

### **SEO Content**

| 0 | Title              | Length : 58  | ng, Weddings, Advertising, and Graphics ontains between 10 and 70 characters.   |  |
|---|--------------------|--|---|--|
| 0 | Description        | Swag is a boutique marketing agency specializing in unique concepts, custom artwork, and customer service. Length : 106 Great, your meta description contains between 70 and 160 characters. |   |  |
| 8 | Keywords           | -  | n't found meta keywords on your page. Use <u>this free</u><br>enerator to create keywords.                                    |  |
|   | Og Meta Properties | Good, your page ta   | ke advantage of Og Properties.  |  |
|   |                    | Property   | Content   |  |
|   |                    | url  | https://shopswag.com/   |  |
|   |                    | site_name  | Swag.   |  |
|   |                    | type   | website   |  |
|   |                    | title  | swag.   Screeprinting, Weddings, Advertising,<br>and Graphics   |  |
|   |                    | image  | https://shopswag.com/cdn/shop/files/Bite_Me_A<br>rtboard_1_4x_57fe2bff-e455-4d78-9a72-ff9653<br>a03d5e_1200x.png?v=1706731762 |  |
|   |                    | image:secure_url   | https://shopswag.com/cdn/shop/files/Bite_Me_A<br>rtboard_1_4x_57fe2bff-e455-4d78-9a72-ff9653<br>a03d5e_1200x.png?v=1706731762 |  |
|   |                    | image:width  | 1200  |  |
|   |                    | image:height   | 628   |  |

#### **SEO Content**

|              |                 | descrip  | tion  | specializin  | boutique ma<br>g in unique o<br>nd customer | concepts, c    |                                |
|--------------|-----------------|--|---|--|---|----------------|--------------------------------|
| 0            | Headings        | • [<br>• [<br>• [<br>• [<br>• [<br>• [<br>• [<br>• [<br>• [<br>• [ | H2<br>13<br>H2] Country<br>H2] Country<br>H2] Country<br>H2] Country<br>H2] Country<br>H2] Country<br>H2] Print ba<br>H2] Shop gr<br>H2] Bama g<br>H2] Come a<br>H2] Come a<br>H2] Come to<br>H2] Country<br>H2] Country<br>H2] Country<br>H2] Country<br>H2] Country | /<br>/<br>/<br>/<br>reek<br>Jear<br>Jonials<br>/<br>/<br>/<br>inks | <b>H4</b><br>0                              | <b>H5</b><br>0 | <b>H6</b><br>2                 |
| $\bigotimes$ | Images          | 13 alt at  |   | empty or r   | nissing. Add                                |                | e text so that<br>your images. |
| $\bigcirc$   | Text/HTML Ratio | Ratio : <b>2</b><br>Ideal! Th<br>percent.                          | nis page's ra   | itio of text t   | o HTML code                                 | e is betwee    | en 25 and 70                   |
| 0            | Flash           | Perfect,   | no Flash coi  | ntent has b  | een detecteo                                | d on this pa   | age.                           |
| $\bigcirc$   | Iframe          | Great, th  | nere are no   | lframes det  | ected on this                               | s page.        |                                |

#### **SEO Links**

| 0          | URL Rewrite                | Good. Your links looks friendly!                          |
|------------|----------------------------|---|
| 0          | Underscores in the<br>URLs | Perfect! No underscores detected in your URLs.            |
| $\bigcirc$ | In-page links              | We found a total of 46 links including 0 link(s) to files |

### SEO Links

| Statistics | External Links : noFollow 2.17%     |
|------------|-------------------------------------|
|            | External Links : Passing Juice 8.7% |
|            | Internal Links 89.13%               |

## In-page links

| Anchor                            | Туре     | Juice         |
|-----------------------------------|----------|---------------|
| Log in                            | Internal | Passing Juice |
| Checkout                          | Internal | Passing Juice |
| get on our bid list!!!            | Internal | Passing Juice |
| Shop Bid Day                      | Internal | Passing Juice |
| About Bid Day                     | Internal | Passing Juice |
| print bar™                        | Internal | Passing Juice |
| Embroidered Sweatshirts           | Internal | Passing Juice |
| pajamas                           | Internal | Passing Juice |
| Gameday                           | Internal | Passing Juice |
| Visit Tuscaloosa X Swag. Merch    | Internal | Passing Juice |
| Tuscaloosa Apparel                | Internal | Passing Juice |
| <u>Clearly Noted</u> <sup>™</sup> | Internal | Passing Juice |
| <u>Candles</u>                    | Internal | Passing Juice |
| <u>drinkware</u>                  | Internal | Passing Juice |
| <u>Self-Care</u>                  | Internal | Passing Juice |
| For The Home                      | Internal | Passing Juice |
| Throw Pillows                     | Internal | Passing Juice |
| Tailgate                          | Internal | Passing Juice |
| stir sticks                       | Internal | Passing Juice |
| <u>Coasters</u>                   | Internal | Passing Juice |
| Gift Card                         | Internal | Passing Juice |

## In-page links

| <u>Tuscaloosa Toile™</u>                      | Internal | Passing Juice |
|---|----------|---------------|
| <u>Stationery</u>                             | Internal | Passing Juice |
| Oh My Mahjong!                                | Internal | Passing Juice |
| headbands                                     | Internal | Passing Juice |
| jewelry                                       | Internal | Passing Juice |
| hats  | Internal | Passing Juice |
| acrylic keychains                             | Internal | Passing Juice |
| Gameday                                       | Internal | Passing Juice |
| Sunglasses + Blue light glasses               | Internal | Passing Juice |
| Sol and Selene Handbags                       | Internal | Passing Juice |
| purses + beaded bags                          | Internal | Passing Juice |
| Shop Greek                                    | Internal | Passing Juice |
| stationery + invitations                      | External | Passing Juice |
| Create with Swag Creative                     | External | Passing Juice |
| book the Print Bar™                           | Internal | Passing Juice |
| Stoney Clover Lane                            | Internal | Passing Juice |
| About Us                                      | Internal | Passing Juice |
| <u>Gordo</u>                                  | Internal | Passing Juice |
| Customer accounts enabled in your Store Admin | External | Passing Juice |
| Enter   | External | Passing Juice |
| Search  | Internal | Passing Juice |
| Terms of Service                              | Internal | Passing Juice |
| Refund policy                                 | Internal | Passing Juice |
| <u>Swag.</u>                                  | Internal | Passing Juice |
| =   | External | noFollow      |
|   |          |               |

#### **SEO Keywords**

Keywords Cloud

USD guinea french islands new south british states united island

### **Keywords Consistency**

| Keyword | Content | Title | Keywords | Descripti<br>on | Headings |
|---------|---------|-------|----------|-----------------|----------|
| usd     | 956     | ×     | ×        | ×               | ×        |
| islands | 96      | ×     | ×        | ×               | ×        |
| south   | 40      | ×     | ×        | ×               | ×        |
| united  | 32      | ×     | ×        | ×               | ×        |
| island  | 24      | ×     | ×        | ×               | ×        |

#### Usability

| 0            | Url          | Domain : tuscaloosaswag.com<br>Length : 18        |
|--------------|--------------|---|
| 0            | Favicon      | Great, your website has a favicon.                |
| 8            | Printability | We could not find a Print-Friendly CSS.           |
| 0            | Language     | Good. Your declared language is en.               |
| $\bigotimes$ | Dublin Core  | This page does not take advantage of Dublin Core. |

#### Document

| $\bigcirc$ | Doctype  | HTML 5                                   |
|------------|----------|--|
| 0          | Encoding | Perfect. Your declared charset is UTF-8. |

#### Document

| $\bigotimes$ | W3C Validity    | Errors : 0<br>Warnings : 0  |  |
|--------------|-----------------|---|--|
| $\bigotimes$ | Email Privacy   | Warning! At least one email address has been found in the plain text.<br>Use <u>free antispam protector</u> to hide email from spammers.  |  |
| $\bigcirc$   | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.  |  |
| 0            | Speed Tips      | <ul> <li>Excellent, your website doesn't use nested tables.</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>Too bad, your website does not take advantage of gzip.</li> </ul> |  |

### Mobile

| $\bigcirc$ | Mobile Optimization | <ul> <li>Apple Icon</li> </ul>        |
|------------|---------------------|---------------------------------------|
|            |                     | <ul> <li>Meta Viewport Tag</li> </ul> |
|            |                     | <ul> <li>Flash content</li> </ul>     |

# Optimization

|   | XML Sitemap | Great, your website has an XML sitemap.  |
|---|-------------|--|
|   |             | https://shopswag.com/sitemap.xml   |
| 0 | Robots.txt  | http://tuscaloosaswag.com/robots.txt<br>Great, your website has a robots.txt file.   |
| 8 | Analytics   | Missing<br>We didn't detect an analytics tool installed on this website.<br>Web analytics let you measure visitor activity on your website. You<br>should have at least one analytics tool installed, but It can also be<br>good to install a second in order to cross-check the data. |