







Website review stio.com

Generated on September 22 2024 17:27 PM






The score is 50/100





SEO Content

|  | <p>Title</p> | <p>Stio Outdoor Apparel for Men, Women & Kids</p> <p>Length : 46</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | | | | | | | | | |
|--|---|--|----------|---------|-----------|------|-----|-----------------------|-------|--|------|---------|-------------|---|-------|--|------------------|---|
|  | <p>Description</p> | <p>Stio offers beautiful, functional products for both the epic and quiet moments of outdoor life.</p> <p>Length : 95</p> <p>Great, your meta description contains between 70 and 160 characters.</p> | | | | | | | | | | | | | | | | |
|  | <p>Keywords</p> | <p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p> | | | | | | | | | | | | | | | | |
|  | <p>Og Meta Properties</p> | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1279 1481 2063"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Stio</td> </tr> <tr> <td>url</td> <td>https://www.stio.com/</td> </tr> <tr> <td>title</td> <td>Stio Outdoor Apparel for Men, Women & Kids</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>description</td> <td>Stio offers beautiful, functional products for both the epic and quiet moments of outdoor life.</td> </tr> <tr> <td>image</td> <td>http://www.stio.com/cdn/shop/files/logo_300x_4da023c8-357e-438e-a2c8-f0a9b0937a13_1200x.png?v=1613705100</td> </tr> <tr> <td>image:secure_url</td> <td>https://www.stio.com/cdn/shop/files/logo_300x_4da023c8-357e-438e-a2c8-f0a9b0937a13_1200x.png?v=1613705100</td> </tr> </tbody> </table> | Property | Content | site_name | Stio | url | https://www.stio.com/ | title | Stio Outdoor Apparel for Men, Women & Kids | type | website | description | Stio offers beautiful, functional products for both the epic and quiet moments of outdoor life. | image | http://www.stio.com/cdn/shop/files/logo_300x_4da023c8-357e-438e-a2c8-f0a9b0937a13_1200x.png?v=1613705100 | image:secure_url | https://www.stio.com/cdn/shop/files/logo_300x_4da023c8-357e-438e-a2c8-f0a9b0937a13_1200x.png?v=1613705100 |
| Property | Content | | | | | | | | | | | | | | | | | |
| site_name | Stio | | | | | | | | | | | | | | | | | |
| url | https://www.stio.com/ | | | | | | | | | | | | | | | | | |
| title | Stio Outdoor Apparel for Men, Women & Kids | | | | | | | | | | | | | | | | | |
| type | website | | | | | | | | | | | | | | | | | |
| description | Stio offers beautiful, functional products for both the epic and quiet moments of outdoor life. | | | | | | | | | | | | | | | | | |
| image | http://www.stio.com/cdn/shop/files/logo_300x_4da023c8-357e-438e-a2c8-f0a9b0937a13_1200x.png?v=1613705100 | | | | | | | | | | | | | | | | | |
| image:secure_url | https://www.stio.com/cdn/shop/files/logo_300x_4da023c8-357e-438e-a2c8-f0a9b0937a13_1200x.png?v=1613705100 | | | | | | | | | | | | | | | | | |



SEO Content

| | Headings | H1 | H2 | H3 | H4 | H5 | H6 |
|--|-----------------|---|----|----|----|----|----|
|  | | 0 | 7 | 6 | 0 | 7 | 0 |
| | | <ul style="list-style-type: none">• [H2] Fall Warmth• [H2] Fleece Season Is Back• [H2] Get A Move On• [H2] Style In A Snap• [H2] Best Foot Forward• [H2] Stewardship• [H2] Stio Second Turn®• [H3]• [H3] Apparel for the mountain life• [H3] "Stio is apparel we are confident you will live in, in both the epic and everyday moments of your outdoor life."• [H3] Never Run Cold• [H3] Modern Function, Meet Mountain Fashion• [H3] Explore the Blog• [H5] New Arrivals• [H5] Men• [H5] Women• [H5] Kids• [H5] Gear• [H5] Second Turn• [H5] Bags & Packs | | | | | |
|  | Images | We found 49 images on this web page. 4 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 : 5% 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 | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. | | | | | |

SEO Links

| | | |
|--|---------------|---|
|  | In-page links | We found a total of 135 links including 1 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 2.22% Internal Links 97.78% |

In-page links

| Anchor | Type | Juice |
|---|----------|---------------|
| Men | Internal | Passing Juice |
| Shop All Men's | Internal | Passing Juice |
| New Arrivals | Internal | Passing Juice |
| Best Sellers | Internal | Passing Juice |
| Logowear | Internal | Passing Juice |
| Used Gear | Internal | Passing Juice |
| Sale | Internal | Passing Juice |
| Stio x HEST | Internal | Passing Juice |
| Stio x Wilderdog | Internal | Passing Juice |
| Stio x Taylor Guitars | Internal | Passing Juice |
| Stio x Skida | Internal | Passing Juice |
| Jackets & Vests | Internal | Passing Juice |
| Pants | Internal | Passing Juice |
| Shorts | Internal | Passing Juice |
| Shirts & Polos | Internal | Passing Juice |
| Insulation | Internal | Passing Juice |
| Fleece | Internal | Passing Juice |
| Baselayers | Internal | Passing Juice |
| T-Shirts | Internal | Passing Juice |
| Sweatshirts & Hoodies | Internal | Passing Juice |

In-page links

| | | |
|--|----------|---------------|
| All Men's Footwear | Internal | Passing Juice |
| Shoes & Boots | Internal | Passing Juice |
| Sandals | Internal | Passing Juice |
| Socks | Internal | Passing Juice |
| All Accessories | Internal | Passing Juice |
| Gloves & Mittens | Internal | Passing Juice |
| Beanies | Internal | Passing Juice |
| Scarves & Neck Gaiters | Internal | Passing Juice |
| Ballcaps & Trucker | Internal | Passing Juice |
| Belts | Internal | Passing Juice |
| Gift Cards | Internal | Passing Juice |
| Hiking | Internal | Passing Juice |
| Running | Internal | Passing Juice |
| Biking | Internal | Passing Juice |
| Lifestyle | Internal | Passing Juice |
| Fishing | Internal | Passing Juice |
| Paddling | Internal | Passing Juice |
| Skiing & Snowboarding | Internal | Passing Juice |
| Women | Internal | Passing Juice |
| Shop All Women's | Internal | Passing Juice |
| New Arrivals | Internal | Passing Juice |
| Best Sellers | Internal | Passing Juice |
| Used Gear | Internal | Passing Juice |
| Sale | Internal | Passing Juice |
| Jackets & Vests | Internal | Passing Juice |
| Pants | Internal | Passing Juice |
| Shorts | Internal | Passing Juice |
| Shirts & Tops | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Insulation | Internal | Passing Juice |
| Fleece | Internal | Passing Juice |
| Baselayers | Internal | Passing Juice |
| T-Shirts & Tanks | Internal | Passing Juice |
| Sweatshirts & Hoodies | Internal | Passing Juice |
| All Women's Footwear | Internal | Passing Juice |
| Shoes & Boots | Internal | Passing Juice |
| Sandals | Internal | Passing Juice |
| Hiking | Internal | Passing Juice |
| Running | Internal | Passing Juice |
| Biking | Internal | Passing Juice |
| Lifestyle | Internal | Passing Juice |
| Fishing | Internal | Passing Juice |
| Paddling | Internal | Passing Juice |
| Skiing & Snowboarding | Internal | Passing Juice |
| Kids | Internal | Passing Juice |
| Shop All Kids' | Internal | Passing Juice |
| New Arrivals | Internal | Passing Juice |
| Used Gear | Internal | Passing Juice |
| Sale | Internal | Passing Juice |
| Jackets | Internal | Passing Juice |
| Shirts & Tees | Internal | Passing Juice |
| Hoodies | Internal | Passing Juice |
| Pants | Internal | Passing Juice |
| Baselayers | Internal | Passing Juice |
| All Accessories | Internal | Passing Juice |
| Beanies & Ballcaps | Internal | Passing Juice |
| Bags & Gear | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Shop All Gear | Internal | Passing Juice |
| New Arrivals | Internal | Passing Juice |
| Sale | Internal | Passing Juice |
| All Bags | Internal | Passing Juice |
| Duffels | Internal | Passing Juice |
| Packs | Internal | Passing Juice |
| Totes & CarryAlls | Internal | Passing Juice |
| Dopp Kit & Small Bags | Internal | Passing Juice |
| All Footwear | Internal | Passing Juice |
| Drinkware | Internal | Passing Juice |
| Product Care | Internal | Passing Juice |
| Other Gear | Internal | Passing Juice |
| Explore | Internal | Passing Juice |
| The Mountain Town Journal | Internal | Passing Juice |
| Ambassadors | Internal | Passing Juice |
| Stewardship | Internal | Passing Juice |
| Partnerships | Internal | Passing Juice |
| Stio Locals | Internal | Passing Juice |
| Stores | Internal | Passing Juice |
| Log In | Internal | Passing Juice |
| Returns | Internal | Passing Juice |
| Contact Us | Internal | Passing Juice |
| @lg \$15 Tees | Internal | Passing Juice |
| Shop Men's Insulation | Internal | Passing Juice |
| Shop Women's Insulation | Internal | Passing Juice |
| Shop The Collection | Internal | Passing Juice |
| Shop Lifestyle Collection | Internal | Passing Juice |
| Shop Second Turn® | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Shop Now | Internal | Passing Juice |
| Shop Now | Internal | Passing Juice |
| Shop Now | Internal | Passing Juice |
| Shop Now | Internal | Passing Juice |
| Shop Now | Internal | Passing Juice |
| On Instagram @Stio | External | Passing Juice |
| Men | Internal | Passing Juice |
| Women | Internal | Passing Juice |
| Kids | Internal | Passing Juice |
| Gear | Internal | Passing Juice |
| Shop Used Stio Second Turn® | Internal | Passing Juice |
| E-Catalog | Internal | Passing Juice |
| Reviews | Internal | Passing Juice |
| Press | Internal | Passing Juice |
| Careers | Internal | Passing Juice |
| Pro Program | Internal | Passing Juice |
| Affiliate Influencers | External | Passing Juice |
| Affiliate Publishers | External | Passing Juice |
| Group Sales | Internal | Passing Juice |
| Wholesale Inquiries | Internal | Passing Juice |
| Get \$50 | Internal | Passing Juice |
| Fit Guide | Internal | Passing Juice |
| Shipping | Internal | Passing Juice |
| Warranty | Internal | Passing Juice |
| FAQs | Internal | Passing Juice |
| Accessibility Statement | Internal | Passing Juice |
| Catalog Opt-In/Out | Internal | Passing Juice |
| Current Promotions | Internal | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| Terms of Service | Internal | Passing Juice |
| Privacy Policy | Internal | Passing Juice |
| CA Notice at Collection | Internal | Passing Juice |

SEO Keywords



Keywords Cloud

mens back packs all right bags left footwear stio
arrow

Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| arrow | 54 | ✘ | ✘ | ✘ | ✘ |
| right | 27 | ✘ | ✘ | ✘ | ✘ |
| left | 27 | ✘ | ✘ | ✘ | ✘ |
| back | 26 | ✘ | ✘ | ✘ | ✔ |
| stio | 17 | ✔ | ✘ | ✔ | ✔ |

Usability



Url

Domain : stio.com
Length : 8



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 | HTML 5 |
|  | Encoding | Perfect. Your declared charset is UTF-8. |
|  | W3C Validity | Errors : 0 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 | Great! We haven't found deprecated HTML tags in your HTML. |
|  | Speed Tips | <ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Too bad, your website does not take advantage of gzip. |

Mobile

| | | |
|--|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content |
|--|---------------------|--|

Optimization

| | | |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap. <pre>https://www.stio.com/sitemap.xml</pre> |
|  | Robots.txt | <pre>http://stio.com/robots.txt</pre> Great, your website has a robots.txt file. |

Optimization



Analytics

Missing

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.