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Website Analysis: goodwill-outlet.com

Generated on April 24 2023 12:29 PM

The score is 63/100

SEO Content

✓	Title	Goodwill Outlet Store - Official Site Length : 37 Perfect, your title contains between 10 and 70 characters.
⚠	Description	Goodwill Outlet Great deals by the pound! Shopping at Goodwill Outlet Store is an experience, unlike any other thrift store you've ever shopped at. While some items may be sorted and put in bins separately, such as clothing. Length : 224 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	goodwill, near me, hours, donation center, outlet, online, auction,shop goodwill, store, drop off, bins, drop off near me, shop, donation hours, donation, store near me, donation center near me, locations, bins near me, outlet near me, auctions, industries,what time does close, stores, donations, donation near me, clearance center, pickup,what time does open, donation centers, hours near me, stores near me,nearest goodwill Good, your page contains meta 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 H2 H3 H4 H5 H6 1 0 0 0 0 0 • [H1] goodwill furniture outlet
✓	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes
	Text/HTML Ratio	Ratio : 22%

SEO Content

✓		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.
✓	Iframe	Great, there are no Iframes detected on this page.

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 1 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
To top link	Internal	Passing Juice

SEO Keywords

○	Keywords Cloud	locations **goodwill** search tacoma city recent **outlet** near store center

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
outlet	14	✔	✔	✔	✔
goodwill	13	✔	✔	✔	✔
store	4	✔	✔	✔	✖
center	3	✖	✔	✖	✖
locations	3	✖	✔	✖	✖

Usability

	Url	Domain : goodwill-outlet.com Length : 19
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✖	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

✔	Doctype	XHTML 1.0 Transitional
✔	Encoding	Perfect. Your declared charset is UTF-8.
✖	W3C Validity	Errors : 17 Warnings : 1
✔	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.
		✔ Perfect, your website has few JavaScript files.
		✖ Too bad, your website does not take 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://goodwill-outlet.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.