



Website review homely.com.sg

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The score is 56/100



SEO Content

	Title	<p>Horme Hardware: Online DIY & Hardware Store Singapore</p> <p>Length : 53</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Horme Hardware is Singapore's Largest Online Home DIY & Hardware Store. Your one-stop portal for all your Home DIY needs. FREE Delivery Above \$100.</p> <p>Length : 147</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>Horme Hardware</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1312 1481 1877"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Horme Hardware: Online DIY & Hardware Store Singapore</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.horme.com.sg/</td> </tr> <tr> <td>description</td> <td>Horme Hardware is Singapore's Largest Online Home DIY & Hardware Store. Your one-stop portal for all your Home DIY needs. FREE Delivery Above \$100.</td> </tr> <tr> <td>image</td> <td>https://g.horme.com.sg/fb-logo.jpg</td> </tr> </tbody> </table>	Property	Content	title	Horme Hardware: Online DIY & Hardware Store Singapore	type	website	url	https://www.horme.com.sg/	description	Horme Hardware is Singapore's Largest Online Home DIY & Hardware Store. Your one-stop portal for all your Home DIY needs. FREE Delivery Above \$100.	image	https://g.horme.com.sg/fb-logo.jpg
Property	Content													
title	Horme Hardware: Online DIY & Hardware Store Singapore													
type	website													
url	https://www.horme.com.sg/													
description	Horme Hardware is Singapore's Largest Online Home DIY & Hardware Store. Your one-stop portal for all your Home DIY needs. FREE Delivery Above \$100.													
image	https://g.horme.com.sg/fb-logo.jpg													
	Headings	<table border="1" data-bbox="544 1906 1481 1977"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>9</td> <td>0</td> <td>23</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 2011 1026 2078" style="list-style-type: none"> • [H1] Brands That You'll Love • [H2] Bulk Savings 	H1	H2	H3	H4	H5	H6	1	9	0	23	0	0
H1	H2	H3	H4	H5	H6									
1	9	0	23	0	0									





SEO Content

		<ul style="list-style-type: none">• [H2] Home Exclusives• [H2] Shop By Brand• [H2] View All Products• [H2] Categories• [H2] View All Location Details• [H2] Information• [H2] Customer Service• [H2] Extra• [H4] PPE & Safety Equipment• [H4] Ladders, Trolleys & Storage• [H4] Locks & Security• [H4] Cleaning Products• [H4] Bathroom & Kitchen• [H4] Electrical & Lighting• [H4] Gardening & Outdoor• [H4] Paint & Painting Supplies• [H4] Hand Tools• [H4] Power Tools - Accessories• [H4] Power Tools - Corded• [H4] Power Tools - Cordless• [H4] Chemical Products• [H4] Cleaning Chemicals• [H4] Construction Products• [H4] Hardware & Supplies• [H4] Household Products• [H4] Light Machinery• [H4] Office & School Supplies• [H4] Pneumatic Tool• [H4] Test & Measurement• [H4] Welding Equipment & Products• [H4]
	Images	<p>We found 28 images on this web page.</p> <p>2 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : 5%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	Good. Your links looks friendly!
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SEO Links

		
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 218 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0.46% Internal Links 99.54%

In-page links

Anchor	Type	Juice
Bulk Savings	Internal	Passing Juice
Horme Exclusives	Internal	Passing Juice
Shop By Brand	Internal	Passing Juice
View All Products	Internal	Passing Juice
PPE & Safety Equipment	Internal	Passing Juice
Masks & Respiratory Protection	Internal	Passing Juice
Head, Eyes, Ears & Face Protection	Internal	Passing Juice
Hand, Body & Fall Protection	Internal	Passing Juice
Safety Footwear	Internal	Passing Juice
Occupational Workwear	Internal	Passing Juice
First Aid Kit	Internal	Passing Juice
Medical Disposables	Internal	Passing Juice
Home Care & Rehab Equipment	Internal	Passing Juice
Fire Safety Products	Internal	Passing Juice
Workplace Safety Products	Internal	Passing Juice
Ladders, Trolleys & Storage	Internal	Passing Juice
Ladders & Work Platforms	Internal	Passing Juice

In-page links

Trolleys & Carts	Internal	Passing Juice
Storage Boxes & Plastic Containers	Internal	Passing Juice
Toolboxes, Tool Bags & Work Benches	Internal	Passing Juice
Castors & Wheels	Internal	Passing Juice
Waterproof Equipment Cases	Internal	Passing Juice
Other Storage Equipment	Internal	Passing Juice
Locks & Security	Internal	Passing Juice
Safe Box	Internal	Passing Juice
Padlocks & Lockout Devices	Internal	Passing Juice
Digital Door Locks	Internal	Passing Juice
Door Hardware & Locks	Internal	Passing Juice
Key Box & Letter Box	Internal	Passing Juice
Motion Sensor & Security Cameras	Internal	Passing Juice
Cleaning Products	Internal	Passing Juice
Trash & Recycling Bins	Internal	Passing Juice
Vacuum Cleaners & Floor Care	Internal	Passing Juice
Pressure Washers	Internal	Passing Juice
Cleaning Tools	Internal	Passing Juice
Vacuum Bags, Filters & Accessories	Internal	Passing Juice
Bathroom & Kitchen	Internal	Passing Juice
Bathroom & Kitchen Faucets	Internal	Passing Juice
Bathroom Accessories	Internal	Passing Juice
Plumbing Hardware	Internal	Passing Juice
Small Home Kitchen Appliances	Internal	Passing Juice
Water Filters	Internal	Passing Juice
Water Heaters	Internal	Passing Juice
Fittings & Accessories	Internal	Passing Juice
Electrical & Lighting	Internal	Passing Juice

In-page links

Fans, Ventilation & Air Quality	Internal	Passing Juice
Flashlight & Portable Lighting	Internal	Passing Juice
Batteries & Portable Power Stations	Internal	Passing Juice
LED Light & Light Bulbs	Internal	Passing Juice
Indoor & Outdoor Lighting	Internal	Passing Juice
Door Bell & Door Chime	Internal	Passing Juice
Electrical Accessories	Internal	Passing Juice
Extension Cord & Cable Reel	Internal	Passing Juice
Gardening & Outdoor	Internal	Passing Juice
Lawn Mower & Outdoor Power Tools	Internal	Passing Juice
Garden Hoses, Sprayers & Watering Systems	Internal	Passing Juice
Garden Tools	Internal	Passing Juice
Flowers Pot & Planter Box	Internal	Passing Juice
Seeds, Garden Soil & Fertilizers	Internal	Passing Juice
Insect & Pest Control Products	Internal	Passing Juice
Water Pumps & Pond Filters	Internal	Passing Juice
Cooler Box & Cooler Bags	Internal	Passing Juice
BBQ Grills	Internal	Passing Juice
Outdoor Sports & Leisure	Internal	Passing Juice
Paint & Painting Supplies	Internal	Passing Juice
Interior Wall Paints	Internal	Passing Juice
Wood & Metal Paints	Internal	Passing Juice
Exterior Wall Paints	Internal	Passing Juice
Spray Paints	Internal	Passing Juice
Paint Brushes, Paint Rollers & Painting Tools	Internal	Passing Juice
Paint Sealers, Primers & Undercoats	Internal	Passing Juice
Paint Thinners, Solvents & Cleaners	Internal	Passing Juice
Hand Tools	Internal	Passing Juice

In-page links

Hand Tool Sets & Accessories Kits	Internal	Passing Juice
Automotive Maintenance Tools	Internal	Passing Juice
Chisels, Files & Punches	Internal	Passing Juice
Cutting & Sawing Tools	Internal	Passing Juice
Electrician Tools	Internal	Passing Juice
Clamps, Riveters & Staples	Internal	Passing Juice
Hammers, Mallets & Striking Tools	Internal	Passing Juice
Hex Tools & Accessories	Internal	Passing Juice
Laser Measure & Inspection	Internal	Passing Juice
Measuring & Layout Tools	Internal	Passing Juice
Multitools & Knives	Internal	Passing Juice
Non Sparking Safety Tools	Internal	Passing Juice
Pliers	Internal	Passing Juice
Pryers & Pullers	Internal	Passing Juice
Plumbing Tools	Internal	Passing Juice
Sockets & Ratchets	Internal	Passing Juice
Screwdrivers & Nut Drivers	Internal	Passing Juice
Taps & Dies	Internal	Passing Juice
Wrenches	Internal	Passing Juice
Other Hand Tools	Internal	Passing Juice
Power Tools - Accessories	Internal	Passing Juice
Abrasives	Internal	Passing Juice
Powertools Batteries & Chargers	Internal	Passing Juice
Cutting & Sawing Acc	Internal	Passing Juice
Drilling & Fastening Acc	Internal	Passing Juice
Multi Tool Accessories	Internal	Passing Juice
Planing & Routers Acc	Internal	Passing Juice
Polishing & Sanding Acc	Internal	Passing Juice

In-page links

Other Power Tools Acc	Internal	Passing Juice
Power Tools - Corded	Internal	Passing Juice
Corded Drills, Impact Drivers & Wrenches	Internal	Passing Juice
Corded Heat Guns & Glue Guns	Internal	Passing Juice
Corded Grinders	Internal	Passing Juice
Corded Oscillating & Rotary Powertools	Internal	Passing Juice
Corded Planers & Routers	Internal	Passing Juice
Corded Polishers & Sanders	Internal	Passing Juice
Corded Saws	Internal	Passing Juice
Corded 110V Powertools	Internal	Passing Juice
Other Corded Power Tools	Internal	Passing Juice
Power Tools - Cordless	Internal	Passing Juice
Combo Kits	Internal	Passing Juice
Bare Units	Internal	Passing Juice
Cordless Drills, Impact Drivers & Wrenches	Internal	Passing Juice
Cordless Grinders	Internal	Passing Juice
Cordless Saws	Internal	Passing Juice
Other Cordless Power Tools	Internal	Passing Juice
Chemical Products	Internal	Passing Juice
Adhesives & Glues	Internal	Passing Juice
Sealants	Internal	Passing Juice
Greases, Oils & Lubricants	Internal	Passing Juice
Fillers, Putty & Waterproofing	Internal	Passing Juice
Other Chemical Products	Internal	Passing Juice
Cleaning Chemicals	Internal	Passing Juice
Adhesive & Grease Remover	Internal	Passing Juice
Air Fresheners & Disinfectant Spray	Internal	Passing Juice
All Purpose & Multi-purpose Cleaner	Internal	Passing Juice

In-page links

Bathroom, Drain & Toilet Cleaners	Internal	Passing Juice
Car & Bicycle Care Products	Internal	Passing Juice
Contact Cleaners	Internal	Passing Juice
Dishwashing Liquids & Kitchen Cleaner	Internal	Passing Juice
Disinfectants & Germicides	Internal	Passing Juice
Furniture & Upholstery Care	Internal	Passing Juice
Hand Washes & Hand Sanitizers	Internal	Passing Juice
Laundry Detergent & Fabric Softeners	Internal	Passing Juice
Metal Polish & Rust Remover	Internal	Passing Juice
Other Cleaning Supplies	Internal	Passing Juice
Tiles & Floor Cleaners	Internal	Passing Juice
Windows & Glass Cleaners	Internal	Passing Juice
Halal Certified Cleaning Chemicals	Internal	Passing Juice
Construction Products	Internal	Passing Juice
Construction Tools	Internal	Passing Juice
Building Materials	Internal	Passing Juice
Dormitory Furniture	Internal	Passing Juice
Other Construction Products	Internal	Passing Juice
Hardware & Supplies	Internal	Passing Juice
Fasteners	Internal	Passing Juice
Lifting Equipment	Internal	Passing Juice
Packaging & Shipping Supplies	Internal	Passing Juice
Ropes & Chains	Internal	Passing Juice
TV Mount & Brackets	Internal	Passing Juice
Window Hardware	Internal	Passing Juice
Other Hardware & Industrial Supplies	Internal	Passing Juice
Household Products	Internal	Passing Juice
Home & Office Supplies	Internal	Passing Juice

In-page links

Incontinence Supplies	Internal	Passing Juice
Kitchen Necessities	Internal	Passing Juice
Laundry Necessities	Internal	Passing Juice
Paper, Tissue & Wipe	Internal	Passing Juice
Party Supplies	Internal	Passing Juice
Pets Necessities	Internal	Passing Juice
Other Household Products	Internal	Passing Juice
Light Machinery	Internal	Passing Juice
Automotive Equipment	Internal	Passing Juice
Cutting & Sawing Machine	Internal	Passing Juice
Drilling Machine	Internal	Passing Juice
Portable Generators	Internal	Passing Juice
Sanding & Grinding Machine	Internal	Passing Juice
Other Machines	Internal	Passing Juice
Office & School Supplies	Internal	Passing Juice
Adhesive & Industrial Tapes	Internal	Passing Juice
Computer & IT Supplies	Internal	Passing Juice
Desktop Stationery	Internal	Passing Juice
Office & Retail Furniture	Internal	Passing Juice
Office Equipment	Internal	Passing Juice
Office Paper Products	Internal	Passing Juice
Writing Instruments	Internal	Passing Juice
Pneumatic Tool	Internal	Passing Juice
Air Compressor	Internal	Passing Juice
Air Tools	Internal	Passing Juice
Air Accessories	Internal	Passing Juice
Test & Measurement	Internal	Passing Juice
Electrical & Electronic Tester	Internal	Passing Juice


In-page links

Environmental Tester	Internal	Passing Juice
Multimeters & Clamp Meters	Internal	Passing Juice
Network & Data Tester	Internal	Passing Juice
Temperature Measurement & Thermal Imaging	Internal	Passing Juice
Welding Equipment & Products	Internal	Passing Juice
Welder Machines	Internal	Passing Juice
Welding Accessories	Internal	Passing Juice
Soldering & Brazing Equipment	Internal	Passing Juice
About Us	Internal	Passing Juice
Locate Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Delivery & Exchange	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
FAQ	Internal	Passing Juice
Warranty	Internal	Passing Juice
Blog	External	Passing Juice
Rate and Review	Internal	Passing Juice
Sell With Us	Internal	Passing Juice
Career Opportunities	Internal	Passing Juice
View More details >	Internal	Passing Juice
View More details >	Internal	Passing Juice
View More details >	Internal	Passing Juice
View More details >	Internal	Passing Juice
Login	Internal	Passing Juice
Create an account	Internal	Passing Juice
Recently Viewed	Internal	Passing Juice
Shopping Cart	Internal	Passing Juice
Wishlist	Internal	Passing Juice

In-page links

Follow Us	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Promotions	Internal	Passing Juice
Mobile Apps	Internal	Passing Juice
Suggest a Product	Internal	Passing Juice




SEO Keywords

 Keywords Cloud	trade view more details online delivery singapore diy hardware products
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hardware	14	✓	✓	✓	✓
online	10	✓	✗	✓	✗
diy	10	✓	✗	✓	✗
singapore	9	✓	✗	✓	✗
trade	7	✗	✗	✗	✗









Usability

 Url	Domain : homely.com.sg Length : 13
 Favicon	Great, your website has a favicon.
 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.
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Document

	Doctype	XHTML 1.0 Transitional
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 5 Warnings : 6
	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	<ul style="list-style-type: none"> 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). 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Missing
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Optimization



		<p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>http://homely.com.sg/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>