



# Website Analysis: hipvan.com

Generated on July 29 2024 19:32 PM

The score is 51/100







## SEO Content

	<b>Title</b>	<p>Online Furniture Shop Singapore   Buy Home Furniture   HipVan</p> <p>Length : 61</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<b>Description</b>	<p>Furnish your dream home with HipVan. With over 5,000 furniture at honest prices online, HipVan is your go-to store for all things furniture &amp; more!</p> <p>Length : 151</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<b>Keywords</b>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	<b>Og Meta Properties</b>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="544 1312 1481 1966"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.hipvan.com/</td> </tr> <tr> <td>title</td> <td>HipVan   Singapore's Favourite Online Furniture Store</td> </tr> <tr> <td>image</td> <td>https://hipvan-images-production.imgix.net/hipvan-og-image.jpg?auto=compress&amp;fm=jpg&amp;cs=srgb&amp;ar=1.91%3A1&amp;fit=crop&amp;w=900</td> </tr> <tr> <td>image:secure_url</td> <td>https://hipvan-images-production.imgix.net/hipvan-og-image.jpg?auto=compress&amp;fm=jpg&amp;cs=srgb&amp;ar=1.91%3A1&amp;fit=crop&amp;w=900</td> </tr> </tbody> </table>	Property	Content	type	website	url	https://www.hipvan.com/	title	HipVan   Singapore's Favourite Online Furniture Store	image	https://hipvan-images-production.imgix.net/hipvan-og-image.jpg?auto=compress&fm=jpg&cs=srgb&ar=1.91%3A1&fit=crop&w=900	image:secure_url	https://hipvan-images-production.imgix.net/hipvan-og-image.jpg?auto=compress&fm=jpg&cs=srgb&ar=1.91%3A1&fit=crop&w=900
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# SEO Content

		<p>description      Shop at HipVan for designer furniture and homeware. Create your dream home with over 5,000 designs of sofas, dining sets, beds, mattresses and more. Trusted by over 100k+ happy homeowners in Singapore ✓ Free delivery and assembly available!</p>												
	<p>Headings</p>	<table border="1" data-bbox="526 470 1525 555"> <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>3</td> <td>34</td> <td>13</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 584 1501 2076" style="list-style-type: none"> <li>• [H1] Complement Your Space with Our Contemporary Furniture in SG</li> <li>• [H2] Buy Stylish Furniture Online in Singapore with HipVan</li> <li>• [H2] Singaporean's Favourite Online Furniture Store</li> <li>• [H2] Inspiring homes for all.</li> <li>• [H3] Recently Viewed Products</li> <li>• [H3] You Need These Must-haves in your Living Room!</li> <li>• [H3] All You Need Right Here</li> <li>• [H3] Happening Now</li> <li>• [H3] Explore Home Inspirations</li> <li>• [H3] Real Homes, Real Reviews</li> <li>• [H3] Contact us</li> <li>• [H3] HipVan Experience Store</li> <li>• [H3] Let us help you</li> <li>• [H3] Get to know us</li> <li>• [H3] Social</li> <li>• [H3] Work with us</li> <li>• [H3] Also explore</li> <li>• [H3] New to HipVan?</li> <li>• [H3] Get the HipVan app:</li> <li>• [H3] Get the HipVan app:</li> <li>• [H3] Social:</li> <li>• [H3] Shop furniture for every room</li> <li>• [H3] Welcome.</li> <li>• [H3] Writing a review?</li> <li>• [H3] Get Your Reward Points Now</li> <li>• [H3] Refer your friends now!</li> <li>• [H3] Saving your wishlist?</li> <li>• [H3] Welcome.</li> <li>• [H3] Loving this home?</li> <li>• [H3] Agree with this comment?</li> <li>• [H3] Leave your first comment!</li> <li>• [H3] Want to see more of them?</li> <li>• [H3] You're almost there!</li> <li>• [H3] Let's build your dream home.</li> <li>• [H3] Love It? Save It!</li> <li>• [H3] Want to see more of your favourite homeowner's posts?</li> <li>• [H3] Forgot your password?</li> <li>• [H3] Link Sent!</li> <li>• [H4] Living Room</li> <li>• [H4] Bedroom</li> <li>• [H4] Dining Room</li> <li>• [H4] Furniture</li> <li>• [H4] Decor</li> <li>• [H4] Lighting</li> </ul>	H1	H2	H3	H4	H5	H6	1	3	34	13	0	0
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1	3	34	13	0	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H4] Up to \$960 off storewide</li> <li>• [H4] Get 5% off furniture bundles</li> <li>• [H4] Up to 80% off</li> <li>• [H4] Living Room Furniture</li> <li>• [H4] Dining Room Furniture</li> <li>• [H4] Bedroom Furniture</li> <li>• [H4] Study Room Furniture</li> </ul>
	Images	<p>We found 20 images on this web page.</p> <p>2 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 : 14%</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	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 52 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 3.85%</p> <p>Internal Links 96.15%</p>

## In-page links

Anchor	Type	Juice
=	Internal	Passing Juice

## In-page links

<a href="#">Visit our Community</a>	Internal	Passing Juice
<a href="#">sofas</a>	Internal	Passing Juice
<a href="#">coffee tables</a>	Internal	Passing Juice
<a href="#">dining tables</a>	Internal	Passing Juice
<a href="#">chairs</a>	Internal	Passing Juice
<a href="#">beds</a>	Internal	Passing Juice
<a href="#">mattresses</a>	Internal	Passing Juice
<a href="#">lighting</a>	Internal	Passing Juice
<a href="#">FAQ page</a>	Internal	Passing Juice
<a href="#">get in touch with our team</a>	Internal	Passing Juice
<a href="#">See opening hours</a>	Internal	Passing Juice
<a href="#">Shipping &amp; returns</a>	Internal	Passing Juice
<a href="#">FAQ</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Terms &amp; conditions</a>	Internal	Passing Juice
<a href="#">Mobile app</a>	Internal	Passing Juice
<a href="#">Your account</a>	Internal	Passing Juice
<a href="#">About HipVan</a>	Internal	Passing Juice
<a href="#">Customer testimonials</a>	Internal	Passing Juice
<a href="#">Our blog</a>	Internal	Passing Juice
<a href="#">Jobs</a>	Internal	Passing Juice
<a href="#">HipVan for business</a>	Internal	Passing Juice
<a href="#">Press resource</a>	Internal	Passing Juice
<a href="#">Condos for rent</a>	External	Passing Juice
<a href="#">HipVan app</a>	External	Passing Juice
<a href="#">Shop furniture for every room</a>	Internal	Passing Juice
<a href="#">Living Room Furniture</a>	Internal	Passing Juice
<a href="#">Sofas &amp; Loveseats</a>	Internal	Passing Juice

## In-page links

<a href="#">TV Consoles</a>	Internal	Passing Juice
<a href="#">Coffee Tables</a>	Internal	Passing Juice
<a href="#">Side Tables</a>	Internal	Passing Juice
<a href="#">Rugs</a>	Internal	Passing Juice
<a href="#">Bean Bags &amp; Poufs</a>	Internal	Passing Juice
<a href="#">Shoe Racks &amp; Storage</a>	Internal	Passing Juice
<a href="#">Dining Room Furniture</a>	Internal	Passing Juice
<a href="#">Dining Tables</a>	Internal	Passing Juice
<a href="#">Dining Chairs</a>	Internal	Passing Juice
<a href="#">Dining Benches</a>	Internal	Passing Juice
<a href="#">Dining Stools</a>	Internal	Passing Juice
<a href="#">Bedroom Furniture</a>	Internal	Passing Juice
<a href="#">Beds</a>	Internal	Passing Juice
<a href="#">Mattresses</a>	Internal	Passing Juice
<a href="#">Bedside Tables</a>	Internal	Passing Juice
<a href="#">Dressing Tables</a>	Internal	Passing Juice
<a href="#">Chest Of Drawers</a>	Internal	Passing Juice
<a href="#">Study Room Furniture</a>	Internal	Passing Juice
<a href="#">Sofa Beds</a>	Internal	Passing Juice
<a href="#">Study Desks</a>	Internal	Passing Juice
<a href="#">Office Chairs</a>	Internal	Passing Juice
<a href="#">Continue shopping</a>	Internal	Passing Juice
<a href="#">Forgot your password?</a>	Internal	Passing Juice

## SEO Keywords








Keywords Cloud

home sign room hipvan order cart  
dining more log furniture






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
furniture	19	✓	✗	✓	✓
sign	16	✗	✗	✗	✗
hipvan	15	✓	✗	✓	✓
log	15	✗	✗	✗	✗
room	12	✗	✗	✗	✓


## Usability

	Url	Domain : hipvan.com Length : 10
	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	You have not specified the document's charset. Use <a href="#">this free meta tags generator</a> to declare document's charset.
	W3C Validity	Errors : 0 Warnings : 0
	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.




## Document

	Speed Tips	<ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✗ Too bad, your website is using inline styles.</li><li>✓ Great, your website has few CSS files.</li><li>✗ Too bad, your website has too many JS files (more than 6).</li><li>✗ Too bad, your website does not take advantage of gzip.</li></ul>
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## Mobile

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

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>https://www.hipvan.com/sitemaps/sitemap.xml https://www.hipvan.com/sitemaps/products.xml.gz https://www.hipvan.com/sitemaps/collections.xml.gz https://www.hipvan.com/sitemaps/pages.xml.gz https://www.hipvan.com/sitemaps/blogs.xml.gz</pre>
	Robots.txt	<p><a href="http://hipvan.com/robots.txt">http://hipvan.com/robots.txt</a></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>