Website review
unicornsandco.com

Generated on September 23 2024 08:26 AM

The score is 49/100

SEO Content

✓	Title	Unicorns & Co **Length : 17** 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	Good, your page take advantage of Og Properties.

Property	Content
site_name	Unicorns & Co
url	https://unicornsandco.com
title	Unicorns & Co
type	website
description	Unicorns & Co. is your go-to website to shop for Unicorn Toys, Apparel, Backpacks & more. Join our mail list for special offers!

⦿	Headings	

H1	H2	H3	H4	H5	H6
1	1	0	0	0	0

- [H1] Unicorns & Co
- [H2] Coming Soon

✓	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.

SEO Content

❌	Text/HTML Ratio	Ratio : **2%** 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 1 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
Log in here	Internal	Passing Juice

SEO Keywords

⬤	Keywords Cloud	store facebook enter pin unicorns twitter pinterest tweet share password

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
enter	2	✖	✖	✖	✖
store	2	✖	✖	✖	✖
password	2	✖	✖	✖	✖
unicorns	1	✔	✖	✖	✔
share	1	✖	✖	✖	✖

Usability

	Url	Domain : unicornsandco.com Length : 17
✔	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	Great no email address has been found in plain text!

Document

✓		
✓	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!
		✓ 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	✗ Apple Icon
		✓ Meta Viewport Tag
		✓ Flash content

Optimization

✗	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.
✓	Robots.txt	http://unicornsandco.com/robots.txt Great, your website has a robots.txt file.
✗	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

Optimization

| | | good to install a second in order to cross-check the data. |