

#### **SEO Content**

$\bigotimes$	Title	Length : 0 Very bad. We haven't found title on your page.			
$\bigotimes$	Description	Length : 0 Very bad. We haven't found meta description on your page. Use <u>this</u> free online meta tags generator to create description.			
$\bigotimes$	Keywords	Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.			
$\bigotimes$	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <u>this free og</u> <u>properties generator</u> to create them.			
0	Headings	H1H2H3H4H5H6112000• [H1] elegantshoppe • [H2] EmberEdge Retail • [H3] Order • [H3] Resources			
$\bigotimes$	Images	We found 2 images on this web page. 2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.			
$\bigotimes$	Text/HTML Ratio	Ratio : <b>3%</b> This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.			
$\bigcirc$	Flash	Perfect, no Flash content has been detected on this page.			

#### **SEO Content**

	lframe	Great, there are no Iframes detected on this page.
		SEO Links
$\bigcirc$	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.
$\bigcirc$	In-page links	We found a total of 8 links including 0 link(s) to files
0	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%
		Internal Links 100%

#### In-page links

Anchor	Туре	Juice
Order Tracking	Internal	Passing Juice
Return & amp: Refund Policy	Internal	Passing Juice
FAQs	Internal	Passing Juice
Shipping Policy	Internal	Passing Juice
About Us	Internal	Passing Juice
Payment Methods	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

#### **SEO Keywords**

Keywords Cloud

ship return service policy terms methods

# **SEO Keywords**

# refund tracking complex order

# **Keywords Consistency**

Keyword	Content	Title	Keywords	Descripti on	Headings
policy	4	×	×	×	×
order	3	×	×	×	×
tracking	2	×	×	×	×
return	2	×	×	×	×
refund	2	×	×	×	×

#### Usability

0	Url	Domain : elegantshoppe.com Length : 17
$\bigcirc$	Favicon	Great, your website has a favicon.
$\bigotimes$	Printability	We could not find a Print-Friendly CSS.
0	Language	Good. Your declared language is en.
$\bigotimes$	Dublin Core	This page does not take advantage of Dublin Core.

#### Document

0	Doctype	HTML 5
0	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 2 Warnings : 0

#### Document

$\bigotimes$					
$\bigotimes$	Email Privacy	Warning! At least one email address has been found in the plain text. Use <u>free antispam protector</u> to hide email from spammers.			
$\bigcirc$	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.			
0	Speed Tips	<ul> <li>Excellent, your website doesn't use nested tables.</li> <li>Too bad, your website is using inline styles.</li> <li>Great, your website has few CSS files.</li> <li>Too bad, your website has too many JS files (more than 6).</li> <li>Perfect, your website takes advantage of gzip.</li> </ul>			

#### Mobile

0	Mobile Optimization	×	Apple Icon
		~	Meta Viewport Tag
		*	Flash content

# Optimization

$\bigotimes$	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.
0	Robots.txt	http://elegantshoppe.com/robots.txt Great, your website has a robots.txt file.
8	Analytics	Missing We didn't detect an analytics tool installed on this website. Web analytics let you measure visitor activity on your website. You

# Optimization

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.