





# Seo Analyzer fancy.com

Generated on February 26 2022 00:29 AM






The score is 40/100




## SEO Content

	Title	<p>The Fancy   A Big Place to Shop Small</p> <p><b>Length : 37</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Shop home décor, unique gifts, beauty &amp; wellness favorites, sustainable goods, kids, baby &amp; pet from 100+ independent brands. Shop curated collections and gift guides to uncover something extraordinary every time you shop. Free shipping over \$75 and Free Returns.</p> <p><b>Length : 271</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>												
	Keywords	<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>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>The Fancy</td></tr><tr><td>url</td><td>https://fancy.com/</td></tr><tr><td>title</td><td>The Fancy   A Big Place to Shop Small</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>Shop home décor, unique gifts, beauty &amp; wellness favorites, sustainable goods, kids, baby &amp; pet from 100+ independent brands. Shop curated collections and gift guides to uncover something extraordinary every time you shop. Free shipping over \$75 and Free Returns.</td></tr></tbody></table>	Property	Content	site_name	The Fancy	url	https://fancy.com/	title	The Fancy   A Big Place to Shop Small	type	website	description	Shop home décor, unique gifts, beauty & wellness favorites, sustainable goods, kids, baby & pet from 100+ independent brands. Shop curated collections and gift guides to uncover something extraordinary every time you shop. Free shipping over \$75 and Free Returns.
Property	Content													
site_name	The Fancy													
url	https://fancy.com/													
title	The Fancy   A Big Place to Shop Small													
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## SEO Content

		<div>image</div> <div>http://cdn.shopify.com/s/files/1/0562/3916/1536/files/Untitled_design_27_3251012b-73ff-4bb2-9f38-6027f232e985.png?v=1634068384</div> <div>image:secure_url</div> <div>https://cdn.shopify.com/s/files/1/0562/3916/1536/files/Untitled_design_27_3251012b-73ff-4bb2-9f38-6027f232e985.png?v=1634068384</div> <div>image:width</div> <div>1200</div> <div>image:height</div> <div>628</div>
	Headings	<div> <div><b>H1</b></div> <div>1</div> <div><b>H2</b></div> <div>8</div> <div><b>H3</b></div> <div>3</div> <div><b>H4</b></div> <div>1</div> <div><b>H5</b></div> <div>0</div> <div><b>H6</b></div> <div>0</div> </div> <ul style="list-style-type: none"> <li>• [H1] The Fancy</li> <li>• [H2] Wish Granted</li> <li>• [H2] Pleased to Meet You</li> <li>• [H2] Model Gift Picks</li> <li>• [H2] New Season Musts</li> <li>• [H2] Our Editor's Selects</li> <li>• [H2] Shop The Collection</li> <li>• [H2] {{translation.bisTitleForm}}</li> <li>• [H2] {{translation.bisTitleForm}}</li> <li>• [H3] The Coffee Collective</li> <li>• [H3] Perfect Pet</li> <li>• [H3] Editor-in-Chill</li> <li>• [H4] {{translation.cartWarningTitle}}</li> </ul>
	Images	<p>We found 93 images on this web page.</p> <p>91 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>7%</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
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## SEO Links

	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 135 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.96%</p> <p>Internal Links 97.04%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">What's New</a>	Internal	Passing Juice
<a href="#">Just In</a>	Internal	Passing Juice
<a href="#">Featured Collections</a>	Internal	Passing Juice
<a href="#">On Our Radar: Brands To Note</a>	Internal	Passing Juice
<a href="#">Gift Guide Quiz</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Under \$30</a>	Internal	Passing Juice
<a href="#">Under \$50</a>	Internal	Passing Juice
<a href="#">Under \$100</a>	Internal	Passing Juice
<a href="#">Splurge-Worthy</a>	Internal	Passing Juice
<a href="#">For Him</a>	Internal	Passing Juice
<a href="#">For Her</a>	Internal	Passing Juice
<a href="#">For Kids</a>	Internal	Passing Juice
<a href="#">For Baby</a>	Internal	Passing Juice
<a href="#">For The Couple</a>	Internal	Passing Juice
<a href="#">Proud Pet Parent</a>	Internal	Passing Juice
<a href="#">For the Gourmand</a>	Internal	Passing Juice

## In-page links

<a href="#">The Candle Studio</a>	Internal	Passing Juice
<a href="#">New On the Job</a>	Internal	Passing Juice
<a href="#">Cards &amp; Invites</a>	Internal	Passing Juice
<a href="#">Gift Cards</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Living</a>	Internal	Passing Juice
<a href="#">Decor &amp; Objects</a>	Internal	Passing Juice
<a href="#">Home Textiles</a>	Internal	Passing Juice
<a href="#">Candles &amp; Home Fragrance</a>	Internal	Passing Juice
<a href="#">Library</a>	Internal	Passing Juice
<a href="#">Plants &amp; Planters</a>	Internal	Passing Juice
<a href="#">Storage &amp; Organization</a>	Internal	Passing Juice
<a href="#">Small Furnishings</a>	Internal	Passing Juice
<a href="#">Lighting</a>	Internal	Passing Juice
<a href="#">Dining &amp; Kitchen</a>	Internal	Passing Juice
<a href="#">Dinnerware &amp; Flatware</a>	Internal	Passing Juice
<a href="#">Table Linens &amp; More</a>	Internal	Passing Juice
<a href="#">Serveware &amp; Entertaining</a>	Internal	Passing Juice
<a href="#">Cookware</a>	Internal	Passing Juice
<a href="#">Kitchen Accessories</a>	Internal	Passing Juice
<a href="#">Food &amp; Pantry</a>	Internal	Passing Juice
<a href="#">Drink &amp; Barware</a>	Internal	Passing Juice
<a href="#">Glassware</a>	Internal	Passing Juice
<a href="#">Pitchers &amp; Decanters</a>	Internal	Passing Juice
<a href="#">Coasters &amp; Bar Accessories</a>	Internal	Passing Juice
<a href="#">Cups &amp; Mugs</a>	Internal	Passing Juice
<a href="#">On The Go</a>	Internal	Passing Juice
<a href="#">Drinks</a>	Internal	Passing Juice

## In-page links

<a href="#">Working</a>	Internal	Passing Juice
<a href="#">Desk Accessories</a>	Internal	Passing Juice
<a href="#">Home Tech</a>	Internal	Passing Juice
<a href="#">Journals &amp; Stationery</a>	Internal	Passing Juice
<a href="#">Lifestyle</a>	Internal	Passing Juice
<a href="#">Games &amp; Hobby</a>	Internal	Passing Juice
<a href="#">Puzzles</a>	Internal	Passing Juice
<a href="#">Cards &amp; Games</a>	Internal	Passing Juice
<a href="#">Craft &amp; DIY</a>	Internal	Passing Juice
<a href="#">Tech</a>	Internal	Passing Juice
<a href="#">Cases</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Leisure</a>	Internal	Passing Juice
<a href="#">Luggage &amp; Travel</a>	Internal	Passing Juice
<a href="#">Sleep &amp; Lounge</a>	Internal	Passing Juice
<a href="#">Active &amp; Outdoor</a>	Internal	Passing Juice
<a href="#">Pet</a>	Internal	Passing Juice
<a href="#">Essentials</a>	Internal	Passing Juice
<a href="#">Wearables</a>	Internal	Passing Juice
<a href="#">Toys</a>	Internal	Passing Juice
<a href="#">Beauty &amp; Wellness</a>	Internal	Passing Juice
<a href="#">Skincare &amp; Bath</a>	Internal	Passing Juice
<a href="#">Body</a>	Internal	Passing Juice
<a href="#">Face</a>	Internal	Passing Juice
<a href="#">Health &amp; Wellness</a>	Internal	Passing Juice
<a href="#">Supplements</a>	Internal	Passing Juice
<a href="#">Wellness Accessories</a>	Internal	Passing Juice
<a href="#">Essential Oils</a>	Internal	Passing Juice

## In-page links

<a href="#">Men's Grooming</a>	Internal	Passing Juice
<a href="#">Fragrance</a>	Internal	Passing Juice
<a href="#">Sets</a>	Internal	Passing Juice
<a href="#">Women</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Bags &amp; Wallets</a>	Internal	Passing Juice
<a href="#">Scarves &amp; Cold-Weather</a>	Internal	Passing Juice
<a href="#">Hats &amp; Hair Accessories</a>	Internal	Passing Juice
<a href="#">Sunglasses &amp; Eyewear</a>	Internal	Passing Juice
<a href="#">Socks &amp; Loungewear</a>	Internal	Passing Juice
<a href="#">Jewelry</a>	Internal	Passing Juice
<a href="#">Earrings</a>	Internal	Passing Juice
<a href="#">Rings</a>	Internal	Passing Juice
<a href="#">Necklaces</a>	Internal	Passing Juice
<a href="#">Bracelets &amp; Anklets</a>	Internal	Passing Juice
<a href="#">Pins &amp; Charms</a>	Internal	Passing Juice
<a href="#">Vintage Vault &amp; Collectibles</a>	Internal	Passing Juice
<a href="#">Bags &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Men</a>	Internal	Passing Juice
<a href="#">Bags &amp; Wallets</a>	Internal	Passing Juice
<a href="#">Wallets &amp; Small Leather Goods</a>	Internal	Passing Juice
<a href="#">Backpacks &amp; Weekenders</a>	Internal	Passing Juice
<a href="#">Briefcases &amp; Tech Carriers</a>	Internal	Passing Juice
<a href="#">Watches &amp; Jewelry</a>	Internal	Passing Juice
<a href="#">Watches</a>	Internal	Passing Juice
<a href="#">Jewelry</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Men's Socks &amp; Loungewear</a>	Internal	Passing Juice


## In-page links

<a href="#">Kids &amp; Baby</a>	Internal	Passing Juice
<a href="#">Nursery &amp; Room</a>	Internal	Passing Juice
<a href="#">Toys</a>	Internal	Passing Juice
<a href="#">Baby</a>	Internal	Passing Juice
<a href="#">Kids Accessories</a>	Internal	Passing Juice
<a href="#">Sale</a>	Internal	Passing Juice
<a href="#">Home Sale</a>	Internal	Passing Juice
<a href="#">Lifestyle Sale</a>	Internal	Passing Juice
<a href="#">Beauty &amp; Wellness Sale</a>	Internal	Passing Juice
<a href="#">Women's Sale</a>	Internal	Passing Juice
<a href="#">Men's Sale</a>	Internal	Passing Juice
<a href="#">Kids &amp; Baby Sale</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice
<a href="#">Wishlist</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Price</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">=</a>	Internal	Passing Juice
<a href="#">SHOP NOW</a>	Internal	Passing Juice
<a href="#">SHOP NOW</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">Shop now</a>	Internal	Passing Juice
<a href="#">Shop now</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Ready player</a>	Internal	Passing Juice
<a href="#">ABOUT US</a>	Internal	Passing Juice
<a href="#">Download the App</a>	External	Passing Juice

## In-page links

<a href="#">Affiliate</a>	External	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">TERMS &amp; CONDITIONS</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	External	Passing Juice
<a href="#">Globo Pre-Order</a>	External	Passing Juice





## SEO Keywords

	Keywords Cloud	puzzle kids sale <b>preview</b> candle home wellness baby set accessories
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## Keywords Consistency


Keyword	Content	Title	Keywords	Description	Headings
preview	17	×	×	×	×
accessories	10	×	×	×	×
sale	7	×	×	×	×
puzzle	5	×	×	×	×
home	5	×	×	✓	×

## Usability












	Url	Domain : fancy.com Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.







## Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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## Document

	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 136 Warnings : 12				
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.				
	Deprecated HTML	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td>&lt;center&gt;</td><td>1</td></tr></table> <p>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.</p>	Deprecated tags	Occurrences	<center>	1
Deprecated tags	Occurrences					
<center>	1					
	Speed Tips	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>				

## 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	<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><a href="http://fancy.com/robots.txt">http://fancy.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</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>