







Website Analysis: calicocottage.com

Generated on September 01 2024 02:14 AM





The score is 52/100




SEO Content

	<p>Title</p>	<p>Calico Cottage - Fudge Specialists Commercial Fudge Making Equipment</p> <p>Length : 70</p> <p>Perfect, your title contains between 10 and 70 characters.</p>																
	<p>Description</p>	<p>Your trusted fudge supplier. Quality ingredients and equipment for fudge makers worldwide. Unbeatable customer service, expert experience, and a wide product range.</p> <p>Length : 164</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>																
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>																
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="534 1377 1476 2072"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>Calico Cottage - Fudge Specialists Commercial Fudge Making Equipment</td> </tr> <tr> <td>description</td> <td>Your trusted fudge supplier. Quality ingredients and equipment for fudge makers worldwide. Unbeatable customer service, expert experience, and a wide product range.</td> </tr> <tr> <td>url</td> <td>https://www.calicocottage.com/</td> </tr> <tr> <td>site_name</td> <td>Calico Cottage</td> </tr> <tr> <td>image</td> <td>https://www.calicocottage.com/wp-content/uploads/2023/12/different-flavors-of-fudge.jpg</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	Calico Cottage - Fudge Specialists Commercial Fudge Making Equipment	description	Your trusted fudge supplier. Quality ingredients and equipment for fudge makers worldwide. Unbeatable customer service, expert experience, and a wide product range.	url	https://www.calicocottage.com/	site_name	Calico Cottage	image	https://www.calicocottage.com/wp-content/uploads/2023/12/different-flavors-of-fudge.jpg
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SEO Content

		<p>image:width 362</p> <p>image:height 366</p> <p>image:type image/jpeg</p>												
	Headings	<table border="1"> <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>17</td> <td>9</td> <td>2</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] The Made-In Store Fresh Fudge Model • [H2] Why Fudge? • [H2] How Can Calico Help? • [H2] What Can Fudge Do? • [H2] Why • [H2] 60 Years, One Leader. • [H2] Fudge Turns Retail Pains Into Profitable Gains • [H2] What Our Retailers Say • [H2] We Do It All! We're The Most Experienced • [H2] What Our Retailers Say • [H2] Watch and See What Else Fudge Can Do • [H2] No One Makes It Easier To Succeed • [H2] See What Fudge Can Do For You • [H2] Read OurSuccess Stories • [H2] Learn MoreAbout The Program • [H2] GetStarted! • [H2] Profit With The Only Proven Leader • [H2] Take Your First Step To Retail Success. • [H3] Fudge lures them in! • [H3] Fudge makes 'em linger longer and buy. • [H3] Fudge transforms transactions into interactions. • [H3] Get up to 70% profit on each sale • [H3] Build Revenue All Year • [H3] Drive Traffic & Extend Dwell Times • [H3] Serve Up Memories • [H3] Enrich Your Brand • [H3] Let's Talk About Your Business And How Calico Cottage Can Benefit You. • [H4] About Calico Cottage • [H4] Information & Resources 	H1	H2	H3	H4	H5	H6	1	17	9	2	0	0
H1	H2	H3	H4	H5	H6									
1	17	9	2	0	0									
	Images	<p>We found 30 images on this web page.</p> <p>8 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												
	Text/HTML Ratio	<p>Ratio : 10%</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>												

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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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 32 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

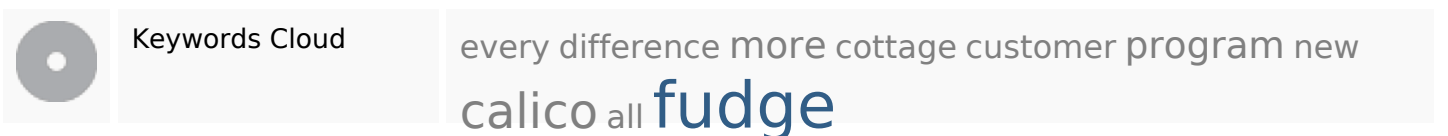
In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Fudge Program	Internal	Passing Juice
Fudge Mix	Internal	Passing Juice
Fudge Kettle	Internal	Passing Juice
Fudge Flavors and Colors	Internal	Passing Juice
Fudge Merchandising	Internal	Passing Juice
Nuts Program	Internal	Passing Juice
Nuts Mix	Internal	Passing Juice
Nuts Roaster	Internal	Passing Juice
Nuts Merchandising	Internal	Passing Juice
Case Studies	Internal	Passing Juice

In-page links

Customer Success Stories	Internal	Passing Juice
Industry Insiders	Internal	Passing Juice
FAQs	Internal	Passing Juice
About Calico	Internal	Passing Juice
Our History	Internal	Passing Juice
Calico Team	Internal	Passing Juice
About Mark Wurzel	Internal	Passing Juice
Calico International	Internal	Passing Juice
Careers	Internal	Passing Juice
Safe Quality Food (SQF) Institute Certification	Internal	Passing Juice
Patents	Internal	Passing Juice
Customer login	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Why Fudge?	Internal	Passing Juice
How Can Calico Help?	Internal	Passing Juice
What Can Fudge Do?	Internal	Passing Juice
Click here	Internal	Passing Juice
Why Calico?	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Patents	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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Keywords Consistency

fudge	69	✓	✗	✓	✓
calico	28	✓	✗	✗	✓
more	17	✗	✗	✗	✓
program	15	✗	✗	✗	✓
cottage	13	✓	✗	✗	✓


Usability

	Url	Domain : calicocottage.com Length : 17
	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	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	✓ Excellent, your website doesn't use nested tables.




Document

	<ul style="list-style-type: none">✖ 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).✖ Too bad, your website does not take advantage of gzip.
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Mobile

	Mobile Optimization <ul style="list-style-type: none">✔ Apple Icon✔ Meta Viewport Tag✔ Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <code>http://calicocottage.com/sitemap.xml</code> <code>https://www.calicocottage.com/sitemap_index.xml</code>
	Robots.txt	<code>http://calicocottage.com/robots.txt</code> 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.