








# Seo Analyzer sleepoutfitters.net

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The score is 37/100







## SEO Content

	<p>Title</p>	<p>Shop Tempur-Pedic, Sealy, Stearns &amp; Foster Mattresses   Sleep Outfitters</p> <p><b>Length : 77</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Description</p>	<p>Elite retailer specializing in Tempur-pedic, Sealy, and Stearns &amp; Foster mattresses, pillows, foundations and more. Guaranteed lowest prices, hassle-free experience, highest quality. Buy online or have a sleep expert guide you at a Sleep Outfitters store.</p> <p><b>Length : 259</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Keywords</p>	<p>mattresses, beds, adjustable base, foundations, frames, pillows, linens, tempurpedic, tempur-pedic, sealy, stearns and foster, bed in a box</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="544 1608 1481 1682"> <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>5</td> <td>6</td> <td>7</td> <td>4</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1715 1270 2078" style="list-style-type: none"> <li>• [H1] shop by category</li> <li>• [H1] It all adds up to a great night's sleep</li> <li>• [H1] Better brands mean better sleep</li> <li>• [H1] let's put your sleep issues to rest</li> <li>• [H1] However you'd like to shop, we support it</li> <li>• [H2] Spring Super Sale</li> <li>• [H2] Any Size Mattress - Twin-Size Price1</li> <li>• [H2] Free gifts3</li> <li>• [H2] 0 interest for up to 6 years4</li> <li>• [H2] FREE DELIVERY &amp; SET UP</li> <li>• [H2] GET YOUR PERSONAL SLEEP PROFILE</li> </ul>	H1	H2	H3	H4	H5	H6	5	6	7	4	0	0
H1	H2	H3	H4	H5	H6									
5	6	7	4	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Guests who nighty-night right</li><li>• [H3] GET OUTFITTED</li><li>• [H3] GUEST SUPPORT</li><li>• [H3] RESOURCES</li><li>• [H3] FOLLOW US</li><li>• [H3] SIGN UP FOR EMAILS</li><li>• [H3] {{{ _highlightResult.name.value }}}}</li><li>• [H4] 120-Night Better Sleep Promise</li><li>• [H4] Free Delivery &amp; Set Up</li><li>• [H4] Low Price Protection</li><li>• [H4] Easy Financing</li></ul>
	Images	We found 42 images on this web page.  29 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>2%</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 67 links including 1 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 13.43%  Internal Links 86.57%

## In-page links

Anchor	Type	Juice
<a href="#">Book Appointment</a>	Internal	Passing Juice
<a href="#">Updated Store Hours</a>	Internal	Passing Juice
<a href="#">COVID-19 Message</a>	Internal	Passing Juice
<a href="#">Track Delivery</a>	External	Passing Juice
<a href="#">Sign In</a>	External	Passing Juice
<a href="#">Create an Account</a>	External	Passing Juice
<a href="#">Menu</a>	Internal	Passing Juice
<a href="#">Account</a>	Internal	Passing Juice
<a href="#">Menu</a>	Internal	Passing Juice
<a href="#">Tempur-Pedic</a>	Internal	Passing Juice
<a href="#">Sealy</a>	Internal	Passing Juice
<a href="#">Stearns &amp; Foster</a>	Internal	Passing Juice
<a href="#">Sealy Outfitters</a>	Internal	Passing Juice
<a href="#">King</a>	Internal	Passing Juice
<a href="#">Queen</a>	Internal	Passing Juice
<a href="#">Full</a>	Internal	Passing Juice
<a href="#">Twin</a>	Internal	Passing Juice
<a href="#">Twin Extra Long</a>	Internal	Passing Juice
<a href="#">California King</a>	Internal	Passing Juice
<a href="#">Inner Spring</a>	Internal	Passing Juice
<a href="#">Memory Foam</a>	Internal	Passing Juice
<a href="#">Hybrid</a>	Internal	Passing Juice
<a href="#">Mattress in a Box</a>	Internal	Passing Juice
<a href="#">Back</a>	Internal	Passing Juice
<a href="#">Side</a>	Internal	Passing Juice
<a href="#">Stomach</a>	Internal	Passing Juice
<a href="#">Soft</a>	Internal	Passing Juice

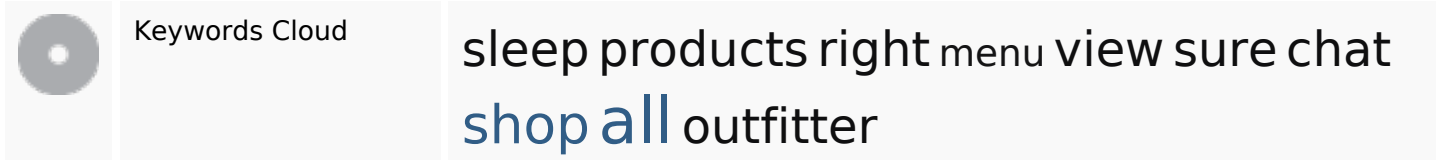
## In-page links

<a href="#">Firm</a>	Internal	Passing Juice
<a href="#">Medium</a>	Internal	Passing Juice
<a href="#">Chat with an outfitter</a>	External	Passing Juice
<a href="#">Adjustable</a>	Internal	Passing Juice
<a href="#">Flat</a>	Internal	Passing Juice
<a href="#">Platform</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">Memory Foam</a>	Internal	Passing Juice
<a href="#">Down/Fiber</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">Microfiber</a>	Internal	Passing Juice
<a href="#">Cotton</a>	Internal	Passing Juice
<a href="#">Bamboo</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">Essential</a>	Internal	Passing Juice
<a href="#">TempBalance</a>	Internal	Passing Juice
<a href="#">ArcticChill</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">Frames &amp; Risers</a>	Internal	Passing Juice
<a href="#">Toppers</a>	Internal	Passing Juice
<a href="#">View All</a>	Internal	Passing Juice
<a href="#">Put Your Sleep Issues to Rest</a>	Internal	Passing Juice
<a href="#">Let's Get Aligned On Sleep Positions</a>	Internal	Passing Juice
<a href="#">Great Sleep Takes More Than A Mattress</a>	Internal	Passing Juice
<a href="#">Frequently Asked Questions</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">GET STARTED</a>	Internal	Passing Juice

## In-page links

<a href="#">Account</a>	Internal	Passing Juice
<a href="#">MATTRESSES</a>	Internal	Passing Juice
<a href="#">FREE DELIVERY &amp; SET UP</a>	Internal	Passing Juice
<a href="#">WARRANTY CENTER</a>	Internal	Passing Juice
<a href="#">SHOP SAFELY</a>	Internal	Passing Juice
<a href="#">Learn More</a>	External	Passing Juice
<a href="#">SHOP NOW</a>	External	Passing Juice
<a href="#">Learn More</a>	External	Passing Juice
<a href="#">LEARN MORE</a>	External	Passing Juice
<a href="#">GET STARTED</a>	External	Passing Juice
<a href="#">here</a>	Internal	Passing Juice
<code>{{ _highlightResult.name.value }}</code>	Internal	Passing Juice

## SEO Keywords














## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
all	13	✘	✘	✘	✔
shop	9	✔	✘	✘	✔
sure	7	✘	✘	✘	✘
products	7	✘	✘	✘	✘
view	7	✘	✘	✘	✘

## Usability

	Url	Domain : sleepoutfitters.net Length : 19
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 61 Warnings : 32
	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> Perfect, your website has few JavaScript files.</li><li> Too bad, your website does not take 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>
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## Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</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>