



# Seo Analyzer westlem.com

Generated on January 28 2022 18:38 PM

The score is 39/100



## SEO Content

|  |                    |                                                                                                                                                                                                  |                |                |                |                |                |
|--|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|----------------|----------------|----------------|
|  | Title              | <p>Westlem.com</p> <p><b>Length : 11</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>                                                                                   |                |                |                |                |                |
|  | Description        | <p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>                        |                |                |                |                |                |
|  | Keywords           | <p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>                                                       |                |                |                |                |                |
|  | Og Meta Properties | <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> |                |                |                |                |                |
|  | Headings           | <b>H1</b><br>0                                                                                                                                                                                   | <b>H2</b><br>0 | <b>H3</b><br>0 | <b>H4</b><br>0 | <b>H5</b><br>0 | <b>H6</b><br>0 |
|  | Images             | <p>We found 0 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>                                                                                          |                |                |                |                |                |
|  | Text/HTML Ratio    | <p>Ratio : <b>5%</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>Great, there are no Iframes detected on this page.</p>                                                                                                                                        |                |                |                |                |                |

## 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 10 links including 1 link(s) to files                                               |
|  | Statistics              | <p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 0%</p> <p>Internal Links 100%</p> |

## In-page links

| Anchor                            | Type     | Juice         |
|-----------------------------------|----------|---------------|
| <a href="#">Westlem.com</a>       | Internal | Passing Juice |
| <a href="#">West Elm Sofa</a>     | Internal | Passing Juice |
| <a href="#">West Elm Futon</a>    | Internal | Passing Juice |
| <a href="#">West Elm Curtain</a>  | Internal | Passing Juice |
| <a href="#">West Elm Lighting</a> | Internal | Passing Juice |
| <a href="#">West Elm Rug</a>      | Internal | Passing Juice |
| <a href="#">West Elm Capiz</a>    | Internal | Passing Juice |
| <a href="#">Bedroom Furniture</a> | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>    | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>    | Internal | Passing Juice |

## SEO Keywords

|                                                                                    |                |                                                                                 |
|------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------|
|  | Keywords Cloud | sofa <b>west</b> futon <b>elm</b> curtain related lighting searches rug westlem |
|------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------|

## Keywords Consistency

| Keyword  | Content | Title | Keywords | Description | Headings |
|----------|---------|-------|----------|-------------|----------|
| west     | 9       | ✓     | ✗        | ✗           | ✗        |
| elm      | 9       | ✗     | ✗        | ✗           | ✗        |
| westlem  | 2       | ✓     | ✗        | ✗           | ✗        |
| related  | 2       | ✗     | ✗        | ✗           | ✗        |
| searches | 2       | ✗     | ✗        | ✗           | ✗        |

## Usability

|                                                                                     |              |                                                                                                                                          |
|-------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------|
|     | Url          | Domain : westlem.com<br>Length : 11                                                                                                      |
|    | Favicon      | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.            |
|  | Printability | We could not find a Print-Friendly CSS.                                                                                                  |
|  | Language     | You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website. |
|  | Dublin Core  | This page does not take advantage of Dublin Core.                                                                                        |

## Document

|                                                                                     |               |                                                      |
|-------------------------------------------------------------------------------------|---------------|------------------------------------------------------|
|  | Doctype       | HTML 4.01 Strict                                     |
|  | Encoding      | Perfect. Your declared charset is UTF-8.             |
|  | W3C Validity  | Errors : 7<br>Warnings : 29                          |
|  | 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      | <div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div> |

## Mobile

|                                                                                  |                     |                                                                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | Mobile Optimization | <div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div> |
|----------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## Optimization

|                                                                                    |             |                                                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | XML Sitemap | <div>Great, your website has an XML sitemap.</div> <div>http://westlem.com/sitemap.xml</div>                                                                                                                                                                                                                |
|  | Robots.txt  | <div>http://westlem.com/robots.txt</div> <div>Great, your website has a robots.txt file.</div>                                                                                                                                                                                                              |
|  | Analytics   | <div>Missing</div> <div>We didn't detect an analytics tool installed on this website.</div> <div>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.</div> |