






# Website review on-on.co

Generated on May 27 2025 08:47 AM




The score is 47/100







## SEO Content

	Title	Swiss Performance Running Shoes & Clothing <b>Length : 46</b> Perfect, your title contains between 10 and 70 characters.																	
	Description	Swiss Performance Running Shoes & Clothing <b>Length : 46</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.																	
	Keywords	Swiss Performance Running Shoes & Clothing Good, your page contains meta keywords.																	
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Swiss Performance Running Shoes &amp; Clothing</td></tr><tr><td>description</td><td>Swiss Performance Running Shoes &amp; Clothing</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://on-on.co?utm_source=sns_share&amp;utm_medium=open_graph</td></tr><tr><td>site_name</td><td>On.</td></tr></tbody></table>						Property	Content	title	Swiss Performance Running Shoes & Clothing	description	Swiss Performance Running Shoes & Clothing	type	website	url	https://on-on.co?utm_source=sns_share&utm_medium=open_graph	site_name	On.
Property	Content																		
title	Swiss Performance Running Shoes & Clothing																		
description	Swiss Performance Running Shoes & Clothing																		
type	website																		
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	Headings	<table><tr><td><b>H1</b></td><td><b>H2</b></td><td><b>H3</b></td><td><b>H4</b></td><td><b>H5</b></td><td><b>H6</b></td></tr><tr><td>0</td><td>9</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table>						<b>H1</b>	<b>H2</b>	<b>H3</b>	<b>H4</b>	<b>H5</b>	<b>H6</b>	0	9	0	0	0	0
<b>H1</b>	<b>H2</b>	<b>H3</b>	<b>H4</b>	<b>H5</b>	<b>H6</b>														
0	9	0	0	0	0														
	Images	We found 84 images on this web page.  15 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.																	

## SEO Content

	Text/HTML Ratio	Ratio : <b>10%</b>  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 65 links including 2 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 1.54%  Internal Links 98.46%

## 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="#">Choose Any 3 Pairs 69.99€.Any 5 Pairs 99.99€! Free Shipping Over €39!</a>	External	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Men</a>	Internal	Passing Juice
<a href="#">Men's shoes</a>	Internal	Passing Juice

## In-page links

<a href="#">Men's pants</a>	Internal	Passing Juice
<a href="#">Man jacket</a>	Internal	Passing Juice
<a href="#">Women</a>	Internal	Passing Juice
<a href="#">Women's shoes</a>	Internal	Passing Juice
<a href="#">Women's pants</a>	Internal	Passing Juice
<a href="#">Women's jacket</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Size guide</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice
<a href="#">Create Account</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">Men's flow 3.0 Black Asphalt</a>	Internal	Passing Juice
<a href="#">Women's Cloudnova Undyed</a>	Internal	Passing Juice
<a href="#">Women's Cloud 5 Waterproof</a>	Internal	Passing Juice
<a href="#">Women's 2.0 All White</a>	Internal	Passing Juice
<a href="#">Men's Waterproof Navy</a>	Internal	Passing Juice
<a href="#">Men's X 2.0 Storm Tide</a>	Internal	Passing Juice
<a href="#">Women's flyer Waterproof 2.0 Sea Glacier I</a>	Internal	Passing Juice
<a href="#">Men's Cloudflyer 3</a>	Internal	Passing Juice
<a href="#">Women's Cloud 5</a>	Internal	Passing Juice
<a href="#">Women's swift 2.0 Glacier White</a>	Internal	Passing Juice
<a href="#">2.0 Glacier White</a>	Internal	Passing Juice
<a href="#">Women's Cloudrunner Waterproof</a>	Internal	Passing Juice
<a href="#">View More</a>	Internal	Passing Juice
<a href="#">flyer Grey Lime</a>	Internal	Passing Juice
<a href="#">2.0 Ruby White</a>	Internal	Passing Juice
<a href="#">Men's Waterproof Navy</a>	Internal	Passing Juice
<a href="#">swift Denim Midnight</a>	Internal	Passing Juice

## In-page links

<a href="#">flow 3.0 Rock Rose</a>	Internal	Passing Juice
<a href="#">2.0 All Black I</a>	Internal	Passing Juice
<a href="#">stratus Navy Dust</a>	Internal	Passing Juice
<a href="#">Women's flow 3.0 Mulberry Mineral</a>	Internal	Passing Juice
<a href="#">All-Day Sock</a>	Internal	Passing Juice
<a href="#">Lumos Headband</a>	Internal	Passing Juice
<a href="#">Mid Sock</a>	Internal	Passing Juice
<a href="#">High Sock</a>	Internal	Passing Juice
<a href="#">Waterproof Anorak</a>	Internal	Passing Juice
<a href="#">Active Jacket</a>	Internal	Passing Juice
<a href="#">Weather Jacket Lumos</a>	Internal	Passing Juice
<a href="#">Climate Jacket</a>	Internal	Passing Juice
<a href="#">Climate Jacket</a>	Internal	Passing Juice
<a href="#">Weather Vest</a>	Internal	Passing Juice
<a href="#">Active Jacket</a>	Internal	Passing Juice
<a href="#">Weather Jacket Lumos</a>	Internal	Passing Juice
<a href="#">Running Pants</a>	Internal	Passing Juice
<a href="#">Storm Pants</a>	Internal	Passing Juice
<a href="#">Explorer Pants</a>	Internal	Passing Juice
<a href="#">Sweat Pants</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Faq</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Shipping policy</a>	Internal	Passing Juice
<a href="#">Returns &amp; Refunds</a>	Internal	Passing Juice
<a href="#">Privacy&amp;Cookie Policy</a>	Internal	Passing Juice
<a href="#">Payment Method</a>	Internal	Passing Juice

## In-page links

[Tracking Order](#)

Internal

Passing Juice

[Shipping time: 10-15 days](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

white **womens jacket mens** view  
shoes **pants** eur waterproof more









## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
womens	15	✖	✖	✖	✖
jacket	12	✖	✖	✖	✔
mens	11	✖	✖	✖	✖
pants	9	✖	✖	✖	✔
more	8	✖	✖	✖	✖





## Usability

	Url	Domain : on-on.co 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.
	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 : 24 Warnings : 8
	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	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.
	Robots.txt	<a href="http://on-on.co/robots.txt">http://on-on.co/robots.txt</a>

## Optimization



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.