











Website review amazon.ca

Generated on July 22 2023 10:59 AM


The score is 45/100







SEO Content

	Title	<p>Amazon.ca</p> <p>Length : 9</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	Description	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	Og Meta Properties	<p>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.</p>												
	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>0</td> <td>0</td> <td>2</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H4] Enter the characters you see below • [H4] Type the characters you see in this image: 	H1	H2	H3	H4	H5	H6	0	0	0	2	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	2	0	0									
	Images	<p>We found 3 images on this web page.</p> <p>3 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 : 32%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>												
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>												

SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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SEO Links

	URL Rewrite	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 2 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
Conditions of Use & Sale	Internal	Passing Juice
Privacy Notice	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	image make see characters enter amazon notice privacy sale sure
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
image	2				







Keywords Consistency

see	2	✘	✘	✘	✔
make	2	✘	✘	✘	✘
sure	2	✘	✘	✘	✘
characters	2	✘	✘	✘	✔





Usability

	Url	Domain : amazon.ca Length : 9
	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 : 223 Warnings : 109
	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.




Document

-  Too bad, your website is using inline styles.
-  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

-  Apple Icon
-  Meta Viewport Tag
-  Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

http://www.amazon.ca/sitemaps.f3053414d236e84.SitemapIndex_0.xml.gz

http://www.amazon.ca/sitemaps.1946f6b8171de60.SitemapIndex_0.xml.gz

http://www.amazon.ca/sitemaps.c21f969b5f03d33.SitemapIndex_0.xml.gz



Robots.txt

<http://amazon.ca/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.