Website Analysis: mccawandcompany.com

The score is 38/100

SEO Content

⚠️	Title	Bozeman Residential & Commercial Real Estate McCaw, DeVries, Steinhauer & Company Length : 81 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	McCaw and Company Real Estate in Bozeman, Montana is your local expert for both residential and commercial real estate. Length : 119 Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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
2	1	3	9	1	16

- [H1] Experience. Integrity. Results.
- [H1] McCaw and Company
- [H2] Bozeman Real Estate
- [H3] 406.587.5540
- [H3] Featured Residential Listings
- [H3] Featured Commercial Listings
- [H4] 44 Midway Bridger Rd.
- [H4] 4235 Graf Street Bozeman Montana
- [H4] North Bozeman 4 Bed Home
- [H4] South Bozeman Bungalow
- [H4] 16 ACRES R-4 high density development ground Belgrade
- [H4] 682 S Ferguson Avenue Unit #6 Bozeman Montana
- [H4] 6674 Maltese Lane Bozeman MT 59718
- [H4] Thorpe Road Commercial Lot 12.. This is the last one available!!!

SEO Content

		- [H4] Contact Us - [H5] Call Us @ - [H6] $2,299,000 - [H6] 5.24 acres acres - [H6] $1,899,000 - [H6] .41 acres - [H6] $689,000 - [H6] 8800sf acres - [H6] $589,000 - [H6] 6080sf acres - [H6] $6,000,000 - [H6] For Sale - [H6] $450,000 - [H6] For Sale - [H6] $7,270 - [H6] For Lease - [H6] $0 - [H6] For Sale
❌	Images	We found 3 images on this web page. 3 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 : 0% 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	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 8 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

		Internal Links 100%	

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Property Search	Internal	Passing Juice
Services	Internal	Passing Juice
About Bozeman	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact	Internal	Passing Juice
More Listings >	Internal	Passing Juice
More Listings >	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Usability

	Url	Domain : mccawandcompany.com Length : 19
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	Printability	We could not find a Print-Friendly CSS.

Usability

❌	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	HTML 5
❌	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
❌	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.
⚪	Speed Tips	✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✖ Too bad, your website has too many CSS files (more than 4).
		✔ Perfect, your website has few JavaScript files.
		✔ Perfect, your website takes 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://mccawandcompany.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.