

### **SEO Content**

| $\bigotimes$    | Title              | Length : 0  |                  |                 |                |                |
|-----------------|--------------------|---|------------------|-----------------|----------------|----------------|
|                 |                    | Very bad. We ha   | aven't found ti  | tle on your pag | ge.            |                |
| 8               | Description        | Length : 0<br>Very bad. We haven't found meta description on your page. Use <u>this</u><br>free online meta tags generator to create description.   |                  |                 |                |                |
| 8               | Keywords           | Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.   |                  |                 |                |                |
| $\bigotimes$    | Og Meta Properties | This page does not take advantage of Og Properties. This tags allows<br>social crawler's better structurize your page. Use <u>this free og</u><br><u>properties generator</u> to create them. |                  |                 |                |                |
| 0               | Headings           | <b>H1 H2</b><br>0 0   | <b>H3</b><br>1   | <b>H4</b><br>0  | <b>H5</b><br>0 | <b>H6</b><br>0 |
|                 |                    | <ul> <li>[H3] Error. Page cannot be displayed. Please contact your<br/>service provider for more details. (27)</li> </ul>   |                  |                 |                |                |
|                 | Images             | We found 0 images on this web page.   |                  |                 |                |                |
| $\mathbf{\vee}$ |                    | Good, most or a   | ll of your imag  | es have alt at  | ributes.       |                |
|                 | Text/HTML Ratio    | Ratio : <b>46%</b>  |                  |                 |                |                |
|                 |                    | Ideal! This page percent.   | 's ratio of text | to HTML code    | is betweer     | n 25 and 70    |
| 0               | Flash              | Perfect, no Flasl   | n content has l  | been detected   | on this pag    | ge.            |

#### **SEO Content**

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

## In-page links

| Anchor | Туре | Juice |
|--------|------|-------|
|        |      |       |

### **SEO Keywords**

| 0 | Keywords Cloud | service provider please<br>displayed error more page<br>details |
|---|----------------|---|
|   |                |   |

## **Keywords Consistency**

| Keyword | Content | Title | Keywords | Descripti<br>on | Headings |
|---------|---------|-------|----------|-----------------|----------|
| error   | 1       | ×     | ×        | ×               | ×        |
| page    | 1       | ×     | ×        | ×               | ×        |

# **Keywords Consistency**

| displayed | 1 | × | × | × | × |
|-----------|---|---|---|---|---|
| please    | 1 | × | × | × | × |
| service   | 1 | × | × | × | ¥ |

## Usability

| 0            | Url          | Domain : fourseasonsretail.com<br>Length : 21   |
|--------------|--------------|---|
| 8            | Favicon      | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.   |
| $\bigotimes$ | 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. |
|              | Dublin Core  | This page does not take advantage of Dublin Core.   |

#### Document

|              | Doctype         | Missing doctype   |
|--------------|-----------------|---|
| $\bigotimes$ | Encoding        | You have not specified the document's charset. Use <u>this free meta tags</u> <u>generator</u> to declare document's charset.       |
| $\bigotimes$ | W3C Validity    | Errors : 3<br>Warnings : 21   |
| 0            | Email Privacy   | Great no email address has been found in plain text!  |
| $\bigcirc$   | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.  |
| 0            | Speed Tips      | <ul> <li>Excellent, your website doesn't use nested tables.</li> <li>Perfect. No inline css has been found in HTML tags!</li> </ul> |

#### Document

| • | Great, your website has few CSS files.          |
|---|---|
| • | Perfect, your website has few JavaScript files. |
| ٠ | Perfect, your website takes advantage of gzip.  |

#### Mobile

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

# Optimization

|               | XML Sitemap  | Great, your website has an XML sitemap.  |
|---------------|--------------|--|
| $\smile$      |              | http://fourseasonsretail.com/sitemap.xml   |
|               | Robots.txt   | http://fourseasonsretail.com/robots.txt  |
| $\overline{}$ | $\checkmark$ | Great, your website has a robots.txt file.   |
| $\bigotimes$  | Analytics    | Missing  |
|               |              | We didn't detect an analytics tool installed on this website.  |
|               |              | Web analytics let you measure visitor activity on your website. You<br>should have at least one analytics tool installed, but It can also be<br>good to install a second in order to cross-check the data. |