

Website review xtool.com

Generated on January 02 2025 07:58 AM

The score is 40/100







SEO Content

	Title	xTool Laser Desktop CO2, Fiber & Diode Laser Cutter Length : 57 Perfect, your title contains between 10 and 70 characters.												
	Description	xTool is an industry-leading laser brand that offers top-quality desktop CO2 laser, fiber laser, and diode laser engraver and cutters, as well as innovative crafting tools. xTool is empowering creativity, helping people earn more, and making creation, easier, more enjoyable and rewarding for beginners and pros alike. Length : 318 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>image</td><td>https://cdn.shopify.com/s/files/1/0467/7985/9095/files/all-0524.jpg?v=1716528757</td></tr><tr><td>image:secure_url</td><td>https://cdn.shopify.com/s/files/1/0467/7985/9095/files/all-0524.jpg?v=1716528757</td></tr><tr><td>image:width</td><td>1200</td></tr><tr><td>image:height</td><td>628</td></tr></tbody></table>	Property	Content	image	https://cdn.shopify.com/s/files/1/0467/7985/9095/files/all-0524.jpg?v=1716528757	image:secure_url	https://cdn.shopify.com/s/files/1/0467/7985/9095/files/all-0524.jpg?v=1716528757	image:width	1200	image:height	628		
Property	Content													
image	https://cdn.shopify.com/s/files/1/0467/7985/9095/files/all-0524.jpg?v=1716528757													
image:secure_url	https://cdn.shopify.com/s/files/1/0467/7985/9095/files/all-0524.jpg?v=1716528757													
image:width	1200													
image:height	628													
	Headings	<table><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>10</td><td>40</td><td>0</td><td>8</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">[H1] xTool Laser Cutter and Engraver[H2] Discover Our Latest Innovations[H2] Introducing the Most Advanced and Versatile Machines	H1	H2	H3	H4	H5	H6	1	10	40	0	8	0
H1	H2	H3	H4	H5	H6									
1	10	40	0	8	0									





SEO Content

- [H2] World-First Innovations: Easier, Safer, and More Efficient
- [H2] World-First Innovations: Easier, Safer, and More Efficient
- [H2] The NO.1 Laser Brand
- [H2] Machines + Leading Software = Creations Brought to Life
- [H2] We Inspire Every Dreamer, Every Field
- [H2] See Why Media Loves xTool
- [H2] We Are So Proud to Help Users Create, Earn, and Thrive
- [H2] We Are Always Here to Help
- [H3] xTool SafetyPro™ AP2
- [H3] xTool SafetyPro™ IF2
- [H3] xTool P2S
- [H3] xTool Flexible Fixture
- [H3] xTool Heat Press
- [H3] xTool Air-Compress Assist
- [H3] xTool Screen Printer
- [H3] xTool RA2 Pro Plus
- [H3] xTool F1 Pedal & Button Switch
- [H3] Smoke Purifier Pre filter
- [H3] Black Laser Marking Spray
- [H3] Peony Pink to Iridescent Stainless Steel Tumbler
- [H3] Sublimation Aluminum Sheet Keychain
- [H3] Silver Sparkle Glitter Acrylic Sheet Plexiglass
- [H3] Stylus Ballpoint Pens With LED Light
- [H3] Black to Silver License Plate Frames
- [H3] Sublimation Blank Film Roll Keychain
- [H3] xTool P2S
- [H3] xTool S1
- [H3] xTool F1 Ultra
- [H3] xTool F1
- [H3] xTool M1 Ultra
- [H3] xTool P2S
- [H3] xTool S1
- [H3] xTool F1 Ultra
- [H3] xTool F1 Ultra
- [H3] xTool F1
- [H3] xTool S1
- [H3] xTool M1 Ultra
- [H3] Small Business
- [H3] DIY
- [H3] Education
- [H3] 1-1 Expert Support
- [H3] Demo Room
- [H3] xTool SuccessLab
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- [H5] Unlock Membership Benefits
- [H5] Unlock Membership Benefits
- [H5] GET IN TOUCH WITH US:
- [H5] Order & Purchase
- [H5] Offers
- [H5] Partnership
- [H5] Policy
- [H5] About xTool

SEO Content

	Images	We found 219 images on this web page. 217 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 : 2% 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	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 69 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.8% Internal Links 94.2%

In-page links

Anchor	Type	Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice

In-page links

=	Internal	Passing Juice
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In-page links

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Machine Comparison	Internal	Passing Juice
Track My Order	Internal	Passing Juice
60-Day Price Guarantee	Internal	Passing Juice
Tax-Exemption Application	Internal	Passing Juice
Payment Methods	Internal	Passing Juice
Purchase Order (PO)	External	Passing Juice
New User Program	Internal	Passing Juice
Military & Special Discount	Internal	Passing Juice
Trade Up	Internal	Passing Juice
Refurbished	Internal	Passing Juice
Loyalty Program	Internal	Passing Juice
Strategic Partner	Internal	Passing Juice
Affiliate Program	Internal	Passing Juice
xTool Ambassador	Internal	Passing Juice
Shipping Policy	Internal	Passing Juice
Aftersales Policy	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
xToolCare Terms of Service	Internal	Passing Juice
Web Accessibility	Internal	Passing Juice

In-page links

Brand Story	Internal	Passing Juice
User Story	Internal	Passing Juice
World Autism Awareness Month	Internal	Passing Juice
xTool Charity	Internal	Passing Juice
xTool Events	Internal	Passing Juice
Contact Sales	Internal	Passing Juice
Contact Support	Internal	Passing Juice
XTL US INC. All Rights Reserved	Internal	Passing Juice




SEO Keywords

	Keywords Cloud	ultra all kit series machine view diy xtool laser new
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
xtool	107	✓	✗	✓	✓
new	38	✗	✗	✗	✗
all	27	✗	✗	✗	✓
view	26	✗	✗	✗	✗
series	26	✗	✗	✗	✗









Usability

	Url	Domain : xtool.com Length : 9
	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 : 60 Warnings : 4
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector 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"> 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://www.xtool.com/sitemap.xml
	Robots.txt	http://xtool.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.