# Website Analysis: shifton.com

The score is 68/100

## SEO Content

| | | |
|---|---|---|
| ✅ | Title | **Shifton - Employee scheduling software \| Daily planner online**<br><br>Length : 61<br><br>Perfect, your title contains between 10 and 70 characters. |
| ✅ | Description | Automated Employee scheduling - Shifton ▷ Employee scheduling software ▷ Task management ▷ Time tracking ▷ Payroll ➡ Free templates ➡ Web / iOS / Android app<br><br>Length : 157<br><br>Great, your meta description contains between 70 and 160 characters. |
| ✅ | Keywords | Employee scheduling software<br><br>Good, your page contains meta keywords. |
| ✅ | Og Meta Properties | Good, your page take advantage of Og Properties. |

| Property | Content |
|---|---|
| locale | en_US |
| type | article |
| title | Shifton - Employee scheduling software \| Daily planner online |
| description | Automated Employee scheduling - Shifton ▷ Employee scheduling software ▷ Task management ▷ Time tracking ▷ Payroll ➡ Free templates ➡ Web / iOS / Android app |
| url | https://shifton.com/en/blog/index |
| site_name | Shifton |

# SEO Content

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| ⊙ | Headings | **H1**<br>1 | **H2**<br>5 | **H3**<br>9 | **H4**<br>8 | **H5**<br>0 | **H6**<br>0 | |

- [H1] Employee scheduling software
- [H2] Employee scheduling software features
- [H2] State-of-the-art schedules automation
- [H2] Team work optimization
- [H2] Shift and break management
- [H2] Shifton - Employee scheduling software
- [H3] Workload distribution
- [H3] Manage and control
- [H3] Plan and forecast
- [H3] Scale
- [H3] FAQ
- [H3] What Is an Employee scheduling software?
- [H3] What Industries Use Shift Schedule Maker?
- [H3] What Processes Can Be Automated with an Online Work Schedule Maker?
- [H3] Which Tools Are Used for Online Work Scheduling?
- [H4] Shift planning
- [H4] Employee management
- [H4] Estimates and forecast
- [H4] From SMBs to Enterprise
- [H4] Possibilities
- [H4] Industries
- [H4] Support
- [H4] Contacts

| | | |
|---|---|---|
| ❌ | Images | We found 9 images on this web page.<br><br>9 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%<br><br>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 | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed. |

# SEO Links

| | | |
|---|---|---|
| ✅ | URL Rewrite | Good. Your links looks friendly! |
| | Underscores in the | Perfect! No underscores detected in your URLs. |

# SEO Links

| | URLs | |
|---|---|---|
| ✓ | In-page links | We found a total of 20 links including 1 link(s) to files |
| ● | Statistics | External Links : noFollow 0% |
| | | External Links : Passing Juice 15% |
| | | Internal Links 85% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Home | Internal | Passing Juice |
| Pricing | Internal | Passing Juice |
| Features | Internal | Passing Juice |
| Blog | Internal | Passing Juice |
| FAQ | Internal | Passing Juice |
| Try for free | Internal | Passing Juice |
| Learn more | Internal | Passing Juice |
| Read more | Internal | Passing Juice |
| Read more | Internal | Passing Juice |
| Read more | Internal | Passing Juice |
| Read more | Internal | Passing Juice |
| call centers | Internal | Passing Juice |
| hotels | Internal | Passing Juice |
| retail stores | Internal | Passing Juice |
| Facebook | External | Passing Juice |
| WhatsApp | External | Passing Juice |
| Telegram | External | Passing Juice |
| Privacy Policy | Internal | Passing Juice |

# In-page links

| | | |
|---|---|---|
| Terms of Use | Internal | Passing Juice |
| Cookies | Internal | Passing Juice |

# SEO Keywords

| | |
|---|---|
| Keywords Cloud | employee scheduling management software schedule schedules work shift shifton online |

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---|---|---|---|---|---|
| scheduling | 22 | ✔ | ✔ | ✔ | ✔ |
| work | 14 | ✖ | ✖ | ✖ | ✔ |
| shifton | 11 | ✔ | ✖ | ✔ | ✔ |
| software | 11 | ✔ | ✔ | ✔ | ✔ |
| shift | 11 | ✔ | ✖ | ✔ | ✔ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : shifton.com<br>Length : 11 |
| | 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<br>Warnings : 0 |
| ✗ | Email Privacy | Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers. |
| ✓ | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
| ○ | Speed Tips | ✓ Excellent, your website doesn't use nested tables.<br>✗ Too bad, your website is using inline styles.<br>✗ Too bad, your website has too many CSS files (more than 4).<br>✗ Too bad, your website has too many JS files (more than 6).<br>✓ Perfect, your website takes advantage of gzip. |

# Mobile

| | | |
|---|---|---|
| ○ | Mobile Optimization | ✓ Apple Icon<br>✓ Meta Viewport Tag<br>✓ Flash content |

# Optimization

| | | |
|---|---|---|
| ✓ | XML Sitemap | Great, your website has an XML sitemap.<br><br>http://shifton.com/sitemap.xml<br>https://shifton.com/sitemap.xml |
| ✓ | Robots.txt | http://shifton.com/robots.txt<br><br>Great, your website has a robots.txt file. |

# Optimization

| | | |
|---|---|---|
| ❌ | Analytics | **Missing**<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |