# Website review
## sparklesmyrtlebeach.com

Generated on September 22 2024 05:36 AM

**The score is 52/100**

## SEO Content

| | | |
|---|---|---|
| ✔ | Title | **Sparkles Boutique**<br><br>**Length : 17**<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✖ | Description | **Length : 0**<br><br>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description. |
| ✖ | 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 | Sparkles Boutique |
| title | Sparkles Boutique |
| url | https://sparklesmyrtlebeach.com |
| type | website |
| image | http://static1.squarespace.com/static/63f642b7c3eaa716718270c6/t/6426dadf8301714f5882244b/1680267999189/Screenshot+2023-03-31+at+9.06.01+AM.png?format=1500w |
| image:width | 1500 |
| image:height | 796 |

**Headings**

| H1 | H2 | H3 | H4 | H5 | H6 |
|---|---|---|---|---|---|
| 1 | 7 | 3 | 2 | 0 | 0 |

- [H1] Unforgettable Mermaid & Princess Makeover Experiences

# SEO Content

|  |  |  |
|---|---|---|
|  |  | - [H2] Magical Makeover Packages<br>- [H2] We have two conveniently located Myrtle Beach locations<br>- [H2] Shop Online<br>- [H2] A birthday party she will remember forever!<br>- [H2] Our customers are true stars<br>- [H2] We love making little girls' dreams come true.<br>- [H2] Ready to Make a Splash?<br>- [H3] Sparkle's Party Package<br>- [H3] Glam Girl Party Package<br>- [H3] Mermazing Party Package<br>- [H4] Broadway at the Beach<br>- [H4] Tanger Outlets 501 |
| ❌ | Images | We found 48 images on this web page.<br><br>21 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 : **9%**<br><br>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. |
| ✅ | In-page links | We found a total of 30 links including 0 link(s) to files |
| ⚪ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 10%<br><br>Internal Links 90% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Skip to Content | Internal | Passing Juice |
| Shop | Internal | Passing Juice |
| Shop All | Internal | Passing Juice |
| Swifties | Internal | Passing Juice |
| Characters | Internal | Passing Juice |
| Apparel | Internal | Passing Juice |
| Shoes | Internal | Passing Juice |
| Jewelry | Internal | Passing Juice |
| Gymnastics/Dance | Internal | Passing Juice |
| Mermaid Tails &amp; Monofins | Internal | Passing Juice |
| Princess Dresses | Internal | Passing Juice |
| Birthday | Internal | Passing Juice |
| Makeovers | Internal | Passing Juice |
| Parties | Internal | Passing Juice |
| Ear Piercing | Internal | Passing Juice |
| Gift Cards | External | Passing Juice |
| Locations | Internal | Passing Juice |
| Make a Reservation | Internal | Passing Juice |
| Learn More | Internal | Passing Juice |
| Directions &amp; Hours | Internal | Passing Juice |
| Directions &amp; Hours | Internal | Passing Juice |
| Mermaid Skirt w/ Tiara | Internal | Passing Juice |
| Butterfly Dress w/ Wings | Internal | Passing Juice |
| Cat & Ghost Dress | Internal | Passing Juice |
| Halloween Tutu Dress | Internal | Passing Juice |
| About | Internal | Passing Juice |
| Contact | Internal | Passing Juice |

# In-page links

| | | |
|---|---|---|
| Job Application | External | Passing Juice |
| Spread the Sparkle | Internal | Passing Juice |
| Double Tap Media | External | Passing Juice |

# SEO Keywords

| | |
|---|---|
| Keywords Cloud | make shop birthday package myrtle beach all sparkles mermaid princess |

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| beach | 14 | ✖ | ✖ | ✖ | ✔ |
| mermaid | 10 | ✖ | ✖ | ✖ | ✔ |
| princess | 9 | ✖ | ✖ | ✖ | ✔ |
| myrtle | 9 | ✖ | ✖ | ✖ | ✔ |
| sparkles | 7 | ✔ | ✖ | ✖ | ✖ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : sparklesmyrtlebeach.com<br>Length : 23 |
| ✔ | 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. |

# Usability

## Document

| | | |
|---|---|---|
| ✓ | Doctype | HTML 5 |
| ✓ | Encoding | Perfect. Your declared charset is UTF-8. |
| ✗ | W3C Validity | Errors : 0<br>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.<br>✗ Too bad, your website is using inline styles.<br>✓ Great, your website has few CSS files.<br>✗ Too bad, your website has too many JS files (more than 6).<br>✓ Perfect, your website takes advantage of gzip. |

## Mobile

| | | |
|---|---|---|
| ○ | Mobile Optimization | ✗ Apple Icon<br>✓ Meta Viewport Tag<br>✓ Flash content |

## Optimization

| | | |
|---|---|---|
| ✓ | XML Sitemap | Great, your website has an XML sitemap.<br><br>https://sparklesmyrtlebeach.com/sitemap.xml |
| | Robots.txt | http://sparklesmyrtlebeach.com/robots.txt |

# Optimization

| | | |
|---|---|---|
| ✅ | | Great, your website has a robots.txt file. |
| ❌ | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |