










Seo Analyzer farfetchstock.com

Generated on March 31 2022 16:34 PM

The score is 59/100



SEO Content

|  | <p>Title</p> | <p>Farfetch Stock - Official site</p> <p>Length : 30</p> <p>Perfect, your title contains between 10 and 70 characters.</p> | | | | | | | | | | | | |
|--|---------------------------|---|----|----|----|----|----|----|---|---|---|---|---|---|
|  | <p>Description</p> | <p>Farfetch's stock is owned by many different institutional and retail investors. Top institutional investors include Morgan Stanley (8.86%), Lone Pine Capital LLC (6.48%), Invesco Ltd. (5.54%), Baillie Gifford & Co. (4.24%), Artisan Partners Limited Partnership (3.47%) and Viking Global Investors LP (3.26%).</p> <p>Length : 308</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p> | | | | | | | | | | | | |
|  | <p>Keywords</p> | <p>Farfetch Stock, price target, market, forecast, buy or sell</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 this free og properties generator to create them.</p> | | | | | | | | | | | | |
|  | <p>Headings</p> | <table border="1" data-bbox="539 1547 1481 1615"> <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>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1648 786 1682" style="list-style-type: none"> • [H1] Stock | H1 | H2 | H3 | H4 | H5 | H6 | 1 | 0 | 0 | 0 | 0 | 0 |
| H1 | H2 | H3 | H4 | H5 | H6 | | | | | | | | | |
| 1 | 0 | 0 | 0 | 0 | 0 | | | | | | | | | |
|  | <p>Images</p> | <p>We found 0 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p> | | | | | | | | | | | | |
|  | <p>Text/HTML Ratio</p> | <p>Ratio : 21%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p> | | | | | | | | | | | | |
| | <p>Flash</p> | <p>Perfect, no Flash content has been detected on this page.</p> | | | | | | | | | | | | |

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 1 links including 0 link(s) to files |
|  | Statistics | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p> |

In-page links

| Anchor | Type | Juice |
|-----------------------------|----------|---------------|
| To top link | Internal | Passing Juice |

SEO Keywords

| | | |
|--|----------------|---|
|  | Keywords Cloud | <p>traffic market price target tool stock</p> <p>forecast website farfetch search</p> |
|--|----------------|---|






Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| | | | | | |






Keywords Consistency

| | | | | | |
|----------|---|---|---|---|---|
| stock | 5 | ✓ | ✓ | ✓ | ✓ |
| website | 5 | ✗ | ✗ | ✗ | ✗ |
| traffic | 4 | ✗ | ✗ | ✗ | ✗ |
| farfetch | 3 | ✓ | ✓ | ✓ | ✗ |
| price | 3 | ✗ | ✓ | ✗ | ✗ |

Usability

| | | |
|--|--------------|--|
|  | Url | Domain : farfetchstock.com Length : 17 |
|  | Favicon | Great, your website has a favicon. |
|  | Printability | We could not find a Print-Friendly CSS. |
|  | Language | You have not specified the language. Use this free meta tags generator to declare the intended language of your website. |
|  | Dublin Core | This page does not take advantage of Dublin Core. |

Document

| | | |
|--|-----------------|--|
|  | Doctype | XHTML 1.0 Transitional |
|  | Encoding | Perfect. Your declared charset is UTF-8. |
|  | W3C Validity | Errors : 18 Warnings : 1 |
|  | 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. |

Document

| | | |
|--|------------|--|
|  | Speed Tips | <ul style="list-style-type: none">✓ Excellent, your website doesn't use nested tables.✗ Too bad, your website is using inline styles.✓ Great, your website has few CSS files.✓ Perfect, your website has few JavaScript files.✓ Perfect, your website takes advantage of gzip. |
|--|------------|--|

Mobile

| | | |
|--|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none">✗ Apple Icon✓ Meta Viewport Tag✓ Flash content |
|--|---------------------|--|

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> |