Website review smokey-apparel.com

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The score is 55/100

SEO Content

✓	Title	Smokey Apparel & Design **Length : 23** Perfect, your title contains between 10 and 70 characters.
✓	Description	Welcome to Smokey Apparel & Design. Customizing your products to make your ideas come to life. **Length : 94** Great, your meta description contains between 70 and 160 characters.
✓	Keywords	Smokey, smokey, Apparel, apparel, Design, design, Smokey Apparel & Design, smokey apparel & design, Smokey Apparel and Design, smokey apparel and design, Stasser Enterprises, Stasser, stasser enterprises, stasser, Embroidery, embroidery, Sublimation, sublimation, Screen Print, screen print, screen, print, custom, T-shirts, t-shirts, Polos, polos, Sweatshirts, sweatshirts, Hoodies, hoodies, Hats, hats, Flexfit, flexfit, Snapback, snapback, Trucker, trucker, Coats, coats, Quarter Zip, quarter zip, Pullover, pullover, Carhartt, carhartt, Nike, nike, Bags, bags, Aprons, aprons, apron, Apron, Scrubs, scrubs, Safety, safety, Tall, tall, Activewear, activewear, Sports, sports, Baseball, baseball, Basketball, basketball, Athletic, athletic, Performance, performance, Golf, golf, Camouflage, camouflage, Vests, vests, Rainwear, rainwear, polyester, Polyester, Fleece, fleece, Insulated Jackets, insulated jackets, Woven Shirts, woven shirts, Easy Care, easy care, Oxfords, oxfords, Workwear, workwear, Denim, denim, Cotton, cotton, Fishing, fishing, Camp Shirts, camp shirts, Ladies, ladies, Cotton/Poly Blend, cotton/poly blend, 100% Cotton, 100% cotton, Premium Wovens, premium wovens, Industrial Work Shirts, industrial work shirts, Stain/Soil Resistant, stain/soil resistant, Industrial Work Pants/Shorts, industrial work pants/shorts, Work Jackets, work jackets, Medical/Scrubs, medical scrubs, Corporate Jackets, corporate jackets, Performance, performance, Jerseys, jerseys, Tanks, tanks, Athletic/Warm-ups, athletic/warm-ups, Youth, youth, Pants & Shorts, pants & shorts, Mens, mens, Fashion, fashion, Pigment/Garment Dyed, pigment/garment dyed, Pigment, pigment, Garment, garment, Dyed, dyed, Racing, racing, Full Brim, full brim, Visors, visors, Beanies, beanies, Twill, twill, Canvas, canvas, Scarves, scarves, Gloves, gloves, Scarves & Gloves, scarves & gloves, recycled, Recycled, Fitted, fitted, Mesh Back, mesh back, mesh, Mesh, 1/2 zip, half zip, Crew Neck, crew neck, Full Zip, full zip, Heavyweight, heavyweight, Tri Blend, tri blend,

SEO Content

		Tri-Blend, tri-blend, AllMade, allmade, American, american, Alternative Apparel, alternative, apparel, alternative, Alternative, American Apparel, american apparel, Anvil, anvil, Bella + Canvas, bella + canvas, Bella, bella, Bulwark, bulwark, Champion, champion, Comfort Colors, comfort colors, Comfort, comfort, CornerStone, cornerstone, Cotopaxi, cotopaxi, District, district, Eddie Bauer, eddie bauer, Gildan, gildan, Hanes, hanes, Jerzees, jerzees, Mercer+Mettle, mercer+mettle, Mercer, mercer, Mettle, mettle, New Era, new era, Next Level, next level, OGIO, ogio, OGIO Endurance, ogio endurance, Endurance, endurance, Port & Company, port & company, Port, port, Port Authority, port authority, Authority, authority, Rabbit Skins, rabbit skins, rabbit, Rabbit, Skins, skins, Red House, red house, Red, red, House, house, Red Kap, red kap, Kap, kap, Russell Outdoors, russell outdoors, Russell, russell, Outdoors, outdoors, Spacecraft, spacecraft, Sport-Tek, sport-tek, Tek, tek, TravisMathew, travismathew, Volunteer Knitwear, volunteer knitwear, Wonderwink, wondersink, Hospitality, hospitality, Restaurant Wear, restaurant wear, Restaurant, restaurant, Retail Uniforming, retail uniforming, Retail, retail, Uniforming, uniforming, Corporate Wear, corporate wear, Corporate, corporate, Face Coverings, face coverings, Face, face, Coverings, coverings, Infant & Toddler, infant & toddler, Infant, infant, Toddler, toddler, Blankets, blankets, Robes, robes, Towels, towels, Golf Towels, golf towels, Other, other, Briefcases, briefcases, Messengers, messengers, Backpacks, backpacks, Duffels, duffels, Travel Bags, travel bags, travel, Travel, Golf Bags, golf bags, Coolers, coolers, Lunch Bags, lunch bags, Cinch Packs, cinch packs, Totes, totes, Grocery Bags, grocery bags, Grocery, grocery, Specialty Bags, specialty bags, Eco-Friendly, eco-friendly, Rolling Bags, rolling bags, 50/50 Blend, 50/50 blend, Ring Spun, ring spun, Long Sleeve Good, your page contains meta keywords.
❌	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
⚪	Headings	

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

✅	Images	We found 1 images on this web page. Good, most or all of your images have alt attributes.
❌	Text/HTML Ratio	Ratio : **2%** 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.

SEO Content

✓	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 0 links including 0 link(s) to files
●	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice

SEO Keywords

●	Keywords Cloud	design apparel smokey-apparel smokey

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
smokey	1	✓	✓	✓	✗
apparel	1	✓	✓	✓	✗
design	1	✓	✓	✓	✗

Keywords Consistency

smokey-apparel	1	✖	✖	✖	✖

Usability

	Url	Domain : smokey-apparel.com Length : 18
✖	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.
✖	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	XHTML 1.0 Transitional
✔	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	✔ Excellent, your website doesn't use nested tables. ✔ Perfect. No inline css has been found in HTML tags! ✔ Great, your website has few CSS files. ✔ Perfect, your website has few JavaScript files.

Document

✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✖	Apple Icon
		✖	Meta Viewport Tag
		✔	Flash content

Optimization

❌	XML Sitemap	Missing
		Your website does not have an XML sitemap - this can be problematic.
		A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
✔	Robots.txt	http://smokey-apparel.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.