








# Website review sportstrader.co.za

Generated on September 21 2024 02:30 AM





The score is 56/100







## SEO Content

	Title	<p>SA Sports Trader   Retail magazine   Trade magazine</p> <p><b>Length : 51</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>SA Sports Trader. The business-to-business magazine for the sport, outdoor and leisure trade industries in South Africa</p> <p><b>Length : 119</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>business magazine, retail magazine, trade magazine</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1" data-bbox="544 1413 1481 1480"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>0</td> <td>7</td> <td>7</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1518 1302 1977" style="list-style-type: none"> <li>• [H3] Read the latest sports retail trade news</li> <li>• [H3] Industry stats and facts</li> <li>• [H3] Research reports</li> <li>• [H3] Retailer showcase</li> <li>• [H3] Rules &amp; regulations</li> <li>• [H3] Tips for retailers</li> <li>• [H3] Trends</li> <li>• [H4] Statistics reflecting the state of the industry</li> <li>• [H4] Our industry research surveys</li> <li>• [H4] Why some retailers succeed</li> <li>• [H4] Decisions affecting the industry</li> <li>• [H4] Selling tips for retailers</li> <li>• [H4] Industry trends</li> <li>• [H4]</li> </ul>	H1	H2	H3	H4	H5	H6	0	0	7	7	0	0
H1	H2	H3	H4	H5	H6									
0	0	7	7	0	0									
	Images	<p>We found 44 images on this web page.</p>												

## SEO Content

		23 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 : <b>7%</b>  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 40 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 10% Internal Links 90%

## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Published titles</a>	Internal	Passing Juice
<a href="#">SA Sports Trader</a>	Internal	Passing Juice
<a href="#">SA Tackle Trader</a>	Internal	Passing Juice
<a href="#">Retail Directory</a>	Internal	Passing Juice
<a href="#">Team Sport Directory</a>	Internal	Passing Juice

## In-page links

<a href="#">Custom publications</a>	Internal	Passing Juice
<a href="#">Services</a>	Internal	Passing Juice
<a href="#">Apparel &amp; footwear</a>	Internal	Passing Juice
<a href="#">Archived articles</a>	Internal	Passing Juice
<a href="#">Brand news</a>	Internal	Passing Juice
<a href="#">Industry news</a>	Internal	Passing Juice
<a href="#">Product knowledge</a>	Internal	Passing Juice
<a href="#">Retailer showcase</a>	Internal	Passing Juice
<a href="#">Rules &amp; regulations</a>	Internal	Passing Juice
<a href="#">Sport &amp; outdoor</a>	Internal	Passing Juice
<a href="#">Tips for retailers</a>	Internal	Passing Juice
<a href="#">Trade shows</a>	Internal	Passing Juice
<a href="#">Trends</a>	Internal	Passing Juice
<a href="#">Newsletter</a>	Internal	Passing Juice
<a href="#">Videos</a>	Internal	Passing Juice
<a href="#">Upcoming events</a>	Internal	Passing Juice
<a href="#">Sports Trader reports back</a>	External	Passing Juice
<a href="#">Job advertisements</a>	Internal	Passing Juice
<a href="#">Print advertising</a>	Internal	Passing Juice
<a href="#">Online advertising</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
=	External	Passing Juice
<a href="#">Latest features</a>	Internal	Passing Juice
<a href="#">Forthcoming features</a>	Internal	Passing Juice
<a href="#">Subscriptions</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Tweet</a>	External	Passing Juice
<a href="#">prev</a>	Internal	Passing Juice

## In-page links

[PUMA has signed South African 100m record holder Henricho Brintjies as an ambassador to feature in marketing activations promoting running training products and brand campaigns.](#) External Passing Juice

[Adding to its list of innovative products, adidas has launched its first laceless soccer boot, Ace16+ Purecontrol. The high performance, limited edition boot enables a clean strike and generates more power and accuracy due to its larger surface area.](#) Internal Passing Juice

[The outlook for the European Outdoor Industry looks very positive, according to feedback on the state of the outdoor market by the European Outdoor Group \(EOG\) at the 2016 ISPO trade show in Munich.](#) Internal Passing Juice

[In its Summer 2016 range, Umbro has extended its offering for retailers: the brand, which is normally focused on soccer, has responded to the demand for off-field footwear.](#) Internal Passing Juice

[The adidas Group has appointed Kasper Rorsted to replace Herbert Hainer as CEO from 1 October 2016. Hainer \(61\), the longest serving adidas CEO, will be stepping down after 14 years as CEO at the...](#) Internal Passing Juice

[Statistics reflecting the state of the industry](#) Internal Passing Juice

## SEO Keywords








Keywords Cloud

sports retail directory trade magazine  
sport published trader titles  
advertising












## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sports	5	✓	✗	✓	✓
trader	5	✓	✗	✓	✗
advertising	3	✗	✗	✗	✗
retail	2	✓	✓	✗	✓
magazine	2	✓	✓	✓	✗


## Usability

	Url	Domain : sportstrader.co.za Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> 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	<ul style="list-style-type: none"><li> Attention! Try to avoid nested tables in HTML.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li data-bbox="555 197 767 232">✘ Apple Icon</li><li data-bbox="555 264 879 300">✘ Meta Viewport Tag</li><li data-bbox="555 331 810 367">✔ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p data-bbox="539 577 1094 613">Great, your website has an XML sitemap.</p> <p data-bbox="549 658 1214 694"><a href="http://cdn.attracta.com/sitemap/2914954.xml.gz">http://cdn.attracta.com/sitemap/2914954.xml.gz</a></p>
	Robots.txt	<p data-bbox="539 734 1011 770"><a href="http://sportstrader.co.za/robots.txt">http://sportstrader.co.za/robots.txt</a></p> <p data-bbox="539 801 1083 837">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 869 1102 904">Great, your website has an analytics tool.</p> <p data-bbox="549 949 863 1003"> Google Analytics</p>