Website review
37-2paris.com

Generated on April 25 2025 05:59 AM

The score is 65/100

SEO Content

✓	Title	37.2 Paris - Photographic agency **Length : 32** Perfect, your title contains between 10 and 70 characters.
⚠	Description	37.2 (Trente sept deux) is a photographic agency / creative production company based in Paris representing photographers, directors and stylists who work in fashion, art, and advertising. **Length : 187** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	37.2, 37.2 Paris, photographic, agency, Paris, representing, photographers, directors fashion, art, fashion, advertising Good, your page contains meta keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
type	website
title	37.2 Paris - Photographic agency
url	https://www.37-2paris.com/home
description	37.2 (Trente sept deux) is a photographic agency / creative production company based in Paris representing photographers, directors and stylists who work in fashion, art, and advertising.
image	https://www.37-2paris.com//assets/img/37-2.jpg

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

SEO Content

		- [H1] 37.2 Paris - [H2] Overview
✓	Images	We found 50 images on this web page. Good, most or all of your images have alt attributes.
✗	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	Perfect! No underscores detected in your URLs.
✓	In-page links	We found a total of 31 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.68% Internal Links 90.32%

In-page links

Anchor	Type	Juice
upgrade your browser	External	Passing Juice
Overview	Internal	Passing Juice
Artists	Internal	Passing Juice

In-page links

Production	Internal	Passing Juice
Journal	Internal	Passing Juice
Shop	External	Passing Juice
About	Internal	Passing Juice
Contact	Internal	Passing Juice
Watch	Internal	Passing Juice
Page artist	Internal	Passing Juice
Watch	Internal	Passing Juice
Page artist	Internal	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
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Page artist	Internal	Passing Juice
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Watch	External	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
Watch	Internal	Passing Juice
1	Internal	Passing Juice
2	Internal	Passing Juice
3	Internal	Passing Juice

SEO Keywords
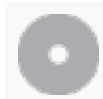
	Keywords Cloud	menu shop paris journal photographic about artists agency production overview

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
paris	2	✔	✔	✔	✔
photographic	1	✔	✔	✔	✖
agency	1	✔	✔	✔	✖
menu	1	✖	✖	✖	✖
overview	1	✖	✖	✖	✔

Usability
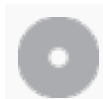
	Url	Domain : 37-2paris.com Length : 13
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is fr.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

	Doctype	HTML 5

Document

✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 25 Warnings : 1
✓	Email Privacy	Great no email address has been found in plain text!
✓	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. ✓ Perfect, your website has few JavaScript files. ✗ 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://37-2paris.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Missing

Optimization

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.