# Website review ashleyparkinson.shop

**The score is 66/100**

# SEO Content

| | | |
|---|---|---|
| ⚠️ | Title | Ashley Parkinson - Baretraps Shoes, Baretraps Boots and Baretraps Sandals<br><br>**Length : 73**<br><br>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length. |
| ✅ | Description | Baretraps produces high quality boots, sandals, booties, wedges and more for men and women. Cold weather boots, lug boots, comfort shoes and sandals.<br><br>**Length : 150**<br><br>Great, your meta description contains between 70 and 160 characters. |
| ❌ | 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 |
| type | website |
| title | Ashley Parkinson - Baretraps Shoes, Baretraps Boots and Baretraps Sandals |
| description | Baretraps produces high quality boots, sandals, booties, wedges and more for men and women. Cold weather boots, lug boots, comfort shoes and sandals. |
| url | https://www.ashleyparkinson.shop |
| site_name | Ashley Parkinson |

| Headings | | | | | |
|---|---|---|---|---|---|
| H1 | H2 | H3 | H4 | H5 | H6 |

# SEO Content

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | 0 | 12 | 2 | 0 | 0 | 0 |

- [H2] Bethie Wedge Sandal Champagne | Women Baretraps Wedge Sandals
- [H2] Samina Sandal Black/grey | Women Baretraps Rebound Sandals
- [H2] Becki Cold Weather Bootie Stone Suede | Women Baretraps Cold Weather Boots
- [H2] Colorado Block Heel Bootie Dark Brown | Women Baretraps Booties
- [H2] Bethie Wedge Sandal White | Women Baretraps Slides & Slip On Sandals
- [H2] Christine Bootie Brown | Women Baretraps Booties
- [H2] Holden Lace Up Bootie Black Croco | Women Baretraps Booties
- [H2] Covette Wedge Slip On Dark Navy | Women Baretraps Flats & Loafers
- [H2] Ashley Parkinson
- [H2] Products
- [H2] Customer Service
- [H2] Newsletter
- [H3] Hot Sale
- [H3] Top-Seller

| | Images | We found 13 images on this web page.<br><br>3 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 : **23%**<br><br>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent. |
| | 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 32 links including 0 link(s) to files |

# SEO Links

| | | |
|---|---|---|
| ✓ | | |
| ⦿ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 0%<br><br>Internal Links 100% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| New Arrivals | Internal | Passing Juice |
| Women | Internal | Passing Juice |
| Sandals | Internal | Passing Juice |
| Wedge Sandals | Internal | Passing Juice |
| Rebound Sandals | Internal | Passing Juice |
| Slides & Slip On Sandals | Internal | Passing Juice |
| Classic Comfort Sandals | Internal | Passing Juice |
| Boots | Internal | Passing Juice |
| Booties | Internal | Passing Juice |
| Wide Calf Boots | Internal | Passing Juice |
| Knee High Boots | Internal | Passing Juice |
| Cold Weather Boots | Internal | Passing Juice |
| Casuals | Internal | Passing Juice |
| Flats & Loafers | Internal | Passing Juice |
| Sneakers | Internal | Passing Juice |
| Clogs & Mules | Internal | Passing Juice |
| Dress Shoes | Internal | Passing Juice |
| Baretraps | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Wishlist | Internal | Passing Juice |

# In-page links

| | | |
|---|---|---|
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| Select options | Internal | noFollow |
| My Account | Internal | Passing Juice |
| Shipping | Internal | Passing Juice |
| Privacy | Internal | Passing Juice |
| Order Tracking | Internal | Passing Juice |

# SEO Keywords

| | |
|---|---|
| Keywords Cloud | options bootie select booties sandals wedge boots sale baretraps women |
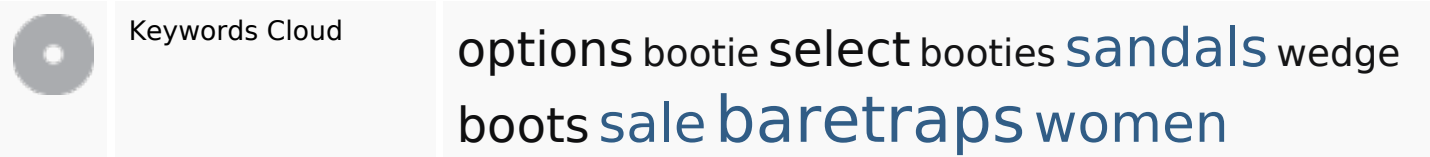
# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| baretraps | 14 | ✔ | ✖ | ✔ | ✔ |
| women | 11 | ✖ | ✖ | ✔ | ✔ |
| sale | 9 | ✖ | ✖ | ✖ | ✔ |
| sandals | 9 | ✔ | ✖ | ✔ | ✔ |
| select | 8 | ✖ | ✖ | ✖ | ✖ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : ashleyparkinson.shop<br>Length : 20 |
| | 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 : 14<br>Warnings : 2 |
| | 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.<br>✖ Too bad, your website is using inline styles.<br>✔ Great, your website has few CSS files.<br>✔ Perfect, your website has few JavaScript files.<br>✔ Perfect, your website takes advantage of gzip. |

# Mobile

| | Mobile Optimization | | |
|---|---|---|---|
| | | ✖ | Apple Icon |
| | | ✔ | Meta Viewport Tag |
| | | ✔ | Flash content |

# Optimization

| | XML Sitemap | Great, your website has an XML sitemap. |
|---|---|---|
| ✔ | | https://www.ashleyparkinson.shop/sitemap.xml |
| ✔ | Robots.txt | http://ashleyparkinson.shop/robots.txt<br><br>Great, your website has a robots.txt file. |
| ✖ | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |