



# Website review horme.sg

Generated on May 22 2023 06:54 AM





The score is 56/100



## SEO Content

	Title	<p>Horme Hardware: Online DIY &amp; Hardware Store Singapore</p> <p><b>Length : 53</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Horme Hardware is Singapore's Largest Online Home DIY &amp; Hardware Store. Your one-stop portal for all your Home DIY needs. FREE Delivery Above \$100.</p> <p><b>Length : 147</b></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 1317 1481 1877"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Horme Hardware: Online DIY &amp; 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 &amp; 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 1980"> <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"> <li>• [H1] Brands That You'll Love</li> <li>• [H2] Bulk Savings</li> </ul>	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"><li>• [H2] Home Exclusives</li><li>• [H2] Shop By Brand</li><li>• [H2] View All Products</li><li>• [H2] Categories</li><li>• [H2] View All Location Details</li><li>• [H2] Information</li><li>• [H2] Customer Service</li><li>• [H2] Extra</li><li>• [H4] PPE &amp; Safety Equipment</li><li>• [H4] Ladders, Trolleys &amp; Storage</li><li>• [H4] Locks &amp; Security</li><li>• [H4] Cleaning Products</li><li>• [H4] Bathroom &amp; Kitchen</li><li>• [H4] Electrical &amp; Lighting</li><li>• [H4] Gardening &amp; Outdoor</li><li>• [H4] Paint &amp; Painting Supplies</li><li>• [H4] Hand Tools</li><li>• [H4] Power Tools - Accessories</li><li>• [H4] Power Tools - Corded</li><li>• [H4] Power Tools - Cordless</li><li>• [H4] Chemical Products</li><li>• [H4] Cleaning Chemicals</li><li>• [H4] Construction Products</li><li>• [H4] Hardware &amp; Supplies</li><li>• [H4] Household Products</li><li>• [H4] Light Machinery</li><li>• [H4] Office &amp; School Supplies</li><li>• [H4] Pneumatic Tool</li><li>• [H4] Test &amp; Measurement</li><li>• [H4] Welding Equipment &amp; Products</li><li>• [H4]</li></ul>
	Images	<p>We found 26 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 : <b>5%</b></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	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0.46%</p> <p>Internal Links 99.54%</p>

## In-page links

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

## In-page links

<a href="#">Trolleys &amp; Carts</a>	Internal	Passing Juice
<a href="#">Storage Boxes, Baskets &amp; Containers</a>	Internal	Passing Juice
<a href="#">Toolboxes, Tool Bags &amp; Work Benches</a>	Internal	Passing Juice
<a href="#">Castors &amp; Wheels</a>	Internal	Passing Juice
<a href="#">Waterproof Equipment Cases</a>	Internal	Passing Juice
<a href="#">Other Storage Equipment</a>	Internal	Passing Juice
<a href="#">Locks &amp; Security</a>	Internal	Passing Juice
<a href="#">Safe Box</a>	Internal	Passing Juice
<a href="#">Padlocks &amp; Lockout Devices</a>	Internal	Passing Juice
<a href="#">Digital Door Locks</a>	Internal	Passing Juice
<a href="#">Door Hardware &amp; Locks</a>	Internal	Passing Juice
<a href="#">Key Cabinets &amp; Letter Boxes</a>	Internal	Passing Juice
<a href="#">Cleaning Products</a>	Internal	Passing Juice
<a href="#">Trash &amp; Recycling Bins</a>	Internal	Passing Juice
<a href="#">Vacuum Cleaners &amp; Floor Care</a>	Internal	Passing Juice
<a href="#">Pressure Washers</a>	Internal	Passing Juice
<a href="#">Cleaning Tools</a>	Internal	Passing Juice
<a href="#">Vacuum Bags, Filters &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Bathroom &amp; Kitchen</a>	Internal	Passing Juice
<a href="#">Bathroom &amp; Kitchen Faucets</a>	Internal	Passing Juice
<a href="#">Bathroom Accessories</a>	Internal	Passing Juice
<a href="#">Plumbing Hardware</a>	Internal	Passing Juice
<a href="#">Small Home Kitchen Appliances</a>	Internal	Passing Juice
<a href="#">Water Filters</a>	Internal	Passing Juice
<a href="#">Water Heaters</a>	Internal	Passing Juice
<a href="#">Fittings &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Electrical &amp; Lighting</a>	Internal	Passing Juice
<a href="#">Fans, Ventilation &amp; Air Quality</a>	Internal	Passing Juice

## In-page links

<a href="#">Flashlight &amp; Portable Lighting</a>	Internal	Passing Juice
<a href="#">Batteries &amp; Portable Power Stations</a>	Internal	Passing Juice
<a href="#">LED Light &amp; Light Bulbs</a>	Internal	Passing Juice
<a href="#">Indoor &amp; Outdoor Lighting</a>	Internal	Passing Juice
<a href="#">Smart Home Devices</a>	Internal	Passing Juice
<a href="#">Door Bell &amp; Door Chime</a>	Internal	Passing Juice
<a href="#">Electrical Accessories</a>	Internal	Passing Juice
<a href="#">Extension Cord &amp; Cable Reel</a>	Internal	Passing Juice
<a href="#">Gardening &amp; Outdoor</a>	Internal	Passing Juice
<a href="#">Lawn Mower &amp; Outdoor Power Tools</a>	Internal	Passing Juice
<a href="#">Garden Hoses, Sprayers &amp; Watering Systems</a>	Internal	Passing Juice
<a href="#">Garden Tools</a>	Internal	Passing Juice
<a href="#">Flowers Pots &amp; Planters</a>	Internal	Passing Juice
<a href="#">Seeds, Garden Soil &amp; Fertilizers</a>	Internal	Passing Juice
<a href="#">Insect &amp; Pest Control Products</a>	Internal	Passing Juice
<a href="#">Water Pumps &amp; Pond Filters</a>	Internal	Passing Juice
<a href="#">Cooler Box &amp; Cooler Bags</a>	Internal	Passing Juice
<a href="#">BBQ Grills</a>	Internal	Passing Juice
<a href="#">Outdoor Sports &amp; Leisure</a>	Internal	Passing Juice
<a href="#">Paint &amp; Painting Supplies</a>	Internal	Passing Juice
<a href="#">Interior Wall Paints</a>	Internal	Passing Juice
<a href="#">Wood &amp; Metal Paints</a>	Internal	Passing Juice
<a href="#">Exterior Wall Paints</a>	Internal	Passing Juice
<a href="#">Spray Paints</a>	Internal	Passing Juice
<a href="#">Paint Brushes, Paint Rollers &amp; Painting Tools</a>	Internal	Passing Juice
<a href="#">Paint Sealers, Primers &amp; Undercoats</a>	Internal	Passing Juice
<a href="#">Paint Thinners, Solvents &amp; Cleaners</a>	Internal	Passing Juice
<a href="#">Hand Tools</a>	Internal	Passing Juice

## In-page links

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

## In-page links

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

## In-page links

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



## In-page links

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


## In-page links

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

## In-page links

<a href="#">Follow Us</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Promotions</a>	Internal	Passing Juice
<a href="#">Mobile Apps</a>	Internal	Passing Juice
<a href="#">Suggest a Product</a>	Internal	Passing Juice




## SEO Keywords

 Keywords Cloud	singapore details products diy more online view trade hardware delivery
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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 : horme.sg Length : 8
 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"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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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><a href="http://horme.sg/robots.txt">http://horme.sg/robots.txt</a></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>