Website review
sonasfashion.com

The score is 56/100

SEO Content

✓	Title	Sona's Exquisite Indian Apparel **Length : 31** Perfect, your title contains between 10 and 70 characters.
⚠	Description	Fashion, Inidan Apprel **Length : 22** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	Boutique, Indian Boutique, Sona's Fashion, Fashion, Bollywood, Bollywood Fashion, Indian Fashion, Bollywood Trends, Custom Made Clothes, Indian Jewelry, Sona's fashion boutique, Sona's boutique 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
0	0	0	9	9	1

- [H4] Yellow Star
- [H4] Red Rose On Sales
- [H4] Item Three
- [H4] Item Four
- [H4] Item Five
- [H4] Item Six
- [H4] Item Seven
- [H4] Item Eaght
- [H4] Item Nine
- [H5] $24.99
- [H5] $24.99
- [H5] $24.99
- [H5] $24.99
- [H5] $24.99
- [H5] $24.99

SEO Content

		• [H5] $24.99 • [H5] $24.99 • [H5] $24.99 • [H6] Exquisite Indian Apparel
❌	Images	We found 13 images on this web page. 9 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 : **34%** Ideal! This page's ratio of text to HTML code is between 25 and 70 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 2 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 50% Internal Links 50%

In-page links

Anchor	Type	Juice
Sona's Fashion	Internal	Passing Juice
Suits	External	Passing Juice

SEO Keywords

	Keywords Cloud	dolor sit numquam ipsum elit adipisicing amet lorem aspernatur consectetur

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
amet	20	✖	✖	✖	✖
lorem	11	✖	✖	✖	✖
ipsum	11	✖	✖	✖	✖
dolor	11	✖	✖	✖	✖
sit	11	✔	✖	✖	✔

Usability

	Url	Domain : sonasfashion.com Length : 16
✖	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	Good. Your declared language is en.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5

Document

✓	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. ✗ Too bad, your website is using inline styles. ✓ Great, your website has few CSS files. ✓ Perfect, your website has few JavaScript files. ✓ 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://sonasfashion.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization

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.