



Website review thevarsityshop.com

Generated on September 23 2024 22:22 PM




The score is 46/100







SEO Content

	Title	<p>The Varsity Shop</p> <p>Length : 16</p> <p>Perfect, your title contains between 10 and 70 characters.</p>					
	Description	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>					
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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 this free og properties generator to create them.</p>					
	Headings	H1	H2	H3	H4	H5	H6
		2	2	7	0	0	0
		<ul style="list-style-type: none"> • [H1] FOR BIG SAVINGS! • [H1] SPORTS APPAREL & EQUIPMENT • [H2] TEAM SALES • [H2] OUR SERVICES • [H3] Swimming • [H3] Baseball/Softball • [H3] College Apparel • [H3] High School Spiritwear • [H3] Varsity Jackets/Sweaters • [H3] Online Stores for Clubs & Organizations • [H3] Store Hours: 					
	Images	<p>We found 17 images on this web page.</p> <p>9 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>					
	Text/HTML Ratio	Ratio : 4%					

SEO Content

		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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 10 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
About	Internal	Passing Juice
Services	Internal	Passing Juice
Products	Internal	Passing Juice
Team Sales	Internal	Passing Juice
Contact	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice

In-page links

=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	team stop https://www.youtube.com/watch?v=so2ab4seye services more varsity learn shop apparel online
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Keywords Consistency





Keyword	Content	Title	Keywords	Description	Headings
varsity	5	✓	✗	✗	✓
shop	4	✓	✗	✗	✗
apparel	2	✗	✗	✗	✓
online	2	✗	✗	✗	✓
team	2	✗	✗	✗	✓

Usability

	Url	Domain : thevarsityshop.com Length : 18
	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 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. 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <code>https://thevarsityshop.com/wp-sitemap.xml</code>
	Robots.txt	<code>http://thevarsityshop.com/robots.txt</code>

Optimization

		Great, your website has a robots.txt file.
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>