

SEO Content

| \bigcirc | Title | Dooney A Bourke | nd Bourke | Outlet & Cl | earance Iter | ns Official | Dooney & |
|--------------|--------------------|---|--------------|--------------|----------------|--|--|
| | | Length : | 69 | | | | |
| | | Perfect, y | our title co | ntains betw | veen 10 and | 70 characte | ers. |
| | Description | Handbag | s at up to 9 | 0% off reta | il price! Disc | - | Bourke Outlet 5000 brands of sories. |
| | | Length : | 195 | | | | |
| | | | | • | | in between to calcu | 70 and 160 Ilate text length. |
| | Keywords | Dooney A | nd Bourke | Outlet,Doo | ney & Bourk | e,Dooney,Bo | ourke |
| \checkmark | | Good, you | ur page cor | ntains meta | keywords. | | |
| ⊗ | Og Meta Properties | social cra | wler's bett | | ze your page | roperties. Th e. Use <u>this fr</u> | nis tags allows ree og |
| | Headings | H1 | H2 | H3 | H4 | H5 | H6 |
| 0 | | 1 | 0 | 0 | 0 | 0 | 0 |
| | | • [⊦ | 1] i love de | ooney webs | ite | | |
| | Images | We found 0 images on this web page. | | | | | |
| $\mathbf{}$ | | Good, most or all of your images have alt attributes. | | | | | |
| | Text/HTML Ratio | Ratio : 28% | | | | | |
| | | Ideal! This page's ratio of text to HTML code is between 25 and 70 percent. | | | | | |
| \bigcirc | Flash | Perfect, n | o Flash cor | ntent has be | een detecteo | d on this pag | je. |

SEO Content

| \bigcirc | lframe | Great, there are no lframes detected on this page. | | |
|------------|----------------------------|--|--|--|
| | | SEO Links | | |
| \bigcirc | URL Rewrite | Good. Your links looks friendly! | | |
| 0 | Underscores in the URLs | Perfect! No underscores detected in your URLs. | | |
| 0 | In-page links | We found a total of 1 links including 0 link(s) to files | | |
| 0 | Statistics | External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100% | | |

In-page links

| Anchor | Туре | Juice |
|--------------------|----------|---------------|
| <u>To top link</u> | Internal | Passing Juice |

SEO Keywords

| 0 | Keywords Cloud | ilovedooney outlet official bourke top all |
|---|----------------|--|
| | | dooney bags leather handbags |

Keywords Consistency

| Keyword | Content | Title | Keywords | Descripti on | Headings |
|---------|---------|-------|----------|-----------------|----------|
| dooney | 18 | × | × | × | × |
| bourke | 16 | × | × | ¥ | × |

Keywords Consistency

| handbags | 7 | × | × | × | × |
|----------|---|---|---|----------|---|
| all | 5 | × | × | * | × |
| outlet | 4 | ¥ | × | ¥ | × |

Usability

| 0 | Url | Domain : dooneyandbourkeoutlet.us.com Length : 28 |
|--------------|--------------|---|
| 0 | Favicon | Great, your website has a favicon. |
| \bigotimes | Printability | We could not find a Print-Friendly CSS. |
| \bigotimes | Language | You have not specified the language. Use <u>this free meta tags generator</u> to declare the intended language of your website. |
| \bigotimes | Dublin Core | This page does not take advantage of Dublin Core. |

Document

| \bigcirc | Doctype | XHTML 1.0 Transitional |
|--------------|-----------------|---|
| \bigcirc | Encoding | Perfect. Your declared charset is UTF-8. |
| \bigotimes | W3C Validity | Errors : 14 Warnings : 1 |
| \bigcirc | Email Privacy | Great no email address has been found in plain text! |
| 0 | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
| 0 | Speed Tips | Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. |

Document

| × | Great, your website has few CSS files. |
|---|---|
| × | Perfect, your website has few JavaScript files. |
| ~ | Perfect, your website takes advantage of gzip. |

Mobile

| 0 | Mobile Optimization | × | Apple Icon |
|---|---------------------|---|-------------------|
| | | ~ | Meta Viewport Tag |
| | | * | Flash content |

Optimization

| 8 | 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. |
|---|-------------|--|
| 8 | 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. |
| 8 | 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. |