








# Website Analysis: mayfairjewelers.com

Generated on April 08 2026 08:25 AM





The score is 67/100







## SEO Content

	<p>Title</p>	<p>Fine Jewelry and Engagement Rings   Mayfair Jewelers Albany NY</p> <p>Length : 62</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Shop Albany NY's best selection of engagement rings, diamonds and fine jewelry.</p> <p>Length : 79</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	<p>Keywords</p>	<p>engagement rings, diamonds, custom jewelry</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	<p>Headings</p>	<table border="1" data-bbox="539 1413 1481 1480"> <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>0</td> <td>4</td> <td>9</td> <td>11</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1514 1034 2078" style="list-style-type: none"> <li>• [H1] Fine Jewelry Brands</li> <li>• [H3] Estate Jewelry</li> <li>• [H3] Diamonds &amp; Gemstones</li> <li>• [H3] Recent Videos</li> <li>• [H3] Our Brands</li> <li>• [H4] Diamond Search Tool</li> <li>• [H4] Valina</li> <li>• [H4] Ed Levin Designs</li> <li>• [H4] COLORE   SG</li> <li>• [H4] Spectacular Diamonds!</li> <li>• [H4] Apply for Credit</li> <li>• [H4] Custom Gallery</li> <li>• [H4] Our Services</li> <li>• [H4] Gift Cards</li> <li>• [H5] Colore   SG</li> <li>• [H5] Ed Levin Jewelry</li> <li>• [H5] Diamonds</li> </ul>	H1	H2	H3	H4	H5	H6	1	0	4	9	11	0
H1	H2	H3	H4	H5	H6									
1	0	4	9	11	0									

## SEO Content

		<ul style="list-style-type: none"> <li>• [H5] Valina Bridals</li> <li>• [H5] Gemstones</li> <li>• [H5] Custom Designs</li> <li>• [H5] \$2,995</li> <li>• [H5] The Mayfair Jewelers Experience</li> <li>• [H5] The Diamond Buying Process</li> <li>• [H5] SMJ 2018 0604 1 Carat Diamonds</li> <li>• [H5] Pure Grown Diamonds</li> </ul>
	Images	<p>We found 40 images on this web page.</p> <p>17 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 : 30%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 50 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2%</p> <p>Internal Links 98%</p>

## In-page links

Anchor	Type	Juice
<a href="#">Latham Store</a>	Internal	Passing Juice

## In-page links

<a href="#">Diamonds</a>	Internal	Passing Juice
<a href="#">Ideal Cut Diamonds</a>	Internal	Passing Juice
<a href="#">Pure Grown Diamonds</a>	Internal	Passing Juice
<a href="#">Canary Yellow Diamonds</a>	Internal	Passing Juice
<a href="#">Pink Diamonds</a>	Internal	Passing Juice
<a href="#">Our Guarantee</a>	Internal	Passing Juice
<a href="#">Diamond Search Tool</a>	Internal	Passing Juice
<a href="#">Rings</a>	Internal	Passing Juice
<a href="#">Engagement Rings</a>	Internal	Passing Juice
<a href="#">Wedding Rings</a>	Internal	Passing Juice
<a href="#">Anniversary Rings</a>	Internal	Passing Juice
<a href="#">Fashion Rings</a>	Internal	Passing Juice
<a href="#">Gemstone Rings</a>	Internal	Passing Juice
<a href="#">Custom Designed Rings</a>	Internal	Passing Juice
<a href="#">Gold Necklaces</a>	Internal	Passing Juice
<a href="#">Pendants</a>	Internal	Passing Juice
<a href="#">Gemstone Necklaces</a>	Internal	Passing Juice
<a href="#">Heart Necklaces</a>	Internal	Passing Juice
<a href="#">Diamond Necklaces</a>	Internal	Passing Juice
<a href="#">Bracelets</a>	Internal	Passing Juice
<a href="#">Diamond Bracelets</a>	Internal	Passing Juice
<a href="#">Gold Bracelets</a>	Internal	Passing Juice
<a href="#">Fashion Bracelets</a>	Internal	Passing Juice
<a href="#">Earrings</a>	Internal	Passing Juice
<a href="#">Diamond Earrings</a>	Internal	Passing Juice
<a href="#">Hoop Earrings</a>	Internal	Passing Juice
<a href="#">Drop Earrings</a>	Internal	Passing Juice
<a href="#">Costume Jewelry</a>	Internal	Passing Juice

## In-page links

<a href="#">Gold Jewelry</a>	Internal	Passing Juice
<a href="#">Sterling Silver Jewelry</a>	Internal	Passing Juice
<a href="#">Estate Items</a>	Internal	Passing Juice
<a href="#">Classic</a>	Internal	Passing Juice
<a href="#">Contemporary</a>	Internal	Passing Juice
<a href="#">Vintage</a>	Internal	Passing Juice
<a href="#">Curved Bands</a>	Internal	Passing Juice
<a href="#">Twisted Bands</a>	Internal	Passing Juice
<a href="#">Custom Gemstone Designs</a>	Internal	Passing Juice
<a href="#">Timepieces</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Latham Store</a>	Internal	Passing Juice
<a href="#">Consignment</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice
<a href="#">Apply for Credit</a>	External	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Diamonds</a>	Internal	Passing Juice
<a href="#">Gallery</a>	Internal	Passing Juice
<a href="#">Contact</a>	Internal	Passing Juice

## SEO Keywords






Keywords Cloud

rings gold jewelry custom engagement  
bands diamonds estate diamond gemstone






## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
rings	15	✓	✓	✓	✗
jewelry	10	✓	✓	✓	✓
diamonds	9	✗	✓	✓	✓
custom	8	✗	✓	✗	✓
diamond	7	✗	✓	✓	✓


## Usability

	Url	Domain : mayfairjewelers.com Length : 19
	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	<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>✗ Too bad, your website has too many CSS files (more than 4).</li><li>✗ Too bad, your website has too many JS files (more than 6).</li><li>✓ Perfect, your website takes 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>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p><a href="http://mayfairjewelers.com/robots.txt">http://mayfairjewelers.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>