









# Website review lasportivanow.com

Generated on November 17 2024 10:00 AM




The score is 53/100







## SEO Content

|    | Title  | <p>La Sportiva®;</p> <p><b>Length : 16</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |          |         |       |              |             |              |      |         |     |  |           |              |
|--|--|--|----------|---------|-------|--------------|-------------|--------------|------|---------|-----|--|-----------|--------------|
|    | Description  | <p>La Sportiva®</p> <p><b>Length : 12</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>   |          |         |       |              |             |              |      |         |     |  |           |              |
|  | Keywords   | <p>La Sportiva®</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="539 1279 1481 1742"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>La Sportiva®</td> </tr> <tr> <td>description</td> <td>La Sportiva®</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://lasportivanow.com?utm_source=sns_share&amp;utm_medium=open_graph</td> </tr> <tr> <td>site_name</td> <td>La Sportiva®</td> </tr> </tbody> </table> | Property | Content | title | La Sportiva® | description | La Sportiva® | type | website | url | https://lasportivanow.com?utm_source=sns_share&utm_medium=open_graph | site_name | La Sportiva® |
| Property   | Content  |  |          |         |       |              |             |              |      |         |     |  |           |              |
| title  | La Sportiva®   |  |          |         |       |              |             |              |      |         |     |  |           |              |
| description  | La Sportiva®   |  |          |         |       |              |             |              |      |         |     |  |           |              |
| type   | website  |  |          |         |       |              |             |              |      |         |     |  |           |              |
| url  | https://lasportivanow.com?utm_source=sns_share&utm_medium=open_graph |  |          |         |       |              |             |              |      |         |     |  |           |              |
| site_name  | La Sportiva®   |  |          |         |       |              |             |              |      |         |     |  |           |              |
|  | Headings   | <table border="1" data-bbox="539 1776 1481 1845"> <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>0</td> <td>2</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1877 869 1944" style="list-style-type: none"> <li>• [H2] Best Sellers</li> <li>• [H2] #lasportiva</li> </ul>   | H1       | H2      | H3    | H4           | H5          | H6           | 0    | 2       | 0   | 0  | 0         | 0            |
| H1   | H2   | H3   | H4       | H5      | H6    |              |             |              |      |         |     |  |           |              |
| 0  | 2  | 0  | 0        | 0       | 0     |              |             |              |      |         |     |  |           |              |
|  | Images   | <p>We found 224 images on this web page.</p> <p>177 alt attributes are empty or missing. Add alternative text so that</p>  |          |         |       |              |             |              |      |         |     |  |           |              |

## SEO Content

|  |                 |   |
|--|-----------------|---|
|  |                 | search engines can better understand the content of your images.                                  |
|  | Text/HTML Ratio | Ratio : <b>38%</b><br>Ideal! This page's ratio of text to HTML code is between 25 and 70 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 | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO. |
|  | In-page links           | We found a total of 119 links including 2 link(s) to files                                     |
|  | Statistics              | External Links : noFollow 0%<br>External Links : Passing Juice 2.52%<br>Internal Links 97.48%  |

## In-page links

| Anchor  | Type     | Juice         |
|---|----------|---------------|
| <a href="#">{{ lang.account.orders.property_detail }}</a> | Internal | Passing Juice |
| <a href="#">{{ el.value }}</a>                            | Internal | Passing Juice |
| <a href="#">{{ lang.product.view_cart }}</a>              | Internal | Passing Juice |
| <a href="#">MEN'S</a>                                     | External | Passing Juice |
| <a href="#">Clothing New Arrivals</a>                     | Internal | Passing Juice |
| <a href="#">Footwear New Arrivals</a>                     | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Alpine Tech Collection</a>       | Internal | Passing Juice |
| <a href="#">Climbing On The Moon</a>         | Internal | Passing Juice |
| <a href="#">Climbing Pro Collection</a>      | Internal | Passing Juice |
| <a href="#">Climbing Training Collection</a> | Internal | Passing Juice |
| <a href="#">Mountaineering</a>               | Internal | Passing Juice |
| <a href="#">Skimountaineering</a>            | Internal | Passing Juice |
| <a href="#">Mountain Running®</a>            | Internal | Passing Juice |
| <a href="#">Climbing</a>                     | Internal | Passing Juice |
| <a href="#">Approach</a>                     | Internal | Passing Juice |
| <a href="#">Hiking</a>                       | Internal | Passing Juice |
| <a href="#">Show all Footwear</a>            | Internal | Passing Juice |
| <a href="#">Base Layer</a>                   | Internal | Passing Juice |
| <a href="#">Technical Shirts</a>             | Internal | Passing Juice |
| <a href="#">T-Shirts</a>                     | Internal | Passing Juice |
| <a href="#">Mid Layers &amp; Hoodies</a>     | Internal | Passing Juice |
| <a href="#">Vests</a>                        | Internal | Passing Juice |
| <a href="#">Jackets &amp; Shells</a>         | Internal | Passing Juice |
| <a href="#">Pants</a>                        | Internal | Passing Juice |
| <a href="#">Shorts</a>                       | Internal | Passing Juice |
| <a href="#">Show all Clothing</a>            | Internal | Passing Juice |
| <a href="#">Bags &amp; Backpacks</a>         | Internal | Passing Juice |
| <a href="#">Poles</a>                        | Internal | Passing Juice |
| <a href="#">Skis</a>                         | Internal | Passing Juice |
| <a href="#">Accessories</a>                  | Internal | Passing Juice |
| <a href="#">Show all Hardgoods</a>           | Internal | Passing Juice |
| <a href="#">Mountaineering</a>               | Internal | Passing Juice |
| <a href="#">Skimountaineering</a>            | Internal | Passing Juice |
| <a href="#">Mountain Running®</a>            | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Climbing</a>                     | Internal | Passing Juice |
| <a href="#">Hiking</a>                       | Internal | Passing Juice |
| <a href="#">Hats &amp; Beanies</a>           | Internal | Passing Juice |
| <a href="#">Gloves</a>                       | Internal | Passing Juice |
| <a href="#">Socks</a>                        | Internal | Passing Juice |
| <a href="#">Spare Parts &amp; More</a>       | Internal | Passing Juice |
| <a href="#">Clothing New Arrivals</a>        | Internal | Passing Juice |
| <a href="#">Footwear New Arrivals</a>        | Internal | Passing Juice |
| <a href="#">Alpine Tech Collection</a>       | Internal | Passing Juice |
| <a href="#">Climbing On The Moon</a>         | Internal | Passing Juice |
| <a href="#">Climbing Training Collection</a> | Internal | Passing Juice |
| <a href="#">Climbing Pro Collection</a>      | Internal | Passing Juice |
| <a href="#">Mountaineering</a>               | Internal | Passing Juice |
| <a href="#">Skimountaineering</a>            | Internal | Passing Juice |
| <a href="#">Mountain Running®</a>            | Internal | Passing Juice |
| <a href="#">Climbing</a>                     | Internal | Passing Juice |
| <a href="#">Approach</a>                     | Internal | Passing Juice |
| <a href="#">Hiking</a>                       | Internal | Passing Juice |
| <a href="#">Show all Footwear</a>            | Internal | Passing Juice |
| <a href="#">Base Layer</a>                   | Internal | Passing Juice |
| <a href="#">Technical Shirts</a>             | Internal | Passing Juice |
| <a href="#">T-Shirts</a>                     | Internal | Passing Juice |
| <a href="#">Mid Layers &amp; Hoodies</a>     | Internal | Passing Juice |
| <a href="#">Vests</a>                        | Internal | Passing Juice |
| <a href="#">Jackets &amp; Shells</a>         | Internal | Passing Juice |
| <a href="#">Pants</a>                        | Internal | Passing Juice |
| <a href="#">Skirts</a>                       | Internal | Passing Juice |
| <a href="#">Shorts</a>                       | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Show all Clothing</a>              | Internal | Passing Juice |
| <a href="#">Bags &amp; Backpacks</a>           | Internal | Passing Juice |
| <a href="#">Poles</a>                          | Internal | Passing Juice |
| <a href="#">Skis</a>                           | Internal | Passing Juice |
| <a href="#">Accessories</a>                    | Internal | Passing Juice |
| <a href="#">Show all Hardgoods</a>             | Internal | Passing Juice |
| <a href="#">Mountaineering</a>                 | Internal | Passing Juice |
| <a href="#">Skimountaineering</a>              | Internal | Passing Juice |
| <a href="#">Mountain Running®</a>              | Internal | Passing Juice |
| <a href="#">Climbing</a>                       | Internal | Passing Juice |
| <a href="#">Hiking</a>                         | Internal | Passing Juice |
| <a href="#">Hats &amp; Beanies</a>             | Internal | Passing Juice |
| <a href="#">Gloves</a>                         | Internal | Passing Juice |
| <a href="#">Socks</a>                          | Internal | Passing Juice |
| <a href="#">Spare Parts &amp; More</a>         | Internal | Passing Juice |
| <a href="#">KIDS</a>                           | Internal | Passing Juice |
| <a href="#">Best Sellers</a>                   | Internal | Passing Juice |
| <a href="#">More Links</a>                     | External | Passing Juice |
| <a href="#">Log in</a>                         | Internal | Passing Juice |
| <a href="#">Create Account</a>                 | Internal | Passing Juice |
| <a href="#">Trango Trk Leather GTX</a>         | Internal | Passing Juice |
| <a href="#">Nepal Trek Evo Gtx</a>             | Internal | Passing Juice |
| <a href="#">Nepal Extreme</a>                  | Internal | Passing Juice |
| <a href="#">Trango Tech Leather Gtx</a>        | Internal | Passing Juice |
| <a href="#">Roseg GTX Jkt W</a>                | Internal | Passing Juice |
| <a href="#">Bockmattli 2.0 Ls Tech Shirt W</a> | Internal | Passing Juice |
| <a href="#">Clariden 2.0 Pant M</a>            | Internal | Passing Juice |
| <a href="#">Dolent Down Jkt M</a>              | Internal | Passing Juice |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Men's Jackets &amp; Shells</a>      | External | Passing Juice |
| <a href="#">Stratos V Racing Jkt M</a>          | Internal | Passing Juice |
| <a href="#">Blizzard Windbreaker Jkt M</a>      | Internal | Passing Juice |
| <a href="#">Pocketshell Jkt M</a>               | Internal | Passing Juice |
| <a href="#">Kap Hybrid Hoody M</a>              | Internal | Passing Juice |
| <a href="#">Macnas Softshell Jkt M</a>          | Internal | Passing Juice |
| <a href="#">Mythic Primaloft Jkt M</a>          | Internal | Passing Juice |
| <a href="#">Crizzle EVO Shell Jkt M</a>         | Internal | Passing Juice |
| <a href="#">Pinnacle Down Jkt M</a>             | Internal | Passing Juice |
| <a href="#">Stratos V Racing Jkt W</a>          | Internal | Passing Juice |
| <a href="#">Briza Windbreaker Jkt W</a>         | Internal | Passing Juice |
| <a href="#">Pocketshell Jkt W</a>               | Internal | Passing Juice |
| <a href="#">Aequilibrium Insulation Hoody W</a> | Internal | Passing Juice |
| <a href="#">Aequilibrium Softshell Jkt W</a>    | Internal | Passing Juice |
| <a href="#">Alpine Guide Softshell Jkt W</a>    | Internal | Passing Juice |
| <a href="#">Alpine Guide Gtx Jkt W</a>          | Internal | Passing Juice |
| <a href="#">Macnas Softshell Jkt W</a>          | Internal | Passing Juice |
| <a href="#">The company</a>                     | Internal | Passing Juice |
| <a href="#">COMPANY POLICY</a>                  | Internal | Passing Juice |
| <a href="#">Contact Us</a>                      | Internal | Passing Juice |
| <a href="#">General Sales Conditions</a>        | Internal | Passing Juice |
| <a href="#">Shipment</a>                        | Internal | Passing Juice |
| <a href="#">Payments</a>                        | Internal | Passing Juice |
| <a href="#">Return policy</a>                   | Internal | Passing Juice |
| <a href="#">Track orders</a>                    | Internal | Passing Juice |
| <a href="#">Privacy policy</a>                  | Internal | Passing Juice |
| <a href="#">Cookies policy</a>                  | Internal | Passing Juice |
| <a href="#">Footwear Size Guide</a>             | Internal | Passing Juice |

## In-page links

[Apparel Size Guide](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

more collection all clothing  
climbing footwear jkt running show  
hiking












## Keywords Consistency

| Keyword  | Content | Title | Keywords | Description | Headings |
|----------|---------|-------|----------|-------------|----------|
| climbing | 20      | ✘     | ✘        | ✘           | ✘        |
| jkt      | 16      | ✘     | ✘        | ✘           | ✘        |
| footwear | 13      | ✘     | ✘        | ✘           | ✘        |
| all      | 12      | ✘     | ✘        | ✘           | ✘        |
| clothing | 12      | ✘     | ✘        | ✘           | ✘        |





## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : lasportivanow.com<br>Length : 17         |
|  | 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 : 172<br>Warnings : 15  |
|  | Email Privacy   | Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.   |
|  | 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> Great, your website has few CSS files.</li><li> Perfect, your website has few JavaScript files.</li><li> Perfect, your website takes 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> |
|--|---------------------|--|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | Missing<br><br>Your website does not have an XML sitemap - this can be problematic.<br><br>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. |
|  | Robots.txt  | <a href="http://lasportivanow.com/robots.txt">http://lasportivanow.com/robots.txt</a>   |



## Optimization

|  |           |   |
|--|-----------|---|
|  |           | Great, your website has a robots.txt file.  |
|  | 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> |