







Website Analysis: wowcosmetics.co.za

Generated on May 20 2025 18:44 PM

The score is 42/100



SEO Content

	Title	Home - WOW. Cosmetics Length : 21 Perfect, your title contains between 10 and 70 characters.																		
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.																		
	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	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home - WOW. Cosmetics</td></tr><tr><td>description</td><td>Nationwide Shipping We will deliver within 3-5 business days. BEST QUALITY Our products are made from quality materials. Best Offers We will always offer competitive prices. Secure Payments Your security & safety comes first to us. Browse Our Products Browse Our Categories Follow Us On Instagram</td></tr><tr><td>url</td><td>https://wowcosmetics.co.za/</td></tr><tr><td>site_name</td><td>WOW. Cosmetics</td></tr><tr><td>image</td><td>https://wowcosmetics.co.za/wp-content/uploads/2020/09/leaves-bg.jpg</td></tr><tr><td>image:width</td><td>1920</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home - WOW. Cosmetics	description	Nationwide Shipping We will deliver within 3-5 business days. BEST QUALITY Our products are made from quality materials. Best Offers We will always offer competitive prices. Secure Payments Your security & safety comes first to us. Browse Our Products Browse Our Categories Follow Us On Instagram	url	https://wowcosmetics.co.za/	site_name	WOW. Cosmetics	image	https://wowcosmetics.co.za/wp-content/uploads/2020/09/leaves-bg.jpg	image:width	1920
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image:width	1920																			


SEO Content

		<div>image:height1080</div> <div>image:typeimage/jpeg</div>
	Headings	<div> <div>H11H211H30H40H51H60</div> <ul style="list-style-type: none"> • [H1] supplier of cosmetic Goods • [H2] Nationwide Shipping • [H2] BEST QUALITY • [H2] Best Offers • [H2] Secure Payments • [H2] Browse Our Products • [H2] Browse Our Categories • [H2] Follow Us On Instagram • [H2] ABOUT US • [H2] PRODUCT CATEGORIES • [H2] SITE LINKS • [H2] SEARCH PRODUCTS • [H5] Quality Products </div>
	Images	<p>We found 43 images on this web page.</p> <p>5 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 : 6%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</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 57 links including 0 link(s) to files

SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 1.75%
		Internal Links 98.25%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Online Shopping	Internal	Passing Juice
About	Internal	Passing Juice
Contact	Internal	Passing Juice
B2B Trade Login	External	Passing Juice
ORTHOPEDIC SPORT INSOLE	Internal	Passing Juice
Add to cart	Internal	noFollow
ORTHOPEDIC INSOLE	Internal	Passing Juice
Add to cart	Internal	noFollow
NAIL POLISH # 47.	Internal	Passing Juice
Add to cart	Internal	noFollow
NAIL POLISH # 88.	Internal	Passing Juice
LIP THERAPY 72PC	Internal	Passing Juice
Add to cart	Internal	noFollow
BATH BOMB 007667 STRAWBERRY ICE CREAM	Internal	Passing Juice
Add to cart	Internal	noFollow
GIFT BAG 092693	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589896 2PC BLACK	Internal	Passing Juice
Add to cart	Internal	noFollow

In-page links

BROW TINT 650024	Internal	Passing Juice
HAIR GRIP 589872 2PC BLACK	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589865 OLIVE	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589865 MUSTARD	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589865 WINE	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589865 CREAM	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589865 BURGUNDY	Internal	Passing Juice
Add to cart	Internal	noFollow
HAIR GRIP 589865 NAVY	Internal	Passing Juice
Add to cart	Internal	noFollow
Uncategorized (26)	Internal	Passing Juice
TOYS (665)	Internal	Passing Juice
TOP SELLERS (15)	Internal	Passing Juice
THE SUMMER IS MAGIC (217)	Internal	Passing Juice
PET (154)	Internal	Passing Juice
PERSONAL CARE (415)	Internal	Passing Juice
NEW ARRIVALS (835)	Internal	Passing Juice
NAIL ENAMEL (181)	Internal	Passing Juice
NAIL ACCESSORIES (383)	Internal	Passing Juice
MAY SPECIALS (165)	Internal	Passing Juice
MARK-DOWN / LIMITED STOCKS (60)	Internal	Passing Juice
JEWELLERY (85)	Internal	Passing Juice
HOUSEHOLD (395)	Internal	Passing Juice

In-page links

HEALTH & MEDICAL (128)	Internal	Passing Juice
HAIR COLOUR & AIDS (46)	Internal	Passing Juice
HAIR BRUSHES & COMBS (168)	Internal	Passing Juice
B2B Trade Login	Internal	Passing Juice
Privacy Policy &#8211; B2C (Retail)	Internal	Passing Juice
Refund &#038; Returns Policy &#8211; B2C (Retail)	Internal	Passing Juice
Shipping Policy &#8211; B2C (Retail)	Internal	Passing Juice
WOW. Cosmetics	Internal	noFollow

SEO Keywords





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hair	25	✗	✗	✗	✗
products	21	✗	✗	✗	✓
shop	16	✗	✗	✗	✗
now	16	✗	✗	✗	✗
cart	15	✗	✗	✗	✗












Usability

	Url	Domain : wowcosmetics.co.za Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

	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	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	<div> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>

Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>http://wowcosmetics.co.za/sitemap.xml https://wowcosmetics.co.za/sitemap_index.xml</div>
	Robots.txt	<p>http://wowcosmetics.co.za/robots.txt</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>