Website review
77unishop.com

Generated on December 29 2024 09:48 AM

The score is 42/100

SEO Content

⚠️	Title	77uni **Length : 5** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	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	77uni
url	https://77unishop.com/
title	77uni
type	website
description	77uni

⦾	Headings	

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

- [H1] 77uni
- [H2] Shop in the Zoo

❌	Images	We found 13 images on this web page. 10 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.

SEO Content

❌	Text/HTML Ratio	Ratio : **6%** 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 13 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 7.69% External Links : Passing Juice 0% Internal Links 92.31%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Catalog	Internal	Passing Juice
Contact	Internal	Passing Juice
Log in	Internal	Passing Juice
About us	Internal	Passing Juice
Order tracking	Internal	Passing Juice

In-page links

Privacy Policy	Internal	Passing Juice
Refund Policy	Internal	Passing Juice
Shipping Policy	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Powered by Shopify	External	noFollow
{{{name}}}	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	close 77uni policy cart subscribe text esc save custom shop

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
policy	5	✖	✖	✖	✖
close	4	✖	✖	✖	✖
cart	3	✖	✖	✖	✖
77uni	2	✔	✖	✖	✔
save	2	✖	✖	✖	✖

Usability

	Url	Domain : 77unishop.com Length : 13
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.

Usability

❌	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 : 47 Warnings : 1
❌	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.
		✔ 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	Great, your website has an XML sitemap.

Optimization

		https://77unishop.com/sitemap.xml
✓	Robots.txt	http://77unishop.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 good to install a second in order to cross-check the data.