





# Seo Analyzer rothrock.com

Generated on February 20 2022 06:01 AM






The score is 38/100







## SEO Content

	Title	Allentown Group dealer in Allentown PA - New and Used Group dealership Philadelphia Kutztown Danielsville Easton PA <b>Length : 115</b> Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	Rothrock Motors of Allentown PA serving Philadelphia, Kutztown, Danielsville Easton is one of the finest Group dealerships. Please research our website for your next vehicle purchase. <b>Length : 183</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Allentown Group dealer in Allentown PA - New and Used Group dealership Philadelphia Kutztown Danielsville Easton PA</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.rothrock.com/</td></tr><tr><td>description</td><td>Rothrock Motors of Allentown PA serving Philadelphia, Kutztown, Danielsville Easton is one of the finest Group dealerships. Please research our website for your next vehicle purchase.</td></tr></tbody></table>	Property	Content	title	Allentown Group dealer in Allentown PA - New and Used Group dealership Philadelphia Kutztown Danielsville Easton PA	type	website	url	https://www.rothrock.com/	description	Rothrock Motors of Allentown PA serving Philadelphia, Kutztown, Danielsville Easton is one of the finest Group dealerships. Please research our website for your next vehicle purchase.		
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	Headings	<table><tr><td><b>H1</b></td><td><b>H2</b></td><td><b>H3</b></td><td><b>H4</b></td><td><b>H5</b></td><td><b>H6</b></td></tr><tr><td>0</td><td>0</td><td>3</td><td>7</td><td>0</td><td>0</td></tr></table>	<b>H1</b>	<b>H2</b>	<b>H3</b>	<b>H4</b>	<b>H5</b>	<b>H6</b>	0	0	3	7	0	0
<b>H1</b>	<b>H2</b>	<b>H3</b>	<b>H4</b>	<b>H5</b>	<b>H6</b>									
0	0	3	7	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Rothrock Motors</li><li>• [H3] Inventory Search</li><li>• [H3] Dealership Hours</li><li>• [H4] Rothrock Motors</li><li>• [H4] Disclaimer</li><li>• [H4] Disclaimer</li><li>• [H4] Disclaimer</li><li>• [H4] Disclaimer</li><li>• [H4] Disclaimer</li><li>• [H4] Disclaimer</li></ul>
	Images	We found 29 images on this web page.  2 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 : <b>1%</b>  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 64 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 6.25%  Internal Links 93.75%

## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Inventory</a>	Internal	Passing Juice
<a href="#">Search Pre-Owned Inventory</a>	Internal	Passing Juice
<a href="#">Search Certified Pre-Owned</a>	Internal	Passing Juice
<a href="#">Schedule Test Drive</a>	Internal	Passing Juice
<a href="#">Why Buy Used</a>	Internal	Passing Juice
<a href="#">Performance Vehicles</a>	Internal	Passing Juice
<a href="#">Performance Trucks</a>	Internal	Passing Juice
<a href="#">Work Trucks</a>	External	Passing Juice
<a href="#">Specials</a>	Internal	Passing Juice
<a href="#">New Specials</a>	Internal	Passing Juice
<a href="#">Pre-Owned Specials</a>	Internal	Passing Juice
<a href="#">Service Specials</a>	Internal	Passing Juice
<a href="#">Rothrock Advantage</a>	Internal	Passing Juice
<a href="#">New Ads</a>	Internal	Passing Juice
<a href="#">Service/Parts/Collision</a>	Internal	Passing Juice
<a href="#">Schedule Service</a>	Internal	Passing Juice
<a href="#">Collision Center Department</a>	Internal	Passing Juice
<a href="#">Parts Department</a>	Internal	Passing Juice
<a href="#">Express Lane</a>	Internal	Passing Juice
<a href="#">POWERLIFE</a>	Internal	Passing Juice
<a href="#">Rental Cars</a>	Internal	Passing Juice
<a href="#">Factory Recalls</a>	Internal	Passing Juice
<a href="#">Factory Rebates</a>	External	Passing Juice
<a href="#">Routine Car Maintenance Schedule</a>	Internal	Passing Juice
<a href="#">Vehicle Reconditioning &amp; Detailing</a>	Internal	Passing Juice
<a href="#">Be Car Care Aware</a>	Internal	Passing Juice


## In-page links

<a href="#">Shopping Tools</a>	Internal	Passing Juice
<a href="#">Nissan Intelligent Safety Shield Technologies</a>	Internal	Passing Juice
<a href="#">Jeep 80th Anniversary Lineup   Allentown, PA</a>	Internal	Passing Juice
<a href="#">The History of Jeep in America   Allentown, PA</a>	Internal	Passing Juice
<a href="#">Best Jeep For A Family Vacation   Allentown, PA</a>	Internal	Passing Juice
<a href="#">Ram Commercial Vehicles   Allentown, PA</a>	Internal	Passing Juice
<a href="#">Factory Order Your Vehicle   Allentown, PA</a>	Internal	Passing Juice
<a href="#">Finance</a>	Internal	Passing Juice
<a href="#">Apply For Financing</a>	Internal	Passing Juice
<a href="#">Payment Calculator</a>	Internal	Passing Juice
<a href="#">KBB Instant Cash Offer!</a>	Internal	Passing Juice
<a href="#">Buy vs. Lease</a>	Internal	Passing Juice
<a href="#">Using Your Tax Refund To Buy A Car</a>	Internal	Passing Juice
<a href="#">Benefits Of Leasing From Rothrock   Allentown, PA</a>	Internal	Passing Juice
<a href="#">Understanding APR   Allentown, PA</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Hours &amp; Directions</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Employment</a>	Internal	Passing Juice
<a href="#">Community Events</a>	Internal	Passing Juice
<a href="#">Charities</a>	Internal	Passing Juice
<a href="#">Jeep History</a>	Internal	Passing Juice
<a href="#">Nissan History</a>	Internal	Passing Juice
<a href="#">Meet Our Staff</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Reviews</a>	Internal	Passing Juice
<a href="#">Dealer Rater Review</a>	Internal	Passing Juice
<a href="#">Write a review</a>	External	Passing Juice

## In-page links

<a href="#">Basic Search</a>	Internal	Passing Juice
<a href="#">Advanced Search</a>	Internal	Passing Juice
<a href="#">Search By Stock</a>	Internal	Passing Juice
<a href="#">Schedule Service</a>	Internal	Passing Juice
<a href="#">Special Offers</a>	Internal	Passing Juice
<a href="#">Buy a Vehicle Online</a>	Internal	Passing Juice
<a href="#">DealerOn</a>	External	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice


## SEO Keywords

	Keywords Cloud	<p>data-htmltrue rolebutton btn-sm            banner-disclaimer-btn open-disclaimer            btn-main classbtn stat-button-link  <b>disclaimer all</b></p>
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
disclaimer	12	✘	✘	✘	✔
all	8	✔	✘	✔	✘
classbtn	6	✘	✘	✘	✘
btn-main	6	✘	✘	✘	✘
btn-sm	6	✘	✘	✘	✘












## Usability

	Url	<p>Domain : rothrock.com            Length : 12</p>





## 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	Great. This page take advantage of Dublin Core.





## Document

	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 48 Warnings : 20				
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.				
	Deprecated HTML	<table border="1"> <thead> <tr> <th>Deprecated tags</th> <th>Occurrences</th> </tr> </thead> <tbody> <tr> <td>&lt;font&gt;</td> <td>1</td> </tr> </tbody> </table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<font>	1
Deprecated tags	Occurrences					
<font>	1					
	Speed Tips	<ul style="list-style-type: none"> <li> Attention! Try to avoid nested tables in HTML.</li> <li> Too bad, your website is using inline styles.</li> <li> Great, your website has few CSS files.</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 data-bbox="555 197 767 232"> Apple Icon</li><li data-bbox="555 264 879 300"> Meta Viewport Tag</li><li data-bbox="555 331 807 367"> Flash content</li></ul>
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## Optimization

	XML Sitemap	<p data-bbox="539 577 1094 613">Great, your website has an XML sitemap.</p> <div data-bbox="549 645 1481 770"><p data-bbox="549 658 991 694"><a href="http://rothrock.com/sitemap.xml">http://rothrock.com/sitemap.xml</a></p><p data-bbox="549 716 1078 752"><a href="https://www.rothrock.com/sitemap.xml">https://www.rothrock.com/sitemap.xml</a></p></div>
	Robots.txt	<p data-bbox="539 792 943 828"><a href="http://rothrock.com/robots.txt">http://rothrock.com/robots.txt</a></p> <p data-bbox="539 864 1083 900">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 927 1101 963">Great, your website has an analytics tool.</p> <div data-bbox="549 999 1481 1079"><p data-bbox="549 1012 858 1061"> Google Analytics</p></div>