



# Website Analysis: purelyfreshair.com

Generated on May 10 2025 09:21 AM



The score is 50/100







## SEO Content

	Title	Create an Ecommerce Website and Sell Online! Ecommerce Software by Shopify  Length : 74  Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	Shopify provides a reliable Ecommerce platform so you focus on selling online! Integrated hosting, shopping cart and Ecommerce payment solution all in one!  Length : 155  Great, your meta description contains between 70 and 160 characters.												
	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	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.												
	Headings	<table><tr><td>H1</td><td>H2</td><td>H3</td><td>H4</td><td>H5</td><td>H6</td></tr><tr><td>2</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] Sorry, this store is currently unavailable.</li><li>• [H1] Did you mean ?</li></ul>	H1	H2	H3	H4	H5	H6	2	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
2	0	0	0	0	0									
	Images	We found 0 images on this web page.  Good, most or all of your images have alt attributes												
	Text/HTML Ratio	Ratio : 9%  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.												

## SEO Content

		
	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 6 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%

## In-page links

Anchor	Type	Juice
<a href="#">Explore other stores</a>	External	Passing Juice
<a href="#">Start a free trial</a>	External	Passing Juice
<a href="#">forgot your store</a>	External	Passing Juice
<a href="#">Shopify support</a>	External	Passing Juice
<a href="#">Sign up now</a>	External	Passing Juice
<a href="#">Explore latest Editions</a>	External	Passing Juice

## SEO Keywords

	Keywords Cloud	next explore trial product <b>store</b> months editions start free
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## SEO Keywords

shopify




### Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
store	6	✖	✖	✖	✔
shopify	4	✔	✖	✔	✖
explore	2	✖	✖	✖	✖
start	2	✖	✖	✖	✖
free	2	✖	✖	✖	✖









### Usability

	Url	Domain : purelyfreshair.com Length : 18
	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 : 1 Warnings : 0




## Document

	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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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://purelyfreshair.com/robots.txt">http://purelyfreshair.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>