Website review
skatersedgewny.com

Generated on September 21 2024 10:52 AM

The score is 59/100

SEO Content

✅	Title	The Skater's Edge **Length : 21** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Buffalo and WNY's figure skating boutique and service center! We offer ice skate fitting and sharpening for all levels of skaters from beginners to elite competitors. A variety of accessories and apparel are also in store! **Length : 226** 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	The Skater's Edge
title	The Skater's Edge
url	https://www.skatersedgewny.com
type	website
description	Buffalo and WNY's figure skating boutique and service center! We offer ice skate fitting and sharpening for all levels of skaters from beginners to elite competitors. A variety of accessories and apparel are also in store!

SEO Content

		image		http://static1.squarespace.com/static/5c61f462 8d974035ece82c57/t/5c61f976f9619a5c92f2ee 48/1552942221928/Logo%2B%255BFinal%2Ba rt%255D%2BColor%2B%255BSmall%255D.jpg? format=1500w			
		image:width		300		
		image:height		113		

	Headings						
		H1 4	**H2** 2	**H3** 0	**H4** 0	**H5** 0	**H6** 0

- [H1] The Skater's Edge
- [H1]
- [H1] All Skate Fittings or Sharpening Services Need an Appointment!
- [H1] Preview The Latest from Instagram:
- [H2] HOURS
- [H2] VISIT US!

	Images	We found 35 images on this web page. 1 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 : **16%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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 3 links including 0 link(s) to files

SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 33.33%
		Internal Links 66.67%

In-page links

Anchor	Type	Juice
The Skater's Edge	Internal	Passing Juice
Schedule Your Appointment	External	Passing Juice
FAQ section	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	skate wny iceskating skatersedge buffalove skates skate716 williamsville happy skating

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
skates	20	✖	✖	✖	✖
skate	17	✔	✖	✔	✔
skating	17	✖	✖	✔	✖
wny	11	✖	✖	✔	✖
happy	11	✖	✖	✖	✖

Usability

	Url	Domain : skatersedgewny.com
		Length : 18

Usability

✓	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).
		✓ Perfect, your website takes advantage of gzip.

Mobile

⊙	Mobile Optimization	✗ Apple Icon
		✓ Meta Viewport Tag

Mobile

✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
		https://www.skatersedgewny.com/sitemap.xml
	Robots.txt	http://skatersedgewny.com/robots.txt
		Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.
		Google Analytics

✔ Flash content