







# Website Analysis: carriageservices.com

Generated on May 03 2024 13:48 PM


The score is 49/100







## SEO Content

|    | Title   | Home Page - Carriage Services<br><br>Length : 29<br><br>Perfect, your title contains between 10 and 70 characters.   |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
|--|---|--|----------|---------|-------|---|------------------|---|-------------|-----|--------------|-----|-----|-----------------------------------|-------|-------------------------------|------|---------|-------------|---|--------|-------|
|    | Description   | Carriage Services<br><br>Length : 17<br><br>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
|  | Keywords  | Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
|  | Og Meta Properties  | Good, your page take advantage of Og Properties.<br><table><tr><th>Property</th><th>Content</th></tr><tr><td>image</td><td>https://www.carriageservices.com/wp-content/uploads/2022/10/top-logo-past.png</td></tr><tr><td>image:secure_url</td><td>https://www.carriageservices.com/tile.png</td></tr><tr><td>image:width</td><td>694</td></tr><tr><td>image:height</td><td>258</td></tr><tr><td>url</td><td>https://www.carriageservices.com/</td></tr><tr><td>title</td><td>Home Page - Carriage Services</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>Our mission is to be the best service provider, the best consolidator, and the best value creator for our partner funeral homes &amp; cemeteries.</td></tr><tr><td>locale</td><td>en_US</td></tr></table> | Property | Content | image | https://www.carriageservices.com/wp-content/uploads/2022/10/top-logo-past.png | image:secure_url | https://www.carriageservices.com/tile.png | image:width | 694 | image:height | 258 | url | https://www.carriageservices.com/ | title | Home Page - Carriage Services | type | website | description | Our mission is to be the best service provider, the best consolidator, and the best value creator for our partner funeral homes & cemeteries. | locale | en_US |
| Property   | Content   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| image  | https://www.carriageservices.com/wp-content/uploads/2022/10/top-logo-past.png   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| image:secure_url   | https://www.carriageservices.com/tile.png   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| image:width  | 694   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| image:height   | 258   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| url  | https://www.carriageservices.com/   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| title  | Home Page - Carriage Services   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| type   | website   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| description  | Our mission is to be the best service provider, the best consolidator, and the best value creator for our partner funeral homes & cemeteries. |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |
| locale   | en_US   |  |          |         |       |   |                  |   |             |     |              |     |     |                                   |       |                               |      |         |             |   |        |       |





# SEO Content

|  |          |   |                   |    |    |    |
|--|----------|---|-------------------|----|----|----|
|  |          | site_name   | Carriage Services |    |    |    |
|  |          | image:type  | image/png         |    |    |    |
|  | Headings | H1  | H2                | H3 | H4 | H5 |
|  |          | 0   | 6                 | 20 | 10 | 7  |
|  |          |   |                   |    |    | H6 |
|  |          |   |                   |    |    | 0  |
|  |          | <ul style="list-style-type: none"><li>• [H2] Where Tradition Meets Innovation</li><li>• [H2] Carriage was founded on the shared values of honesty, integrity, and a belief in the power of people. This foundation unites us in our purpose of creating a premier experience through innovation, empowered partnership, and elevated service.</li><li>• [H2] A Culture Designed For Success</li><li>• [H2] The Foundation of Carriage</li><li>• [H2] Experience Your Last First Day</li><li>• [H2] Read The Latest From Carriage</li><li>• [H3] 26</li><li>• [H3] 31</li><li>• [H3] 167</li><li>• [H3] Empowered Partnership</li><li>• [H3] The Carriage Story</li><li>• [H3] Our Leadership</li><li>• [H3] Our Businesses</li><li>• [H3] OUR CULTURE</li><li>• [H3] Central Support Center</li><li>• [H3] Carriage Forum</li><li>• [H3] High Performance Recognition</li><li>• [H3] Setting The Standard</li><li>• [H3] Join Us</li><li>• [H3] Our Company Culture</li><li>• [H3] The Support Center</li><li>• [H3] Join Us</li><li>• [H3] NEWS AND UPDATES</li><li>• [H3] Carriage Services</li><li>• [H3] Investors</li><li>• [H3] Contact Us</li><li>• [H4] States</li><li>• [H4] Cemeteries</li><li>• [H4] Funeral Homes</li><li>• [H4] Carriage Services Announces Election of Julie Sanders to Board of Directors</li><li>• [H4] Somer Webb Elected to Carriage Services Board of Directors</li><li>• [H4] Carriage Services Appoints Carlos R. Quezada as Chief Executive Officer</li><li>• [H4] Carriage Services Announces the Acquisition of Greenlawn Funeral Homes</li><li>• [H4] Carriage Services Appoints Kian Granmayeh as Chief Financial Officer</li><li>• [H4] Carriage Announces Partnership with Funeral 365</li><li>• [H4] Acquisition of Heritage Funeral and Cremation Services</li><li>• [H5] JULY 25TH, 2023</li><li>• [H5] July 05, 2023</li><li>• [H5] JUNE 22ND, 2023</li></ul> |                   |    |    |    |

## SEO Content

|   |                 |   |
|---|-----------------|---|
|   |                 | <ul style="list-style-type: none"><li>• [H5] March 22, 2023</li><li>• [H5] MARCH 6th, 2023</li><li>• [H5] March 1, 2023</li><li>• [H5] October 25th, 2022</li></ul>               |
|  | Images          | We found 17 images on this web page.<br><br>15 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 : 3%<br><br>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          | 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 | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.         |
|  | In-page links           | We found a total of 31 links including 6 link(s) to files  |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 16.13%<br><br>Internal Links 83.87% |

## In-page links

| Anchor                                | Type     | Juice         |
|---------------------------------------|----------|---------------|
| <a href="#">website accessibility</a> | External | Passing Juice |
| <a href="#">upgrade your browser</a>  | External | Passing Juice |

## In-page links

|                                      |          |               |
|--------------------------------------|----------|---------------|
| <a href="#">=</a>                    | Internal | Passing Juice |
| <a href="#">Contact Us</a>           | Internal | Passing Juice |
| <a href="#">Investors</a>            | Internal | Passing Juice |
| <a href="#">Stock Info</a>           | Internal | Passing Juice |
| <a href="#">SEC Filing</a>           | Internal | Passing Juice |
| <a href="#">Corporate Governance</a> | Internal | Passing Juice |
| <a href="#">Financials</a>           | Internal | Passing Juice |
| <a href="#">Annual Reports</a>       | Internal | Passing Juice |
| <a href="#">Press Releases</a>       | Internal | Passing Juice |
| <a href="#">Info. Request</a>        | Internal | Passing Juice |
| <a href="#">Careers</a>              | External | Passing Juice |
| <a href="#">Businesses</a>           | Internal | Passing Juice |
| <a href="#">Why Partner</a>          | Internal | Passing Juice |
| <a href="#">Our Company</a>          | Internal | Passing Juice |
| <a href="#">Company Culture</a>      | Internal | Passing Juice |
| <a href="#">Officers</a>             | Internal | Passing Juice |
| <a href="#">Board Of Directors</a>   | Internal | Passing Juice |
| <a href="#">Learn More</a>           | External | Passing Juice |
| <a href="#">Learn More</a>           | Internal | Passing Juice |
| <a href="#">Search Opportunities</a> | External | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Read More</a>            | Internal | Passing Juice |
| <a href="#">Terms of Services</a>    | Internal | Passing Juice |

## [In-page links](#)

[Privacy Policy](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

privacy reports houston texas **services** suite  
info terms **carriage** home

## Keywords Consistency

| Keyword  | Content | Title | Keywords | Description | Headings |
|----------|---------|-------|----------|-------------|----------|
| services | 4       | ✓     | ✗        | ✓           | ✓        |
| carriage | 3       | ✓     | ✗        | ✓           | ✓        |
| info     | 2       | ✗     | ✗        | ✗           | ✗        |
| home     | 1       | ✓     | ✗        | ✗           | ✓        |
| reports  | 1       | ✗     | ✗        | ✗           | ✗        |

## Usability



Url

Domain : carriageservices.com  
Length : 20



Favicon

Great, your website has a favicon.



Printability

Great. We have found 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 : 29<br>Warnings : 1   |
|  | Email Privacy   | Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.  |
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.  |
|  | Speed Tips      | <div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div> |

## Mobile

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

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | Missing<br><br>Your website does not have an XML sitemap - this can be problematic.<br><br>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  | <a href="http://carriageservices.com/robots.txt">http://carriageservices.com/robots.txt</a>   |

## Optimization



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.