Seo Analyzer
bauerbookstore.com

Generated on February 17 2022 20:11 PM

The score is 48/100

SEO Content

✓	Title	Welcome to BauerBookstore.com **Length : 29** Perfect, your title contains between 10 and 70 characters.
⚠	Description	The Wit, Wisdom, and Works of Author John Bauer. **Length : 48** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	John Bauer, Novels, Novelist, Gambling Books, 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** 0 **H2** 0 **H3** 0 **H4** 0 **H5** 0 **H6** 0
✗	Images	We found 10 images on this web page. 10 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 : **26%** 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.

SEO Content

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

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 12 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 33.33% Internal Links 66.67%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About John	Internal	Passing Juice
Visit John's Blog: Gone to the Dogs	Internal	Passing Juice
Get a Free Book	Internal	Passing Juice
Shop by Series	Internal	Passing Juice
Shop by Titles	Internal	Passing Juice
Shop by Categories	Internal	Passing Juice
Contact John	Internal	Passing Juice
Add to Cart	External	Passing Juice
Add to Cart	External	Passing Juice
Add to Cart	External	Passing Juice

In-page links

Add to Cart		External	Passing Juice

SEO Keywords

	Keywords Cloud	another fine add ebook collection bauer shop from john cart

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
john	8	✖	✔	✔	✖
bauer	5	✔	✔	✔	✖
add	5	✖	✖	✖	✖
from	5	✖	✖	✖	✖
ebook	5	✖	✖	✖	✖

Usability

	Url	Domain : bauerbookstore.com Length : 18
✖	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
✖	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	Missing doctype
✅	Encoding	Perfect. Your declared charset is WINDOWS-1252.
❌	W3C Validity	Errors : 174 Warnings : 13
✅	Email Privacy	Great no email address has been found in plain text!

❌	Deprecated HTML	

Deprecated tags	Occurrences
<font>	19
<strike>	1

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

⦿	Speed Tips	✖ Attention! Try to avoid nested tables in HTML. ✖ Too bad, your website is using inline styles. ✔ Great, your website has few CSS files. ✔ Perfect, your website has few JavaScript files. ✖ 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.

Optimization

		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	Missing

Your website doesn't have a robots.txt file - this can be problematic.

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located. |
| ❌ | 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. |