The score is 50/100

SEO Content

✓	Title	Sports Recreation and Apparel - Chicago - Rockford, IL **Length : 54** Perfect, your title contains between 10 and 70 characters.
✓	Description	Sporting Goods. Custom Sports Apparel. Team uniforms. Uniform embroidery and Screen Printing. Rockford, IL. Chicago area. **Length : 126** Great, your meta description contains between 70 and 160 characters.
✓	Keywords	sporting goods, custom team apparel, team uniforms, uniform embroidery and screen printing, t-shirt embroidery, Rockford, IL. Chicago area. Good, your page contains meta keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
type	website
description	Sporting Goods. Custom Sports Apparel. Team uniforms. Uniform embroidery and Screen Printing. Rockford, IL. Chicago area.
title	Sports Recreation and Apparel - Chicago - Rockford, IL

○	Headings	

H1	H2	H3	H4	H5	H6
3	10	5	0	0	0

- [H1] Welcome to Sports, Recreation and Apparel, Inc.
- [H1] Welcome to Sports, Recreation and Apparel, Inc.
- [H1] Welcome to Sports, Recreation and Apparel, Inc.
- [H2] Screen Printing
- [H2] Embroidery

SEO Content

		- [H2] Promotional Products - [H2] Screen Printing - [H2] Embroidery - [H2] Promotional Products - [H2] Screen Printing - [H2] Embroidery - [H2] Screen Printing - [H2] Embroidery - [H3] Slide title - [H3] Slide title - [H3] Slide title - [H3] Slide title - [H3] We can Outfit your entire Team!
✖	Images	We found 13 images on this web page. 13 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 : **1%** 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 1 links including 0 link(s) to files
⚫	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
sitemap	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	
○		

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Usability

	Url	Domain : sportsrecreationandapparel.com Length : 30
○		
✓	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	Missing doctype
✗		
✓	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0

Document

❌		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	

Deprecated tags	Occurrences
<font>	2

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.

⬤	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	Great, your website has an XML sitemap.

https://www.sportsrecreationandapparel.com/sitemap.xml

✔	Robots.txt	http://sportsrecreationandapparel.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

Optimization

		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.