







# Website review xrivalfitness.com

Generated on January 09 2025 15:05 PM






The score is **54/100**







## SEO Content

	<p>Title</p>	<p>X-Rival Fitness - Official Website   Canada Fitness Store</p> <p><b>Length : 57</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>														
	<p>Description</p>	<p>Top-quality fitness equipment online or in-store at X-Rival Fitness in Calgary, Edmonton, and Lethbridge. Shop premium products at affordable prices.</p> <p><b>Length : 149</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>														
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>														
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="542 1310 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>X-Rival Fitness</td> </tr> <tr> <td>url</td> <td>https://xrivalfitness.com/</td> </tr> <tr> <td>title</td> <td>X-Rival Fitness - Official Website   Canada Fitness Store</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>description</td> <td>Top-quality fitness equipment online or in-store at X-Rival Fitness in Calgary, Edmonton, and Lethbridge. Shop premium products at affordable prices.</td> </tr> <tr> <td>image</td> <td>http://xrivalfitness.com/cdn/shop/files/rival_d9841c95-be6a-49af-a330-26fb781f89ee.png?v=1715719595</td> </tr> </tbody> </table>	Property	Content	site_name	X-Rival Fitness	url	https://xrivalfitness.com/	title	X-Rival Fitness - Official Website   Canada Fitness Store	type	website	description	Top-quality fitness equipment online or in-store at X-Rival Fitness in Calgary, Edmonton, and Lethbridge. Shop premium products at affordable prices.	image	http://xrivalfitness.com/cdn/shop/files/rival_d9841c95-be6a-49af-a330-26fb781f89ee.png?v=1715719595
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## SEO Content

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	Headings	<table border="1"> <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>17</td> <td>7</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• [H1] X-Rival Fitness</li> <li>• [H2] New Arrivals Barbells</li> <li>• [H2] New Arrivals Apparel</li> <li>• [H2] New Arrivals Ice Baths</li> <li>• [H2] Smith Machines</li> <li>• [H2] Dumbbell Sets (Cheaper in Store)</li> <li>• [H2] Workout Benches</li> <li>• [H2] Everyday Attachments</li> <li>• [H2] All Products</li> <li>• [H2] Your Workout Guidance</li> <li>• [H2] Shop Alberta's Best Fitness Equipment</li> <li>• [H2] Let customers speak for us</li> <li>• [H2] Stay Cold Everywhere</li> <li>• [H2] Workout Gear</li> <li>• [H2] Welcome To X-Rival</li> <li>• [H2] Quick Links</li> <li>• [H2] Terms</li> <li>• [H2] Sign up and save</li> <li>• [H3] New Year Deals</li> <li>• [H3] X-Rival Fitness Calgary SE</li> <li>• [H3] X-Rival Vancouver</li> <li>• [H3] X-Rival Fitness Lethbridge</li> <li>• [H3] X-Rival Fitness Edmonton</li> <li>• [H3] Visit Our Fitness Stores in Calgary, Edmonton, and Lethbridge</li> <li>• [H3] Average of 4.9 Stars Across 300+ Reviews!</li> </ul>	H1	H2	H3	H4	H5	H6	1	17	7	0	0	0
H1	H2	H3	H4	H5	H6									
1	17	7	0	0	0									
	Images	<p>We found 124 images on this web page.</p> <p>99 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>8%</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!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 78 links including 0 link(s) to files
	Statistics	External Links : noFollow 1.28% External Links : Passing Juice 11.54% Internal Links 87.18%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">All Products</a>	Internal	Passing Juice
<a href="#">Package Deals</a>	Internal	Passing Juice
<a href="#">Home Gym Packages</a>	Internal	Passing Juice
<a href="#">Dumbbell Packages</a>	Internal	Passing Juice
<a href="#">Plate Packages</a>	Internal	Passing Juice
<a href="#">Strength</a>	Internal	Passing Juice
<a href="#">Racks &amp; Cages</a>	Internal	Passing Juice
<a href="#">Squat &amp; Power Rack</a>	Internal	Passing Juice
<a href="#">Smith Machine</a>	Internal	Passing Juice
<a href="#">Functional Trainer</a>	Internal	Passing Juice
<a href="#">Attachments</a>	Internal	Passing Juice
<a href="#">Benches</a>	Internal	Passing Juice
<a href="#">Flat Bench</a>	Internal	Passing Juice
<a href="#">Adjustable Bench</a>	Internal	Passing Juice

## In-page links

<a href="#">Press Bench</a>	Internal	Passing Juice
<a href="#">Strength Machines</a>	Internal	Passing Juice
<a href="#">Upper Body</a>	Internal	Passing Juice
<a href="#">Lower Body</a>	Internal	Passing Juice
<a href="#">Weights</a>	Internal	Passing Juice
<a href="#">Dumbbells</a>	Internal	Passing Juice
<a href="#">Adjustable Dumbbells</a>	Internal	Passing Juice
<a href="#">Dumbbell Sets</a>	Internal	Passing Juice
<a href="#">Dumbbell Racks</a>	Internal	Passing Juice
<a href="#">Weight Plates</a>	Internal	Passing Juice
<a href="#">Olympic Plates</a>	Internal	Passing Juice
<a href="#">Bumper Plates</a>	Internal	Passing Juice
<a href="#">Standard Plates</a>	Internal	Passing Juice
<a href="#">Plates Storage</a>	Internal	Passing Juice
<a href="#">Kettlebells</a>	Internal	Passing Juice
<a href="#">Adjustable Kettlebells</a>	Internal	Passing Juice
<a href="#">Competition Kettlebells</a>	Internal	Passing Juice
<a href="#">Kettlebell Storage</a>	Internal	Passing Juice
<a href="#">Ball &amp; Bag</a>	Internal	Passing Juice
<a href="#">Wall Balls</a>	Internal	Passing Juice
<a href="#">Slam Balls</a>	Internal	Passing Juice
<a href="#">Medicine Balls</a>	Internal	Passing Juice
<a href="#">Core Bags</a>	Internal	Passing Juice
<a href="#">Barbells</a>	Internal	Passing Juice
<a href="#">Olympic Barbells</a>	Internal	Passing Juice
<a href="#">Standard Barbells</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Cardio</a>	Internal	Passing Juice

## In-page links

<a href="#">Treadmills</a>	Internal	Passing Juice
<a href="#">Rowers</a>	Internal	Passing Juice
<a href="#">Bikes</a>	Internal	Passing Juice
<a href="#">Ski &amp; Stairs</a>	Internal	Passing Juice
<a href="#">Pilates</a>	Internal	Passing Juice
<a href="#">Flooring</a>	Internal	Passing Juice
<a href="#">Altas</a>	Internal	Passing Juice
<a href="#">StrongArm Barbells</a>	Internal	Passing Juice
<a href="#">Resolute Strength</a>	Internal	Passing Juice
<a href="#">Ice Baths</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">The Benefits Of Ice Baths: How Cold Water Therapy Boosts Your Mental Health and Well-Being</a>	Internal	Passing Juice
<a href="#">Top Exercises for ACL Injury Prevention and Knee Strengthening</a>	Internal	Passing Juice
<a href="#">Why Pilates is a Game-Changer for Athletes: Flexibility, Strength, and Injury Prevention</a>	Internal	Passing Juice
<a href="#">Get directions</a>	External	Passing Juice
=	External	Passing Juice
<a href="#">Get directions</a>	External	Passing Juice
=	External	Passing Juice
<a href="#">Get directions</a>	External	Passing Juice
=	External	Passing Juice
<a href="#">Get directions</a>	External	Passing Juice
=	External	Passing Juice
<a href="#">Locations</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Learn about X-Rival</a>	Internal	Passing Juice

## In-page links

<a href="#">Order Tracking</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	External	Passing Juice
<a href="#">FAQ's</a>	Internal	Passing Juice
<a href="#">Shipping and Delivery</a>	Internal	Passing Juice
<a href="#">Refund Policy</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Powered by Shopify</a>	External	noFollow



## SEO Keywords

 Keywords Cloud	save <b>x-rival</b> esc close <b>price</b> sale icon-x <b>view</b> quick fitness
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## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
x-rival	69	✓	✗	✓	✓
view	66	✗	✗	✗	✓
price	57	✗	✗	✓	✗
sale	53	✗	✗	✗	✗
icon-x	52	✗	✗	✗	✗






## Usability

	Url	Domain : x rivalfitness.com Length : 17
	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	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 186 Warnings : 8
	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> Great, your website has few CSS files.</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	Great, your website has an XML sitemap. <a href="https://xrivalfitness.com/sitemap.xml">https://xrivalfitness.com/sitemap.xml</a>
	Robots.txt	<a href="http://xrivalfitness.com/robots.txt">http://xrivalfitness.com/robots.txt</a> 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.