Seo Analyzer
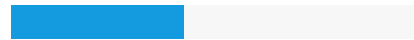# hpthompson.com

Generated on February 10 2022 14:35 PM

The score is 36/100

SEO Content

✓	Title	HP Thompson **Length : 11** Perfect, your title contains between 10 and 70 characters.
✗	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
✗	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✗	Og Meta Properties	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.
●	Headings	

H1	H2	H3	H4	H5	H6
2	0	0	0	0	0

- [H1]
- [H1] Clean Water Solutions

✗	Images	We found 127 images on this web page. 125 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✗	Text/HTML Ratio	Ratio : **6%** This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✓	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Content

✅		

SEO Links

❌	URL Rewrite	Bad. Your links have query string.
❌	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
✅	In-page links	We found a total of 49 links including 0 link(s) to files
⬤	Statistics	External Links : noFollow 0% External Links : Passing Juice 75.51% Internal Links 24.49%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About Us	Internal	Passing Juice
Line Card	Internal	Passing Juice
News	Internal	Passing Juice
Contact Us	Internal	Passing Juice
menu	Internal	Passing Juice
Wastewater Treatment	Internal	Passing Juice
Water Treatment	Internal	Passing Juice
Aftermarket & Services	Internal	Passing Juice
Specialty Products	Internal	Passing Juice
Industrial Treatment	Internal	Passing Juice
-	External	Passing Juice

In-page links

-	External	Passing Juice
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In-page links

-		External	Passing Juice
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page top		Internal	Passing Juice

SEO Keywords

Keywords Cloud	stylecolor industrial services specialty thompson aftermarket water wastewater treatment products

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
treatment	6	✖	✖	✖	✖
water	3	✖	✖	✖	✔
industrial	2	✖	✖	✖	✖
products	2	✖	✖	✖	✖
specialty	2	✖	✖	✖	✖

Usability

	Url	Domain : hpthompson.com Length : 14
	Favicon	Great, your website has a favicon.

Usability

✓		✓
✗	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.

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 26 Warnings : 7
✓	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	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✗ Too bad, your website has too many CSS files (more than 4). ✗ Too bad, your website has too many JS files (more than 6). ✓ Perfect, your website takes advantage of gzip.

Mobile

⬤	Mobile Optimization	✗ Apple Icon ✓ Meta Viewport Tag

Mobile

✔ Flash content

Optimization

✔	XML Sitemap	Great, your website has an XML sitemap. http://hpthompson.com/sitemap.xml
✔	Robots.txt	http://hpthompson.com/robots.txt Great, your website has a robots.txt file.
✘	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.

✔ Flash content