Website Analysis: blurb.com

Generated on May 09 2024 11:22 AM

The score is 65/100

SEO Content

✓	Title	Create, Print, & Sell Professional-Quality Photo Books | Blurb Length : 62 Perfect, your title contains between 10 and 70 characters.
✓	Description	Create, print, and sell professional-quality photo books, magazines and more with Blurb. Get started today with our free bookmaking and design tools. Length : 149 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.

Property	Content
url	https://www.blurb.com/
locale	en
title	Create, Print, & Sell Professional-Quality Photo Books | Blurb
image	https://assets.blurb.com/pages/website-assets/blurb-fb-asset-1200x630-9c66292b697d6dff5cad436c1bb6404e7d02beec15705958cb80b44da7b41b09.jpg
type	website
site_name	Blurb

SEO Content

◉	Headings	**H1** 5	**H2** 13	**H3** 12	**H4** 2	**H5** 3	**H6** 4	

- [H1] Create your book, your way
- [H1] 25% off photo books*
- [H1] Create your book, your way
- [H1] Our bookstore is for buying and selling
- [H1] Build your best-ever portfolio
- [H2]
- [H2] Sign up to get 30%off your first book
- [H2]
- [H2] Get Started
- [H2] Create, Print & Sell Your Book
- [H2] What will your book be?
- [H2] Ready to make your book?
- [H2] What book formats can I create with Blurb?
- [H2] How do I create my own book with Blurb?
- [H2] How do I self-publish a book with Blurb?
- [H2] How much does it cost to self-publish a book?
- [H2] How long does it take to produce and ship my book?
- [H2] Does Blurb offer volume pricing?
- [H3] CAPTURE MEMORIES
- [H3] YOUR BEST WORK
- [H3] Reach your audience
- [H3] Photography
- [H3] Food & Cookbooks
- [H3] Travel Books
- [H3] Family Photo Books
- [H3] Children's Books
- [H3] Portfolios
- [H3] Business Books
- [H3] Comic Books & Graphic Novels
- [H3] Frequently Asked Questions
- [H4] Choose a design tool.
- [H4] Frequently Asked Questions
- [H5] Thank you for signing up!
- [H5] Hmmm, something went wrong. Please try again.
- [H5] Sign up to get 30%off your first book
- [H6] BookWright
- [H6] Adobe InDesign Plug-In
- [H6] Adobe Lightroom Book Module
- [H6] Adobe Photoshop Wall Art Plugin

✖	Images	We found 63 images on this web page. 41 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 : 20% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

✅		
❌	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 60 links including 0 link(s) to files
⦿	Statistics	External Links : noFollow 0% External Links : Passing Juice 1.67% Internal Links 98.33%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Products	Internal	Passing Juice
Photo Books	Internal	Passing Juice
Layflat Books	Internal	Passing Juice
Trade Books	Internal	Passing Juice
Magazines	Internal	Passing Juice
Notebooks	Internal	Passing Juice
Wall Art	Internal	Passing Juice
Pricing	Internal	Passing Juice
Shipping Calculator	Internal	Passing Juice

In-page links

Design Tools	Internal	Passing Juice
BookWright	Internal	Passing Juice
PDF To Book	Internal	Passing Juice
Adobe InDesign	Internal	Passing Juice
Adobe Lightroom	Internal	Passing Juice
Adobe Photoshop	Internal	Passing Juice
iOS App	Internal	Passing Juice
BookWright Templates	Internal	Passing Juice
Sell & Self-Publish	Internal	Passing Juice
Blurb Bookstore	Internal	Passing Juice
Amazon	Internal	Passing Juice
Ingram	Internal	Passing Juice
Large Order Services	Internal	Passing Juice
API Printing	Internal	Passing Juice
Bookstore	Internal	Passing Juice
All Categories	Internal	Passing Juice
Photography	Internal	Passing Juice
Portfolios	Internal	Passing Juice
Cookbooks	Internal	Passing Juice
Travel	Internal	Passing Juice
Biographies & Memoirs	Internal	Passing Juice
Children's Books	Internal	Passing Juice
Business & Economics	Internal	Passing Juice
Literature & Fiction	Internal	Passing Juice
Resources	Internal	Passing Juice
Overview	Internal	Passing Juice
Start Project	Internal	Passing Juice
My Dashboard	Internal	Passing Juice

In-page links

Visit our bookstore	Internal	Passing Juice
SHOWCASE YOUR WORK	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Up your game	Internal	Passing Juice
canvas	Internal	Passing Juice
metal	Internal	Passing Juice
acrylic	Internal	Passing Juice
Get the Plugin	External	Passing Juice
Get Started	Internal	Passing Juice
What book formats can I create with Blurb?	Internal	Passing Juice
How do I create my own book with Blurb?	Internal	Passing Juice
How do I self-publish a book with Blurb?	Internal	Passing Juice
How much does it cost to self-publish a book?	Internal	Passing Juice
How long does it take to produce and ship my book?	Internal	Passing Juice
Does Blurb offer volume pricing?	Internal	Passing Juice
portfolios	Internal	Passing Juice
novels and poetry books	Internal	Passing Juice
Back to top	Internal	Passing Juice
pricing page	Internal	Passing Juice
print-on-demand	Internal	Passing Juice
-	Internal	Passing Juice

SEO Keywords

Keywords Cloud	adobe book create design blurb printing books format blurbs offers
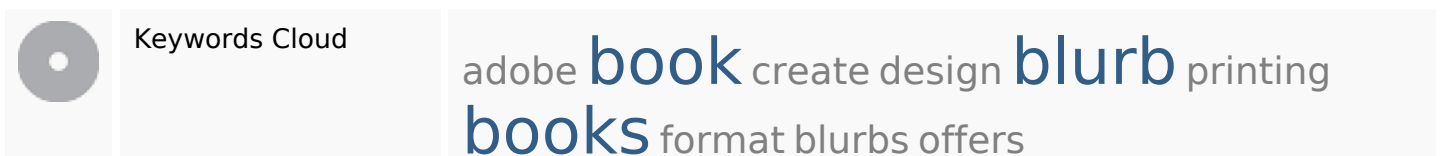
Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
blurb	53	✔	✖	✔	✔
book	51	✔	✖	✔	✔
books	47	✔	✖	✔	✔
printing	16	✖	✖	✖	✖
design	16	✖	✖	✔	✔

Usability

●	Url	Domain : blurb.com Length : 9
✔	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 : 0 Warnings : 0
✔	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.

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.
		✖ 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://blurb.com/sitemap.xml
	Robots.txt	http://blurb.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.