



Seo Analyzer hy-vee.com

Generated on January 26 2022 06:58 AM





The score is 54/100







SEO Content

	Title	<p>Hy-Vee - Your employee-owned grocery store</p> <p>Length : 42</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Browse our weekly ad, shop online, refill prescriptions, check your Fuel Saver balance, find meal solutions and get health advice from our dietitians.</p> <p>Length : 150</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>hy-vee hy vee hyvee grocery food groceries stores retail supermarket super market chain iowa illinois kansas minnesota missouri nebraska south dakota wisconsin midwest floral catering bakery flowers</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1377 1481 1877"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Hy-Vee</td> </tr> <tr> <td>type</td> <td>company</td> </tr> <tr> <td>url</td> <td>http://www.hy-vee.com</td> </tr> <tr> <td>image</td> <td>https://8e3463198116a37cf901-4c8f9ce7667a46d130eda30090f49466.ssl.cf2.rackcdn.com/images/hyvee-logo.png</td> </tr> <tr> <td>site_name</td> <td>Hy-Vee</td> </tr> </tbody> </table>	Property	Content	title	Hy-Vee	type	company	url	http://www.hy-vee.com	image	https://8e3463198116a37cf901-4c8f9ce7667a46d130eda30090f49466.ssl.cf2.rackcdn.com/images/hyvee-logo.png	site_name	Hy-Vee
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site_name	Hy-Vee													
	Headings	<table border="1" data-bbox="539 1906 1481 1977"> <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>3</td> <td>2</td> <td>3</td> <td>0</td> <td>4</td> </tr> </tbody> </table> <ul style="list-style-type: none"> [H1] Save big on all your favorite cheeses, deli meats, and boards. Jan. 26 - Feb. 8 Shop Now 	H1	H2	H3	H4	H5	H6	1	3	2	3	0	4
H1	H2	H3	H4	H5	H6									
1	3	2	3	0	4									

SEO Content

		<ul style="list-style-type: none">• [H2] Super Bowl• [H2] WholeLotta Good• [H2] \$4 Generics• [H3] Become a member to get FREE delivery and express pickup, everyday fuel savings, exclusive monthly perks, and more!• [H3] Featured Recipes• [H4] Learn More• [H4] Fuel Saver + Perks®• [H4] The Hy-Vee Mobile App• [H6] Aisles Online• [H6] Hy-Vee Deals• [H6] Fuel Saver + Perks• [H6] Hy-Vee Plus Membership
	Images	We found 18 images on this web page. Good, most or all of your images have alt attributes.
	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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 38 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 13.16% Internal Links 86.84%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Hy-Vee	Internal	Passing Juice
Find a Store	Internal	Passing Juice
Help	Internal	Passing Juice
Careers	Internal	Passing Juice
HSTV	External	Passing Juice
Select store	Internal	Passing Juice
Log In	Internal	Passing Juice
Bakery & Cakes	Internal	Passing Juice
Catering	Internal	Passing Juice
Flowers	Internal	Passing Juice
Gifts & Gift Cards	Internal	Passing Juice
Photo Center	External	Passing Juice
My Shopping List	Internal	Passing Juice
Ads	Internal	Passing Juice
Coupons	Internal	Passing Juice
My Fuel Saver + Perks	Internal	Passing Juice
Recipes	Internal	Passing Juice
Advice & How-tos	Internal	Passing Juice
Cooking Guides	Internal	Passing Juice
Meal Ideas	Internal	Passing Juice
My Recipes	Internal	Passing Juice
Pharmacy	Internal	Passing Juice
Dietitians	Internal	Passing Juice
Clinics	Internal	Passing Juice
Health for Business	Internal	Passing Juice
Express Refill	Internal	Passing Juice

In-page links

My Prescriptions	Internal	Passing Juice
Shop Now	Internal	Passing Juice
Super Bowl	Internal	Passing Juice
WholeLotta Good	External	Passing Juice
Shop Now	External	Passing Juice
\$4 Generics	Internal	Passing Juice
Best Supermarket	Internal	Passing Juice
Mealtime To Go	Internal	Passing Juice
Meet RedBox Rx	External	Passing Juice
Get Started Today	Internal	Passing Juice
Get the App	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hy-vee	8	✓	✓	✗	✓
shop	8	✗	✗	✓	✓
deals	7	✗	✗	✗	✓
get	7	✗	✗	✓	✓
more	7	✗	✗	✗	✓












Usability

	Url	Domain : hy-vee.com Length : 10
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Usability

	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.

Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 15 Warnings : 37
	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"> 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	<ul style="list-style-type: none"> Apple Icon
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Mobile

- ✔ Meta Viewport Tag
- ✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://hy-vee.com/sitemap.xml
	Robots.txt	http://hy-vee.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.