



Website Analysis: s.coop

Generated on September 04 2024 19:12 PM

The score is 49/100



SEO Content

	Title	s.coop ’ Welcome Length : 22 Perfect, your title contains between 10 and 70 characters.												
	Description	s.coop -- The ethical URL shortener. Length : 36 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	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	<table border="1"> <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>0</td> <td>1</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> [H2] Just enter the web address to shorten! 	H1	H2	H3	H4	H5	H6	0	1	0	0	0	0
H1	H2	H3	H4	H5	H6									
0	1	0	0	0	0									
	Images	We found 1 images on this web page. 1 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 : 21% 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 Content



SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 9 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
Drag to bookmark bar for easy access	Internal	Passing Juice
(What does this mean?)	Internal	Passing Juice
Home	Internal	Passing Juice
Usage	Internal	Passing Juice
Our Co-operative Values	Internal	Passing Juice
Become a Member	Internal	Passing Juice
About	Internal	Passing Juice
Contact	Internal	Passing Juice
&#169; Co-operative Press Ltd 2010-2024	Internal	Passing Juice

SEO Keywords



Keywords Cloud

operative bar drag access scoop
bookmark usage enter mean easy

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
operative	3	✘	✘	✘	✘
scoop	2	✘	✘	✘	✘
enter	2	✘	✘	✘	✔
mean	1	✘	✘	✘	✘
drag	1	✘	✘	✘	✘










Usability

	Url	Domain : s.coop Length : 6
	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.




Document

	W3C Validity	Errors : 5 Warnings : 5
	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	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Perfect. No inline css has been found in HTML tags! 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <code>http://s.coop/sitemap.xml</code>
	Robots.txt	<code>http://s.coop/robots.txt</code> 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.