



# Seo Analyzer freshexpress.com

Generated on January 26 2022 01:00 AM






The score is 57/100







## SEO Content

	Title	<p>Fresh Express Salad Kits and Recipes</p> <p><b>Length : 36</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>																		
	Description	<p>Check out some of the new and flavorful Fresh Express Salad Kits and Recipes</p> <p><b>Length : 76</b></p> <p>Great, your meta description contains between 70 and 160 characters.</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 border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Property</th> <th style="text-align: left;">Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>locale:alternate</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Fresh Express Salad Kits and Recipes</td> </tr> <tr> <td>description</td> <td>Check out some of the new and flavorful Fresh Express Salad Kits and Recipes</td> </tr> <tr> <td>url</td> <td>https://www.freshexpress.com/</td> </tr> <tr> <td>site_name</td> <td>Fresh Express</td> </tr> <tr> <td>image</td> <td>https://www.freshexpress.com/wp-content/uploads/2022/01/Homepage-Cover-Image_630x666.png</td> </tr> </tbody> </table>	Property	Content	locale	en_US	locale:alternate	en_US	type	website	title	Fresh Express Salad Kits and Recipes	description	Check out some of the new and flavorful Fresh Express Salad Kits and Recipes	url	https://www.freshexpress.com/	site_name	Fresh Express	image	https://www.freshexpress.com/wp-content/uploads/2022/01/Homepage-Cover-Image_630x666.png
Property	Content																			
locale	en_US																			
locale:alternate	en_US																			
type	website																			
title	Fresh Express Salad Kits and Recipes																			
description	Check out some of the new and flavorful Fresh Express Salad Kits and Recipes																			
url	https://www.freshexpress.com/																			
site_name	Fresh Express																			
image	https://www.freshexpress.com/wp-content/uploads/2022/01/Homepage-Cover-Image_630x666.png																			
	Headings	<p><b>H1      H2      H3      H4      H5      H6</b></p>																		

## SEO Content

		1      1      6      0      0      0
		<ul style="list-style-type: none"> <li>• [H1] Fresh Express Salad Kits</li> <li>• [H2] Featured Products</li> <li>• [H3] Kickin' Bacon Ranch Chopped Salad Kit</li> <li>• [H3] Bacon Thousand Island Chopped Salad Kit</li> <li>• [H3] Thai 'N' Cashews Chopped Salad Kit</li> <li>• [H3] Italian Balsamic Salad Kit</li> <li>• [H3] Spinach &amp; Bacon Salad Kit</li> <li>• [H3] Caesar Salad Kit™</li> </ul>
	Images	<p>We found 102 images on this web page.</p> <p>22 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>5%</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	Perfect, no Flash content has been detected on this page.
	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## 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 58 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 1.72%</p> <p>Internal Links 98.28%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Fresh Express Recall Update</a>	Internal	Passing Juice
<a href="#">Products</a>	Internal	Passing Juice
<a href="#">All</a>	Internal	Passing Juice
<a href="#">Salad Kits</a>	Internal	Passing Juice
<a href="#">Chopped Salad Kits</a>	Internal	Passing Juice
<a href="#">Salad Greens</a>	Internal	Passing Juice
<a href="#">Organic products</a>	Internal	Passing Juice
<a href="#">Chiquita Bites</a>	Internal	Passing Juice
<a href="#">Where To Buy?</a>	Internal	Passing Juice
<a href="#">Recipes</a>	Internal	Passing Juice
<a href="#">All</a>	Internal	Passing Juice
<a href="#">Entrees</a>	Internal	Passing Juice
<a href="#">Salads</a>	Internal	Passing Juice
<a href="#">Side Dishes</a>	Internal	Passing Juice
<a href="#">Appetizers</a>	Internal	Passing Juice
<a href="#">Dressings</a>	Internal	Passing Juice
<a href="#">Smoothies &amp; Juices</a>	Internal	Passing Juice
<a href="#">Snacks</a>	Internal	Passing Juice
<a href="#">What Are You Craving?</a>	Internal	Passing Juice
<a href="#">Guide to Greens</a>	Internal	Passing Juice
<a href="#">Growing Regions</a>	Internal	Passing Juice
<a href="#">How We Keep It Fresh</a>	Internal	Passing Juice
<a href="#">How We Do Organic</a>	Internal	Passing Juice
<a href="#">FRESH VIDEOS</a>	Internal	Passing Juice
<a href="#">ABOUT US</a>	Internal	Passing Juice
<a href="#">History</a>	Internal	Passing Juice
<a href="#">Fresh News</a>	Internal	Passing Juice


## In-page links

<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Promotions</a>	Internal	Passing Juice
<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">Sustainability</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Join our email list</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">EXPLORE NOW</a>	Internal	Passing Juice
<a href="#">see What's new</a>	Internal	Passing Juice
<a href="#">ENTER NOW</a>	Internal	Passing Juice
<a href="#">learn more</a>	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Sign Up</a>	Internal	Passing Juice
-	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">Cookies Policy</a>	Internal	Passing Juice

## In-page links

<a href="#">COVID-19 Mitigation Strategies</a>	Internal	Passing Juice
<a href="#">Continue</a>	External	Passing Juice
<a href="#">Learn more about our Cookie policy</a>	Internal	Passing Juice






## SEO Keywords

 Keywords Cloud	snack kits kit fresh take salad join learn more new
---	---

## Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
salad	15	✓	✗	✓	✓
more	11	✗	✗	✗	✗
fresh	11	✓	✗	✓	✓
learn	10	✗	✗	✗	✗
kit	6	✓	✗	✓	✓

## Usability





 Url	Domain : freshexpress.com Length : 16
 Favicon	Great, your website has a favicon.
 Printability	We could not find a Print-Friendly CSS.
 Language	Good. Your declared language is en.
 Dublin Core	This page does not take advantage of Dublin Core.

## Usability


### Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 36 Warnings : 6
	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> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes 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	Great, your website has an XML sitemap. <pre>http://freshexpress.com/sitemap.xml</pre> <pre>https://www.freshexpress.com/sitemap_index.xml</pre>
--	-------------	---

## Optimization

	Robots.txt	<p><a href="http://freshexpress.com/robots.txt">http://freshexpress.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>