Website review roxy-usa.com

The score is 34/100
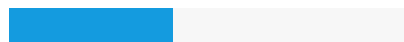
SEO Content

✅	Title	Cheap Roxy Swimwear Sale Online - Roxy USA Factory Outlet Store **Length : 63** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Buy Cheap Roxy Swimwear Sale Online. Roxy Clothes Sale. Roxy USA Factory Outlet Store. See All The Styles And Colors Now. Stand Out From The Crowd In These New Arrivals That Will Have You Feeling Amazing. Cheap Price. **Length : 217** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	Cheap,Roxy Swimwear,Roxy Sale,Online,Roxy USA,Factory Outlet,Store Good, your page contains meta keywords.
❌	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.

	Headings	H1	H2	H3	H4	H5	H6
⦿		0	0	0	0	0	0

❌	Images	We found 28 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.
❌	Text/HTML Ratio	Ratio : **8%** 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.

SEO Content

✅		
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

❌	URL Rewrite	Bad. Your links have query string.
❌	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 72 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 1.39% Internal Links 98.61%

In-page links

Anchor	Type	Juice
Accessories	Internal	Passing Juice
Backpacks	Internal	Passing Juice
Beanies	Internal	Passing Juice
Handbags	Internal	Passing Juice
Hats	Internal	Passing Juice
Other Accessories	Internal	Passing Juice
Wallets	Internal	Passing Juice
Active	Internal	Passing Juice
Active Accessories	Internal	Passing Juice

In-page links

Active Swimsuits	Internal	Passing Juice
Bottoms	Internal	Passing Juice
Jackets	Internal	Passing Juice
Sports Bras	Internal	Passing Juice
Tops	Internal	Passing Juice
Clothing	Internal	Passing Juice
Dresses	Internal	Passing Juice
Fleece & Hoodies	Internal	Passing Juice
Jackets	Internal	Passing Juice
Jumpsuits & Rompers	Internal	Passing Juice
Loungewear	Internal	Passing Juice
Pants & Jeans	Internal	Passing Juice
Shorts	Internal	Passing Juice
Skirts	Internal	Passing Juice
Sweaters	Internal	Passing Juice
Tees & Tanks	Internal	Passing Juice
Tops	Internal	Passing Juice
Shoes	Internal	Passing Juice
Boots	Internal	Passing Juice
Flip Flops	Internal	Passing Juice
Sandals	Internal	Passing Juice
Sneakers	Internal	Passing Juice
Snow	Internal	Passing Juice
Fleece & Softshells	Internal	Passing Juice
Girls Snow	Internal	Passing Juice
Snow Accessories	Internal	Passing Juice
Snow Jackets	Internal	Passing Juice
Snow Pants	Internal	Passing Juice

In-page links

Winter Jackets	Internal	Passing Juice
Surf	Internal	Passing Juice
Boardshorts	Internal	Passing Juice
Rashguards	Internal	Passing Juice
Swimsuits	Internal	Passing Juice
Wetsuits	Internal	Passing Juice
Swimwear	Internal	Passing Juice
Bikini Bottoms	Internal	Passing Juice
Bikini Tops	Internal	Passing Juice
Bikinis	Internal	Passing Juice
Cover Ups	Internal	Passing Juice
One Pieces	Internal	Passing Juice
Favourites	Internal	noFollow
Contact Us	Internal	noFollow
Shipping Info	Internal	noFollow
Shopping Cart (0)	Internal	Passing Juice
Forgot your password?	External	Passing Juice
Home	Internal	Passing Juice
About US	Internal	noFollow
Shipping Info	Internal	noFollow
Privacy Notice	Internal	noFollow
Contact Us	Internal	noFollow
Return Policy	Internal	noFollow
Payment Method	Internal	noFollow
Outlet	Internal	Passing Juice
On The Beach	Internal	Passing Juice
Roxy Love Swim	Internal	Passing Juice
Warmlink Snow	Internal	Passing Juice

In-page links

Wetsuit Guide	Internal	Passing Juice
Chloe Kim	Internal	Passing Juice
Bonafide Babe	Internal	Passing Juice
Salty Society	Internal	Passing Juice
Roxy Life	Internal	Passing Juice
warmlink Snow	Internal	Passing Juice
Currents Of Cool	Internal	Passing Juice

SEO Keywords

Keywords Cloud	jackets accessories swimsuits fleece active pants bikini bottoms snow tops
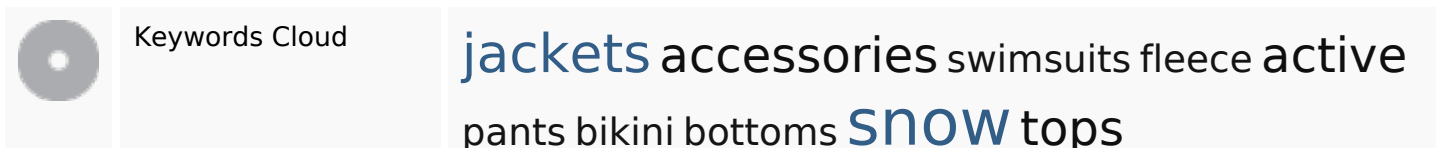
Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
snow	17	✖	✖	✖	✖
jackets	12	✖	✖	✖	✖
accessories	10	✖	✖	✖	✖
tops	9	✖	✖	✖	✖
active	9	✖	✖	✖	✖

Usability

	Url	Domain : roxy-usa.com Length : 12
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.

Usability

✓	Language	Good. Your declared language is en.
✗	Dublin Core	This page does not take advantage of Dublin Core.

Document

✓	Doctype	XHTML 1.0 Transitional
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 1 Warnings : 0
✓	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	✓ 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	✗ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

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	http://roxy-usa.com/robots.txt 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.