


# Website review shopmidwestlatina.com

Generated on September 22 2024 15:22 PM






The score is 51/100





## SEO Content

	Title	Midwest Latina  <b>Length : 14</b>  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.  <b>Length : 118</b>  Great, your meta description contains between 70 and 160 characters.																
	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>site_name</td><td>Midwest Latina</td></tr><tr><td>url</td><td>https://shopmidwestlatina.com/</td></tr><tr><td>title</td><td>Midwest Latina</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>Where cultura meets classic. Shop Midwest Latina streetwear. Cozy apparel. And classic styles designed in the Midwest.</td></tr><tr><td>image</td><td>http://shopmidwestlatina.com/cdn/shop/files/Untitled_design_da9d28c9-16d1-4380-9364-70f162f0005e_1200x1200.png?v=1701828238</td></tr><tr><td>image:secure_url</td><td>https://shopmidwestlatina.com/cdn/shop/files/Untitled_design_da9d28c9-16d1-4380-9364-70f162f0005e_1200x1200.png?v=1701828238</td></tr></tbody></table>	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
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## SEO Content

	Headings	<b>H1</b> 1 <b>H2</b> 6 <b>H3</b> 10 <b>H4</b> 5 <b>H5</b> 0 <b>H6</b> 0
		<ul style="list-style-type: none"> <li>• [H1]</li> <li>• [H2] CLASSIC STYLES</li> <li>• [H2] DESIGNED IN THE MIDWEST</li> <li>• [H2] Your Midwest Must-Haves</li> <li>• [H2] NUESTRAS FAVORITAS</li> <li>• [H2] WHAT WE'RE ABOUT</li> <li>• [H2] JOIN OUR EMAIL LIST</li> <li>• [H3] HATS</li> <li>• [H3] TOTES</li> <li>• [H3] TEES</li> <li>• [H3] Joy</li> <li>• [H3] Harmony</li> <li>• [H3] Timeless</li> <li>• [H3] Heritage</li> <li>• [H3] Menu</li> <li>• [H3] Muchas gracias for your support!</li> <li>• [H3] Follow us</li> <li>• [H4] SIGN UP FOR 10% OFF YOUR FIRST ORDER</li> <li>• [H4] Recent searches</li> <li>• [H4] Main menu</li> <li>• [H4] Shopping Cart</li> <li>• [H4] {{name}}</li> </ul>
	Images	<p>We found 18 images on this web page.</p> <p>13 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>5%</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 27 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 3.7%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 96.3%</p>

## In-page links

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

## In-page links

<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Terms</a>	Internal	Passing Juice
<a href="#">Return Policy</a>	Internal	Passing Juice
<a href="#">=</a>	External	noFollow
<a href="#">Shop now</a>	Internal	Passing Juice
<a href="#">View cart</a>	Internal	Passing Juice
<a href="#">Continue shopping</a>	Internal	Passing Juice




## SEO Keywords

	Keywords Cloud	new collections email miss pay midwest shop list latina join
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## 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 <a href="#">free antispam protector</a> to hide email from spammers.				
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td>&lt;s&gt;</td><td>1</td></tr></table> <p>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.</p>	Deprecated tags	Occurrences	<s>	1
Deprecated tags	Occurrences					
<s>	1					
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>				

## Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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## Mobile

### Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><a href="https://shopmidwestlatina.com/sitemap.xml">https://shopmidwestlatina.com/sitemap.xml</a></div>
	Robots.txt	<p><a href="http://shopmidwestlatina.com/robots.txt">http://shopmidwestlatina.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>