Website review
carebeautycenter.com

The score is 43/100

SEO Content

⚠️	Title	Hair Care, Cosmetics, Skincare, Fragrance & Men's Grooming - www.carebeautycenter.com **Length : 94** 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
locale	en_US
type	website
title	Hair Care, Cosmetics, Skincare, Fragrance & Men's Grooming - www.carebeautycenter.com
url	https://www.carebeautycenter.com/
site_name	www.carebeautycenter.com

	Headings	

H1	H2	H3	H4	H5	H6
0	2	9	0	1	1

- [H2] Search
- [H2] Products
- [H3] Murad Correct & Protect Serum Broad Spectrum SPF 45
- [H3] Hugo Boss Orange Woman 75ml Eau De Toilette

SEO Content

		(Blemished Box) • [H3] YSL Mon Paris 90ml Eau De Parfum (Blemished Box) • [H3] OPI Nail Lacquer "Chiffon-d of You" • [H3] DCL G20 At-Home Facial Peel Pads • [H3] Schwarzkopf BLONDME All Blondes Rich Shampoo 10 oz / 300 ml • [H3] Enjoy Dry Wax • [H3] Nioxin System 1 Liter Duo • [H3] Join our newsletter • [H5] Contact • [H6] Menu
❌	Images	We found 15 images on this web page. 11 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 : **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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 15 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 6.67% Internal Links 93.33%

In-page links

Anchor	Type	Juice
Murad Correct & Protect Serum Broad Spectrum SPF 45	Internal	Passing Juice
Hugo Boss Orange Woman 75ml Eau De Toilette (Blemished Box)	Internal	Passing Juice
YSL Mon Paris 90ml Eau De Parfum (Blemished Box)	Internal	Passing Juice
OPI Nail Lacquer "Chiffon-d of You"	Internal	Passing Juice
DCL G20 At-Home Facial Peel Pads	Internal	Passing Juice
Schwarzkopf BLONDME All Blondes Rich Shampoo 10 oz / 300 ml	Internal	Passing Juice
Enjoy Dry Wax	Internal	Passing Juice
Nioxin System 1 Liter Duo	Internal	Passing Juice
	Internal	Passing Juice
About us	Internal	Passing Juice
Contact	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms and conditions	Internal	Passing Juice
Refund and Returns Policy	Internal	Passing Juice
Back to Top	External	Passing Juice

SEO Keywords

	Keywords Cloud
(image)	currently care top empty back product been field cart human

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
cart	2	✖	✖	✖	✖
care	2	✔	✖	✖	✖
empty	2	✖	✖	✖	✖

Keywords Consistency

currently	1	✖	✖	✖	✖
been	1	✖	✖	✖	✖

Usability

	Url	Domain : carebeautycenter.com Length : 20
✔	Favicon	Great, your website has a favicon.
✔	Printability	Great. We have found 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 : 4 Warnings : 55
✔	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.
		✖ Too bad, your website is using inline styles.
		✖ Too bad, your website has too many CSS files (more than 4).

Document

✖ Too bad, your website has too many JS files (more than 6).

✔ 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.carebeautycenter.com/sitemap_index.xml
	Robots.txt	http://carebeautycenter.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.