



# Seo Analyzer tappersjewelers.com

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The score is **56/100**







## SEO Content

	Title	<p>Fine Jewelry, Diamonds, &amp; Engagement Rings   Tapper's</p> <p><b>Length : 53</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Browse our collection of designer jewelry, engagement rings, watches, and loose diamonds featuring timeless pieces from the industry's top designers.</p> <p><b>Length : 153</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>tapper's jewelry, tappers fine jewelry, metrodetroit, west bloomfield, orchard lake, michigan, oakland county,</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="544 1346 1481 1850"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>Tapper's - Fine Jewelry, Diamonds, &amp; Engagement Rings</td> </tr> <tr> <td>description</td> <td>Browse our collection of designer jewelry, engagement rings, watches, and loose diamonds featuring timeless pieces from the industry's top designers.</td> </tr> <tr> <td>image</td> <td>http://www.tappers.com/facebooklinkshare.jpg</td> </tr> <tr> <td>site_name</td> <td>Tapper's</td> </tr> </tbody> </table>	Property	Content	title	Tapper's - Fine Jewelry, Diamonds, & Engagement Rings	description	Browse our collection of designer jewelry, engagement rings, watches, and loose diamonds featuring timeless pieces from the industry's top designers.	image	http://www.tappers.com/facebooklinkshare.jpg	site_name	Tapper's		
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## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Shop</li><li>• [H3] Explore Tapper's</li><li>• [H3] Help</li></ul>
	Images	We found 13 images on this web page.  5 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>12%</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	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 8%  Internal Links 92%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to Site Navigation</a>	Internal	Passing Juice
<a href="#">Skip to Store Navigation</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice

## In-page links

<a href="#">Make Appointment</a>	Internal	Passing Juice
<a href="#">Customer Care</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Track Repair</a>	External	Passing Juice
<a href="#">My Cart</a>	Internal	Passing Juice
<a href="#">Login</a>	External	Passing Juice
<a href="#">Shop</a>	Internal	Passing Juice
<a href="#">Rolex</a>	Internal	Passing Juice
<a href="#">Engagement</a>	Internal	Passing Juice
<a href="#">Jewelry</a>	Internal	Passing Juice
<a href="#">David Yurman</a>	Internal	Passing Juice
<a href="#">Designers</a>	Internal	Passing Juice
<a href="#">Watches</a>	Internal	Passing Juice
<a href="#">Sale</a>	Internal	Passing Juice
<a href="#">SHOP TUDOR</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Accessibility Policy</a>	Internal	Passing Juice
<a href="#">Terms</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice

## SEO Keywords








Keywords Cloud

watches **tappers** customer now **shop**  
engagement appointment care  
jewelry designers





## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
tappers	4	✘	✔	✘	✘
engagement	3	✔	✘	✔	✘
jewelry	3	✔	✔	✔	✘
shop	3	✘	✘	✘	✔
care	2	✘	✘	✘	✘

## Usability

	Url	Domain : tappersjewelers.com Length : 19
	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 : 6 Warnings : 1
	Email Privacy	Great no email address has been found in plain text!

## Document

	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>✓ Great, your website has few CSS files.</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>

# Optimization