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Website review aimcosmeticsuk.com

Generated on October 18 2015 17:22 PM






The score is 55/100







SEO Content

✓	Title	<p>AiM COSMETICS UK &ndash; AiM COSMETICS UK</p> <p>Length : 41</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
✓	Description	<p>AiM Cosmetics is part of AiM Solutions. We are UK based family business specialising in designer and glamorous branded make-up and beauty products.</p> <p>Length : 147</p> <p>Great, your meta description contains between 70 and 160 characters.</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>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1447 1481 2040"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>AiM COSMETICS UK</td> </tr> <tr> <td>image</td> <td>http://cdn.shopify.com/s/files/1/0558/0733/t/51/assets/logo.png?635995419957429866</td> </tr> <tr> <td>image:secure_url</td> <td>https://cdn.shopify.com/s/files/1/0558/0733/t/51/assets/logo.png?635995419957429866</td> </tr> <tr> <td>description</td> <td>AiM Cosmetics is part of AiM Solutions. We are UK based family business specialising in designer and glamorous branded make-up and beauty products.</td> </tr> </tbody> </table>	Property	Content	type	website	title	AiM COSMETICS UK	image	http://cdn.shopify.com/s/files/1/0558/0733/t/51/assets/logo.png?635995419957429866	image:secure_url	https://cdn.shopify.com/s/files/1/0558/0733/t/51/assets/logo.png?635995419957429866	description	AiM Cosmetics is part of AiM Solutions. We are UK based family business specialising in designer and glamorous branded make-up and beauty products.
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SEO Content

		url http://www.aimcosmeticsuk.com/												
		site_name AiM COSMETICS UK												
	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>1</td> <td>2</td> <td>0</td> <td>4</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] • [H2] Our Recommendations • [H2] AiM Cosmetics UK • [H4] Quick Links • [H4] Get Connected • [H4] Contact Us • [H4] Newsletter 	H1	H2	H3	H4	H5	H6	1	2	0	4	0	0
H1	H2	H3	H4	H5	H6									
1	2	0	4	0	0									
	Images	<p>We found 25 images on this web page.</p> <p>8 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 : 25%</p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</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	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 173 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0.58%</p> <p>External Links : Passing Juice 6.36%</p> <p>Internal Links 93.06%</p>

In-page links

Anchor	Type	Juice
Log in	Internal	Passing Juice
Home	Internal	Passing Juice
BLUSHER & POWDER	Internal	Passing Juice
EYE-LINER	Internal	Passing Juice
EYE-SHADOW	Internal	Passing Juice
FOUNDATION & CONCEALER	Internal	Passing Juice
LIPGLOSS	Internal	Passing Juice
LIPSTICK	Internal	Passing Juice
MASCARA	Internal	Passing Juice
NAIL POLISH	Internal	Passing Juice
For Men	Internal	Passing Juice
Facebook	External	Passing Juice
Instagram	External	Passing Juice
Pinterest	External	Passing Juice
Twitter	External	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Delivery	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Store Location	Internal	Passing Juice
Create account	Internal	Passing Juice
Home	Internal	Passing Juice
AIM COSMETICS UK	Internal	Passing Juice
About Us	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Delivery	Internal	Passing Juice

In-page links

Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Store Locations	Internal	Passing Juice
Affiliate Program	External	Passing Juice
Astor	Internal	Passing Juice
Barry m	Internal	Passing Juice
Benefit	Internal	Passing Juice
Bourjois	Internal	Passing Juice
Calvin Klein	Internal	Passing Juice
CCUK	Internal	Passing Juice
Chanel	Internal	Passing Juice
Clarins	Internal	Passing Juice
Dior	Internal	Passing Juice
Elizabeth Arden	Internal	Passing Juice
Estee Lauder	Internal	Passing Juice
L'oreal Paris	Internal	Passing Juice
Max Factor	Internal	Passing Juice
Maybelline	Internal	Passing Juice
No 7	Internal	Passing Juice
OPI	Internal	Passing Juice
Revlon	Internal	Passing Juice
Rimmel London	Internal	Passing Juice
Saffron	Internal	Passing Juice
Technic	Internal	Passing Juice
W7	Internal	Passing Juice
Foundations & Concealers	Internal	Passing Juice
Blusher & Powder	Internal	Passing Juice
Creams	Internal	Passing Juice

In-page links

Face Mask	Internal	Passing Juice
Show All	Internal	Passing Juice
Lips	Internal	Passing Juice
Lipstick	Internal	Passing Juice
Lipgloss	Internal	Passing Juice
Eye-liner	Internal	Passing Juice
Liquid Eye-liner	Internal	Passing Juice
Eye-shadow	Internal	Passing Juice
Mascara	Internal	Passing Juice
Show All	Internal	Passing Juice
Nail Polish	Internal	Passing Juice
Nail Remover	Internal	Passing Juice
Nail Foils	Internal	Passing Juice
Show All	Internal	Passing Juice
Brush Sets	Internal	Passing Juice
Nail Drying	Internal	Passing Juice
Eyelash Curlers	Internal	Passing Juice
Nail Polisher	Internal	Passing Juice
Micro Trimmer	Internal	Passing Juice
Nose & Ear Trimmer	Internal	Passing Juice
Hair Straightening Sets	Internal	Passing Juice
Compact Mirror	Internal	Passing Juice
Show All	Internal	Passing Juice
Armani	Internal	Passing Juice
Beckham	Internal	Passing Juice
Beyonce	Internal	Passing Juice
Britney	Internal	Passing Juice
Burberry	Internal	Passing Juice

[In-page links](#)

Bvlgari	Internal	Passing Juice
Calvin Klein	Internal	Passing Juice
Clinique	Internal	Passing Juice
Davidoff	Internal	Passing Juice
Deodorant	Internal	Passing Juice
DKNY	Internal	Passing Juice
Eau De Toilette	Internal	Passing Juice
Giorgio	Internal	Passing Juice
Givenchy	Internal	Passing Juice
Gucci	Internal	Passing Juice
Issey Miyake	Internal	Passing Juice
Jimmy Choo	Internal	Passing Juice
loop	Internal	Passing Juice
Kate Moss	Internal	Passing Juice
Lady Gaga	Internal	Passing Juice
Paco Rabanne	Internal	Passing Juice
Versace	Internal	Passing Juice
Yves Saint Laurent	Internal	Passing Juice
For Him	Internal	Passing Juice
Eau De Toilette	Internal	Passing Juice
For Her	Internal	Passing Juice
Eau De Perfume	Internal	Passing Juice
Eau De Toilette	Internal	Passing Juice
Show All	Internal	Passing Juice
For Him	Internal	Passing Juice
For Her	Internal	Passing Juice
Show All	Internal	Passing Juice
SOCIAL MEDIA	Internal	Passing Juice

In-page links

Facebook	External	Passing Juice
Instagram	External	Passing Juice
Pinterest	External	Passing Juice
Twitter	External	Passing Juice
Youtube	External	Passing Juice
Make-Up	Internal	Passing Juice
Social Media	Internal	Passing Juice
Armani	Internal	Passing Juice
Astor	Internal	Passing Juice
Barry M	Internal	Passing Juice
Benefit	Internal	Passing Juice
Bourjois	Internal	Passing Juice
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Givenchy	Internal	Passing Juice
Gucci	Internal	Passing Juice
Issey Miyake	Internal	Passing Juice
L'Oreal Paris	Internal	Passing Juice
Max Factor	Internal	Passing Juice
Maybelline	Internal	Passing Juice

In-page links

Paco Rabanne	Internal	Passing Juice
Rimmel London	Internal	Passing Juice
Saffron	Internal	Passing Juice
Technic	Internal	Passing Juice
Versace	Internal	Passing Juice
W7	Internal	Passing Juice
Almay	Internal	Passing Juice
-	Internal	Passing Juice
ACCESSORIES	Internal	Passing Juice
BLUSHER	Internal	Passing Juice
BRUSH	Internal	Passing Juice
CONCEALER	Internal	Passing Juice
CREAM	Internal	Passing Juice
EYELINER	Internal	Passing Juice
EYESHADOW	Internal	Passing Juice
FACE CLEANSER & MASKS	Internal	Passing Juice
FOUNDATION	Internal	Passing Juice
FRAGRANCE	Internal	Passing Juice
LIPBALM	Internal	Passing Juice
LIPGLOSS	Internal	Passing Juice
LIPLINER	Internal	Passing Juice
LIPSTICK	Internal	Passing Juice
MAKE UP	Internal	Passing Juice
MASCARA	Internal	Passing Juice
NAIL POLISH	Internal	Passing Juice
NAIL REMOVER	Internal	Passing Juice
POWDER	Internal	Passing Juice
View all Items	Internal	Passing Juice

In-page links

Welcome to AiM Cosmetics UK	External	Passing Juice
SEARCH	Internal	Passing Juice
SITE MAP	Internal	Passing Juice
This website runs on Shopify	External	noFollow
{{name}}	Internal	Passing Juice
Remove	Internal	Passing Juice

SEO Keywords





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
aim	9	✓	✗	✓	✓
nail	9	✗	✗	✗	✗
all	9	✗	✗	✗	✗
lipstick	8	✗	✗	✗	✗
sale	8	✗	✗	✗	✗












Usability

	Url	Domain : aimcosmeticsuk.com 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 : 24 Warnings : 10				
	Email Privacy	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><s></td><td>8</td></tr></tbody></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<s>	8
Deprecated tags	Occurrences					
<s>	8					
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Great, your website has few CSS files. Too bad, your website has too many JS files (more than 6). Perfect, your website takes advantage of gzip.				

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Mobile

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre data-bbox="560 405 1497 517">http://aimcosmeticsuk.com/sitemap.xml http://www.aimcosmeticsuk.com/sitemap.xml</pre>
	Robots.txt	<p>http://aimcosmeticsuk.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <pre data-bbox="560 757 1497 831"> Google Analytics</pre>