



# Seo Analyzer sportdirectshop.com

Generated on March 15 2022 23:57 PM

The score is 38/100



## SEO Content

|    | Title                                                                                                                                                  | Magasin de sports et équipements - sportdirectshop.com<br><b>Length : 54</b><br>Perfect, your title contains between 10 and 70 characters.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------|--------|-------|------------------|-------|------|---------|-------|--------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------|-----|------------------------------|-----------|---------------------|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Description                                                                                                                                            | <b>Length : 0</b><br>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
|  | 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><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>fr_FR</td></tr><tr><td>locale:alternate</td><td>es_ES</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Magasin de sports et équipements - sportdirectshop.com</td></tr><tr><td>description</td><td>sportdirectshop.com Le sport pour le meilleur &amp;#8230; 19,80 € T-Shirt Homme Université Paris Achetez maintenant En savoir plus Nouveautés</td></tr><tr><td>url</td><td>https://sportdirectshop.com/</td></tr><tr><td>site_name</td><td>sportdirectshop.com</td></tr><tr><td>image</td><td>https://sportdirectshop.com/wp-content/uploads/2021/12/A1vJUKBjc2L._CLa_21402000_71mm d3RQxXL.png_00214020000.00.02140.02000.0_AC_UL1500_-768x780.jpeg</td></tr></tbody></table> | Property | Content | locale | fr_FR | locale:alternate | es_ES | type | website | title | Magasin de sports et équipements - sportdirectshop.com | description | sportdirectshop.com Le sport pour le meilleur &#8230; 19,80 € T-Shirt Homme Université Paris Achetez maintenant En savoir plus Nouveautés | url | https://sportdirectshop.com/ | site_name | sportdirectshop.com | image | https://sportdirectshop.com/wp-content/uploads/2021/12/A1vJUKBjc2L._CLa_21402000_71mm d3RQxXL.png_00214020000.00.02140.02000.0_AC_UL1500_-768x780.jpeg |
| Property                                                                           | Content                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| locale                                                                             | fr_FR                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| locale:alternate                                                                   | es_ES                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| type                                                                               | website                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| title                                                                              | Magasin de sports et équipements - sportdirectshop.com                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| description                                                                        | sportdirectshop.com Le sport pour le meilleur &#8230; 19,80 € T-Shirt Homme Université Paris Achetez maintenant En savoir plus Nouveautés              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| url                                                                                | https://sportdirectshop.com/                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| site_name                                                                          | sportdirectshop.com                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |
| image                                                                              | https://sportdirectshop.com/wp-content/uploads/2021/12/A1vJUKBjc2L._CLa_21402000_71mm d3RQxXL.png_00214020000.00.02140.02000.0_AC_UL1500_-768x780.jpeg |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |          |         |        |       |                  |       |      |         |       |                                                        |             |                                                                                                                                           |     |                              |           |                     |       |                                                                                                                                                        |

## SEO Content

|                                                                                     |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | Headings        | <b>H1</b><br>0 <b>H2</b><br>15 <b>H3</b><br>1 <b>H4</b><br>0 <b>H5</b><br>0 <b>H6</b><br>1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|                                                                                     |                 | <ul style="list-style-type: none"> <li>• [H2] sportdirectshop.com</li> <li>• [H2] Le sport pour le meilleur ...</li> <li>• [H2] Nouveautés</li> <li>• [H2] Rouleau Abdominal antidérapant de 15CM Fitness, exercice de gymnastique</li> <li>• [H2] Support de lampe de vélo universel rotatif à 360 degrés</li> <li>• [H2] WEST BIKING – Mini pompe à vélo en alliage d'aluminium,</li> <li>• [H2] Sac trail Gilet de course léger et réfléchissant</li> <li>• [H2] Lion Sweatshirt</li> <li>• [H2] Messi Sweatshirt</li> <li>• [H2] Judo Master T-Shirt</li> <li>• [H2] Sweatshirts Tu me parles pas d'age</li> <li>• [H2] Tu me parles pas d'age T-Shirt</li> <li>• [H2] T-Shirt Homme Université Paris</li> <li>• [H2] Anémomètre numérique De Compteur de Vitesse De Vent BT-100</li> <li>• [H2] Housse de protection chauffante pour siège de voiture,</li> <li>• [H3] T-Shirt Homme Université Paris</li> <li>• [H6] 19,80 €</li> </ul> |
|  | Images          | <p>We found 38 images on this web page.</p> <p>7 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>2%</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           | <p>Perfect, no Flash content has been detected on this page.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|  | Iframe          | <p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |

## SEO Links

|                                                                                     |                         |                                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------------------------|
|  | URL Rewrite             | <p>Bad. Your links have query string.</p>                                                             |
|  | Underscores in the URLs | <p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p> |
|  | In-page links           | <p>We found a total of 51 links including 0 link(s) to files</p>                                      |

## SEO Links

|                                                                                  |            |                                       |
|----------------------------------------------------------------------------------|------------|---------------------------------------|
|  | Statistics | External Links : noFollow 0%          |
|                                                                                  |            | External Links : Passing Juice 23.53% |
|                                                                                  |            | Internal Links 76.47%                 |

## In-page links

| Anchor                                                                                  | Type     | Juice         |
|-----------------------------------------------------------------------------------------|----------|---------------|
| <a href="#">Skip to content</a>                                                         | Internal | Passing Juice |
| <a href="#">Sport Direct</a>                                                            | Internal | Passing Juice |
| <a href="#">équipements</a>                                                             | Internal | Passing Juice |
| <a href="#">Entrainement et fitness</a>                                                 | Internal | Passing Juice |
| <a href="#">Trottinettes</a>                                                            | Internal | Passing Juice |
| <a href="#">Cyclisme</a>                                                                | Internal | Passing Juice |
| =                                                                                       | External | Passing Juice |
| <a href="#">Ajouter au panier</a>                                                       | Internal | noFollow      |
| <a href="#">Rouleau Abdominal antidérapant de 15CM Fitness. exercice de gymnastique</a> | Internal | Passing Juice |
| =                                                                                       | External | Passing Juice |
| <a href="#">Ajouter au panier</a>                                                       | Internal | noFollow      |
| <a href="#">Véhicules et accessoires</a>                                                | Internal | Passing Juice |
| <a href="#">Support de lampe de vélo universel rotatif à 360 degrés</a>                 | Internal | Passing Juice |
| =                                                                                       | External | Passing Juice |
| <a href="#">Ajouter au panier</a>                                                       | Internal | noFollow      |
| <a href="#">équipement auto</a>                                                         | Internal | Passing Juice |
| <a href="#">WEST BIKING - Mini pompe à vélo en alliage d'aluminium.</a>                 | Internal | Passing Juice |
| =                                                                                       | External | Passing Juice |
| <a href="#">Ajouter au panier</a>                                                       | Internal | noFollow      |
| <a href="#">Sac trail Gilet de course léger et réfléchissant</a>                        | Internal | Passing Juice |

## In-page links

|                                                                            |          |               |
|----------------------------------------------------------------------------|----------|---------------|
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| <a href="#">Homme</a>                                                      | Internal | Passing Juice |
| <a href="#">Non classé</a>                                                 | Internal | Passing Juice |
| <a href="#">Vêtements fitness et sports</a>                                | Internal | Passing Juice |
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| <a href="#">Vêtements</a>                                                  | Internal | Passing Juice |
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| =                                                                          | External | Passing Juice |
| <a href="#">Ajouter au panier</a>                                          | Internal | noFollow      |
| <a href="#">Loisirs de plein air</a>                                       | Internal | Passing Juice |
| <a href="#">Anémomètre numérique De Compteur de Vitesse De Vent BT-100</a> | Internal | Passing Juice |
| =                                                                          | External | Passing Juice |
| <a href="#">Choix des options</a>                                          | Internal | noFollow      |
| <a href="#">Notre histoire</a>                                             | Internal | Passing Juice |
| <a href="#">Actualités sportives</a>                                       | Internal | Passing Juice |
| <a href="#">conditions générales de ventes</a>                             | Internal | Passing Juice |
| <a href="#">Modalités de paiement acceptés</a>                             | Internal | Passing Juice |
| <a href="#">Retours</a>                                                    | Internal | Passing Juice |
| <a href="#">Mon compte</a>                                                 | Internal | Passing Juice |

## In-page links

[Panier](#)

Internal

Passing Juice

[Nous contacter](#)

Internal

Passing Juice

[×](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

des fitness panier options t-shirt  
1980 homme vêtements sur  
choix

## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| des       | 5       | ×     | ×        | ×           | ×        |
| choix     | 5       | ×     | ×        | ×           | ×        |
| options   | 5       | ×     | ×        | ×           | ×        |
| vêtements | 4       | ×     | ×        | ×           | ×        |
| t-shirt   | 4       | ×     | ×        | ×           | ✓        |

## Usability

|  |              |                                                   |
|--|--------------|---------------------------------------------------|
|  | Url          | Domain : sportdirectshop.com<br>Length : 19       |
|  | Favicon      | Great, your website has a favicon.                |
|  | Printability | We could not find a Print-Friendly CSS.           |
|  | Language     | Good. Your declared language is fr.               |
|  | 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 : 57  
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



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).



Too bad, your website does not take advantage of gzip.

## Mobile



Mobile Optimization



Apple Icon



Meta Viewport Tag



Flash content

## Optimization



XML Sitemap

Great, your website has an XML sitemap.

## Optimization

|                                                                                  |            |                                                                                                                                                  |
|----------------------------------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                  |            | <a href="http://sportdirectshop.com/sitemap.xml">http://sportdirectshop.com/sitemap.xml</a>                                                      |
|  | Robots.txt | <a href="http://sportdirectshop.com/robots.txt">http://sportdirectshop.com/robots.txt</a><br>Great, your website has a robots.txt file.          |
|  | Analytics  | Great, your website has an analytics tool.<br> Google Analytics |