Website review
upwearapparel.com

Generated on September 23 2024 01:28 AM

The score is 50/100

SEO Content

	Title	Home - Upwear Apparel
✓		**Length : 21**
		Perfect, your title contains between 10 and 70 characters.
⚠	Description	THE URBAN PROFESSIONAL ATTIRE FOR WORK. FITNESS. FUN. It's all UP from here. Jr. Urban Professional Youth Wardrobe Shop Fashion made with you in mind. HOODIESMix or Match HOODIESMix or Match
		Length : 195
		Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✗	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
locale	en_US
site_name	Upwear Apparel - Urban Professional's Tailored Comfort Apparel
type	website
title	Home - Upwear Apparel
description	THE URBAN PROFESSIONAL ATTIRE FOR WORK. FITNESS. FUN. It's all UP from here. Jr. Urban Professional Youth Wardrobe Shop Fashion made with you in mind. HOODIESMix or Match HOODIESMix or Match
url	https://upwearapparel.com/

SEO Content

		image	https://i0.wp.com/upwearapparel.com/wp-content/uploads/2021/10/cropped-cropped-googles-bullshit-logo-copy-e1672867933371.jpg?fit=19870&ssl=1			
		image:secure_url	https://i0.wp.com/upwearapparel.com/wp-content/uploads/2021/10/cropped-cropped-googles-bullshit-logo-copy-e1672867933371.jpg?fit=19870&ssl=1			

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		0	7	5	0	0	0

- [H2] THE URBAN PROFESSIONAL ATTIRE FOR WORK. FITNESS. FUN.
- [H2] It's all UP from here.
- [H2] Shop Fashion made with you in mind.
- [H2] HOODIESMix or Match
- [H2] HOODIESMix or Match
- [H2]
- [H2]
- [H3] Youth Wardrobe
- [H3] Information
- [H3] More Information
- [H3] Quick Links
- [H3]

	Images	We found 16 images on this web page. 8 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 : **1%** 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

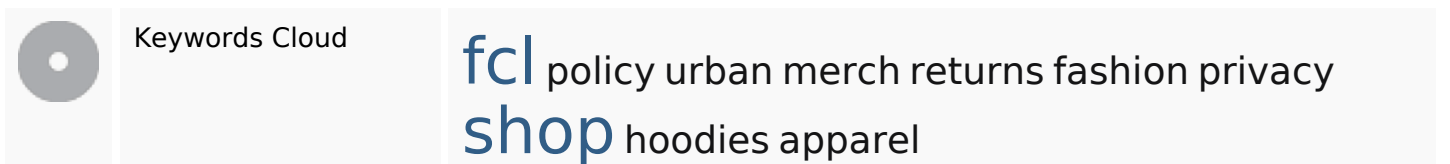|		
❌		
✅	In-page links	We found a total of 28 links including 0 link(s) to files
⊙	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.57% Internal Links 96.43%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Words of Fashion	Internal	Passing Juice
upw-complete-collection	Internal	Passing Juice
My UPWear	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Returns Policy	Internal	Passing Juice
Shop	Internal	Passing Juice
Pants, Sweats, & Shorts	Internal	Passing Juice
UPW Hoodies	Internal	Passing Juice
FCL Championship Shop	Internal	Passing Juice
FCL Fan Shop	Internal	Passing Juice
Official FCL Shop	Internal	Passing Juice
Challenge Series Shop	Internal	Passing Juice
Regional Shop	Internal	Passing Juice
FCL Southeast Apparel & Merch	Internal	Passing Juice
FCL Southwest Apparel & Merch	Internal	Passing Juice
FCL Record Holders	Internal	Passing Juice
FCL Lion’s Den Shop	Internal	Passing Juice

In-page links

FCL: Hall of Fame Shop	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Checkout	Internal	Passing Juice
Cart	Internal	Passing Juice
Wishlist	Internal	Passing Juice
About Us	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
My Account	Internal	Passing Juice
themusetech	External	Passing Juice

SEO Keywords

◉	Keywords Cloud	fcl policy urban merch returns fashion privacy shop hoodies apparel

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
shop	9	✖	✖	✔	✔
fcl	8	✖	✖	✖	✖
policy	3	✖	✖	✖	✖
hoodies	3	✖	✖	✔	✔
fashion	2	✖	✖	✔	✔

Usability

◉	Url	Domain : upwearapparel.com Length : 17

Usability

✔	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	✔ 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	✔ Apple Icon

Mobile

✔ Meta Viewport Tag

✔ Flash content

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap.
		https://upwearapparel.com/sitemap.xml
		https://upwearapparel.com/sitemap.rss
✔	Robots.txt	http://upwearapparel.com/robots.txt
		Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool.
		Google Analytics