Website review amazon.com

Generated on June 10 2022 18:16 PM

The score is 46/100

SEO Content

✅	Title	Amazon.com **Length : 10** Perfect, your title contains between 10 and 70 characters.
❌	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** 0 **H2** 0 **H3** 0 **H4** 2 **H5** 0 **H6** 0 • [H4] Enter the characters you see below • [H4] Type the characters you see in this image:
❌	Images	We found 3 images on this web page. 3 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 : **32%** Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
✅	Flash	Perfect, no Flash content has been detected on this page.
	Iframe	Great, there are no Iframes detected on this page.

SEO Content

✅		

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 2 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
Conditions of Use	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords

⚪	Keywords Cloud	characters image make amazon sure enter see type privacy policy

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

see	2	✖	✖	✖	✔
make	2	✖	✖	✖	✖
sure	2	✖	✖	✖	✖
characters	2	✖	✖	✖	✔
image	2	✖	✖	✖	✔

Usability

	Url	Domain : amazon.com Length : 10
✔	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 : 154 Warnings : 94
✖	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✔	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

Document

	Speed Tips	
		✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ Perfect, your website has few JavaScript files.
		✔ Perfect, your website takes advantage of gzip.

Mobile

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

Optimization

	XML Sitemap	Missing
✖		Your website does not have an XML sitemap - this can be problematic. 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.
✔	Robots.txt	http://amazon.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. |