The score is 49/100

SEO Content

✓	Title	State Street Fire Department – Lexington, KY Apparel Company **Length : 66** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** 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	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 1 0 0 0 0 • [H1] The Original State Street Fire Department • [H2] State Street Fire Department Long-Sleeve Tee
✗	Images	We found 2 images on this web page. 1 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 : **4%** 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 Content

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 9 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 11.11% Internal Links 88.89%

In-page links

Anchor	Type	Juice
Skip to navigation	Internal	Passing Juice
Skip to content	Internal	Passing Juice
T-SHIRTS	Internal	Passing Juice
Home	Internal	Passing Juice
Cart	Internal	Passing Juice
Checkout	Internal	Passing Juice
My account	Internal	Passing Juice
Select options	Internal	noFollow
Built with WooCommerce	External	Passing Juice

SEO Keywords

	Keywords Cloud	state price high street department lexington fire low search sort

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sort	10	✖	✖	✖	✖
search	5	✖	✖	✖	✖
state	4	✔	✖	✖	✔
street	4	✔	✖	✖	✔
fire	4	✔	✖	✖	✔

Usability

	Url	Domain : statestreetfiredepartment.com Length : 29
✖	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
✔	Encoding	Perfect. Your declared charset is UTF-8.

Document

	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! ✖ Too bad, your website has too many CSS files (more than 4). ✖ Too bad, your website has too many JS files (more than 6). ✔ 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://statestreetfiredepartment.com/wp-sitemap.xml
	Robots.txt	http://statestreetfiredepartment.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics