Seo Analyzer utopia-publishing.com

The score is 39/100

SEO Content

⚠️	Title	Utopia **Length : 6** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
❌	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.
⚪	Headings	**H1** 1 **H2** 3 **H3** 0 **H4** 0 **H5** 0 **H6** 0 • [H1] • [H2] Cart • [H2] Great to have you back • [H2] Need to create an account?
❌	Images	We found 26 images on this web page. 21 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 : **1%** 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.

SEO Content

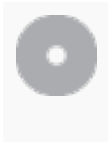|		
✅		
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
❌	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 7 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Log In	Internal	Passing Juice
Lost your password?	Internal	Passing Juice
privacy policy	Internal	Passing Juice
X	Internal	Passing Juice

SEO Keywords

⬤	Keywords Cloud	lost english **utopia** create **password** empty remember need **address email**

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
address	3	✖	✖	✖	✖
email	3	✖	✖	✖	✖
password	3	✖	✖	✖	✖
utopia	2	✔	✖	✖	✖
english	1	✖	✖	✖	✖

Usability

⬤	Url	Domain : utopia-publishing.com Length : 21
✔	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.

Document

	W3C Validity	Errors : 16 Warnings : 99
	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). ✔ Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	✔ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap. http://utopia-publishing.com/sitemap.xml https://utopia-publishing.com/wp-sitemap.xml
	Robots.txt	http://utopia-publishing.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.

Optimization