










# Seo Analyzer dancewear-edinburgh.co.uk

Generated on March 22 2022 17:48 PM

The score is 54/100



## SEO Content

|    | <p>Title</p>              | <p>Dancewear of Edinburgh, Scotland, UK - Dance shoes, clothing and accessories</p> <p><b>Length : 76</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>  |    |    |    |    |    |    |   |   |   |   |   |   |
|---|---------------------------|---|----|----|----|----|----|----|---|---|---|---|---|---|
|    | <p>Description</p>        | <p>Dancewear supplies dancing shoes, clothing and accessories from our shop in Edinburgh, Scotland, and by mail order worldwide. We specialise in pointe shoe fitting, and cater for ballet, tap, jazz, Irish and Scottish country dancers at all levels.</p> <p><b>Length : 246</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p> |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Keywords</p>           | <p>dancewear, edinburgh, uk, scotland, dance, dancewear uk, mail order, pointe shoe, point shoe fitting, rose street, bags, shoes, dance trainers, leotards, catsuits, tights, keyring, skirt, tutu, ballet, jazz, salsa, ballroom dance, dance gear, dance shoes</p> <p>Good, your page contains meta keywords.</p>  |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Og Meta Properties</p> | <p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>  |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Headings</p>           | <table border="1" data-bbox="539 1675 1481 1749"> <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>0</td> <td>1</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1778 1209 1809" style="list-style-type: none"> <li>• [H2] Welcome to Dancewear of Edinburgh</li> </ul>  | H1 | H2 | H3 | H4 | H5 | H6 | 0 | 1 | 0 | 0 | 0 | 0 |
| H1  | H2                        | H3  | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 0   | 1                         | 0   | 0  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|  | <p>Images</p>             | <p>We found 38 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Text/HTML Ratio</p>    | <p>Ratio : <b>21%</b></p>   |    |    |    |    |    |    |   |   |   |   |   |   |



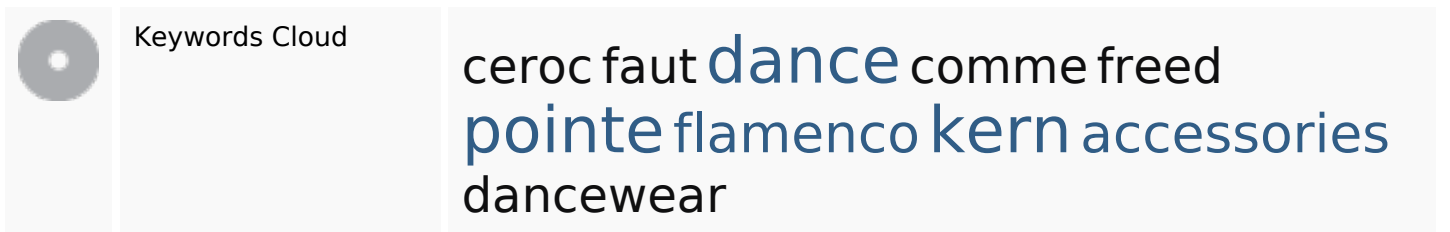
## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Download our Catalogue</a> | Internal | Passing Juice |
| <a href="#">=</a>                      | Internal | Passing Juice |
| <a href="#">Accessories</a>            | Internal | Passing Juice |
| <a href="#">Anna Kern</a>              | Internal | Passing Juice |
| <a href="#">Bags</a>                   | Internal | Passing Juice |
| <a href="#">Ballet</a>                 | Internal | Passing Juice |
| <a href="#">Ballroom, Sequence</a>     | Internal | Passing Juice |
| <a href="#">Beauty</a>                 | Internal | Passing Juice |
| <a href="#">Bridal</a>                 | Internal | Passing Juice |
| <a href="#">Capezio</a>                | Internal | Passing Juice |
| <a href="#">Ceroc, Le Roc</a>          | Internal | Passing Juice |
| <a href="#">Character</a>              | Internal | Passing Juice |
| <a href="#">Comme il Faut</a>          | Internal | Passing Juice |
| <a href="#">Country</a>                | Internal | Passing Juice |
| <a href="#">Dance Trainers</a>         | Internal | Passing Juice |
| <a href="#">Disco</a>                  | Internal | Passing Juice |
| <a href="#">Flamenco</a>               | Internal | Passing Juice |
| <a href="#">Freed</a>                  | Internal | Passing Juice |
| <a href="#">Gymnastic</a>              | Internal | Passing Juice |
| <a href="#">Highland</a>               | Internal | Passing Juice |
| <a href="#">Irish</a>                  | Internal | Passing Juice |
| <a href="#">Jazz, Modern</a>           | Internal | Passing Juice |
| <a href="#">Leg Warmers</a>            | Internal | Passing Juice |
| <a href="#">Leggings/Jazz Pants</a>    | Internal | Passing Juice |
| <a href="#">Leotards</a>               | Internal | Passing Juice |
| <a href="#">Line Dancing</a>           | Internal | Passing Juice |
| <a href="#">Men/Boys</a>               | Internal | Passing Juice |
| <a href="#">Misc</a>                   | Internal | Passing Juice |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Nueva Epoca</a>              | Internal | Passing Juice |
| <a href="#">Pineapple</a>                | Internal | Passing Juice |
| <a href="#">Pointe</a>                   | Internal | Passing Juice |
| <a href="#">Salsa, Tango</a>             | Internal | Passing Juice |
| <a href="#">Stationery and Gift Wrap</a> | Internal | Passing Juice |
| <a href="#">Tap</a>                      | Internal | Passing Juice |
| <a href="#">Tights</a>                   | Internal | Passing Juice |
| <a href="#">Toys</a>                     | Internal | Passing Juice |
| <a href="#">Warm-up Wear</a>             | Internal | Passing Juice |
| <a href="#">Werner Kern</a>              | Internal | Passing Juice |
| <a href="#">Yoga</a>                     | Internal | Passing Juice |
| <a href="#">Zumba</a>                    | Internal | Passing Juice |
| <a href="#">Forgotten your password?</a> | Internal | Passing Juice |






## SEO Keywords














## Keywords Consistency

| Keyword     | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| kern        | 6       | ✘     | ✘        | ✘           | ✘        |
| dance       | 6       | ✔     | ✔        | ✔           | ✔        |
| pointe      | 5       | ✘     | ✔        | ✔           | ✘        |
| accessories | 4       | ✔     | ✘        | ✔           | ✘        |
| flamenco    | 4       | ✘     | ✘        | ✘           | ✘        |





## Usability

|  |              |  |
|--|--------------|--|
|  | Url          | Domain : dancewear-edinburgh.co.uk<br>Length : 25  |
|  | Favicon      | Great, your website has a favicon.   |
|  | Printability | Great. We have found a Print-Friendly CSS.   |
|  | Language     | You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website. |
|  | Dublin Core  | This page does not take advantage of Dublin Core.  |

## Document

|  |                 |  |
|--|-----------------|--|
|   | Doctype         | XHTML 1.1 - DTD  |
|  | Encoding        | Perfect. Your declared charset is ISO-8859-1.  |
|  | W3C Validity    | Errors : 1<br>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      | <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> Perfect, your website has few JavaScript files.</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> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|    | XML Sitemap | <p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p> |
|    | Robots.txt  | <p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>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.</p>       |
|  | Analytics   | <p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>  |