina pay midwest new shop
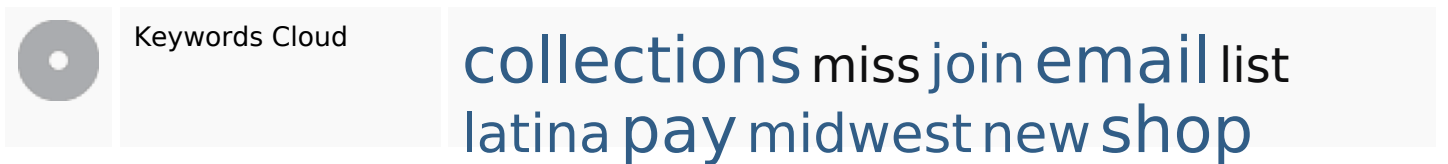
Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
shop	5	✖	✖	✔	✔
email	4	✖	✖	✖	✔
collections	4	✖	✖	✖	✖
pay	4	✖	✖	✖	✖
midwest	3	✔	✖	✔	✔

Usability

	Url	Domain : shopmidwestlatina.com Length : 21
✖	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.

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	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.

✗	Deprecated HTML	**Deprecated tags** / **Occurrences** `<s>` — 1 Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

	Deprecated tags	Occurrences
	`<s>`	1

○	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

Mobile

Optimization

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