



Website review drifters.store

Generated on February 09 2019 11:57 AM






The score is 46/100







SEO Content

	Title	Drift Free: Creative Travel Clothing and Accessories. Length : 53 Perfect, your title contains between 10 and 70 characters.														
	Description	Drift Free is the first travel clothing and accessories brand that expresses the values of those who love to travel and seek adventure. Length : 135 Great, your meta description contains between 70 and 160 characters.														
	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	Good, your page take advantage of Og Properties. <table border="1"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Drift Free</td> </tr> <tr> <td>url</td> <td>https://driftfree.store/</td> </tr> <tr> <td>title</td> <td>Drift Free: Creative Travel Clothing and Accessories.</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>description</td> <td>Drift Free is the first travel clothing and accessories brand that expresses the values of those who love to travel and seek adventure.</td> </tr> <tr> <td>image</td> <td>http://cdn.shopify.com/s/files/1/0074/3374/8593/files/Drift_Free_4_1200x1200.png?v=1542130507</td> </tr> </tbody> </table>	Property	Content	site_name	Drift Free	url	https://driftfree.store/	title	Drift Free: Creative Travel Clothing and Accessories.	type	website	description	Drift Free is the first travel clothing and accessories brand that expresses the values of those who love to travel and seek adventure.	image	http://cdn.shopify.com/s/files/1/0074/3374/8593/files/Drift_Free_4_1200x1200.png?v=1542130507
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SEO Content

		image:secure_url https://cdn.shopify.com/s/files/1/0074/3374/8593/files/Drift_Free_4_1200x1200.png?v=1542130507												
	Headings	<table><thead><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr></thead><tbody><tr><td>1</td><td>6</td><td>0</td><td>3</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1]• [H2] Drift Free • [H2] Weekly Deals• [H2] Women's Collection• [H2] Men's Collection• [H2] Accessories• [H2] Home & Travel• [H4] Let's Connect On Instagram• [H4] Newsletter: Stay in touch for the latest travel trends and discounts.• [H4] Useful Links	H1	H2	H3	H4	H5	H6	1	6	0	3	0	0
H1	H2	H3	H4	H5	H6									
1	6	0	3	0	0									
	Images	We found 14 images on this web page. 6 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 : 11% 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	Great, there are no Iframes detected on this page.												

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 0 link(s) to files
	Statistics	External Links : noFollow 10% External Links : Passing Juice 0%

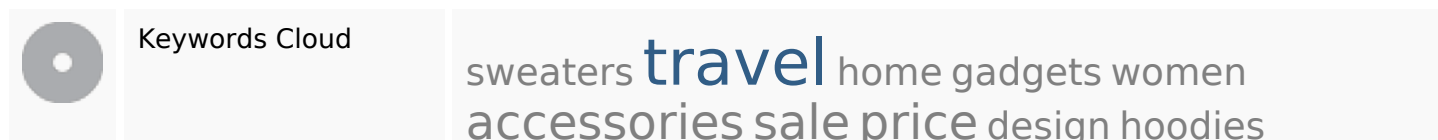
SEO Links

Internal Links 90%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Browse Collection	Internal	Passing Juice
About Us	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Refund Policy	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Shipping Policy	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Drift Free	Internal	Passing Juice
Powered by Shopify	External	noFollow






SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
travel	11	✓	✗	✓	✓
accessories	6	✓	✗	✓	✓
price	6	✗	✗	✗	✗
sale	6	✗	✗	✗	✗
sweaters	4	✗	✗	✗	✗

Usability

	Url	Domain : drifters.store Length : 14
	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 : 19 Warnings : 7
	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.
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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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>http://drifters.store/robots.txt</p> <p>Great, your website has a robots.txt file.</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>