



Website review sunshine-ice.com

Generated on December 06 2015 21:39 PM

The score is 62/100







SEO Content

✓	Title	<p>Sunshine ICE - Weehawken NJ</p> <p>Length : 27</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
✓	Description	<p>Sunshine Ice, Fluffy, light and Smooth are all the goodness of Sunshine's Snow Ice.
</p> <p>Length : 92</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
✓	Keywords	<p>sunshine ice,snow ice, ice, ice cream, fluffy, soft, dessert, breakfast, dollar menu, snow ice, weehawken, nj</p> <p>Good, your page contains meta 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" data-bbox="539 1576 1481 1653"> <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>0</td> <td>0</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1682 1129 1715" style="list-style-type: none"> [H1] Fluffy Snow Ice 201-293-5600 	H1	H2	H3	H4	H5	H6	1	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	0	0	0	0	0									
✗	Images	<p>We found 34 images on this web page.</p> <p>6 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>												

SEO Content

	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 1 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%





In-page links

Anchor	Type	Juice
Sunshine ice	External	Passing Juice

SEO Keywords

	Keywords Cloud	all fluffy snow sunshines sunshine fruit smooth fresh ice goodness
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
ice	18				






Keywords Consistency

snow	7	✘	✔	✔	✔
all	6	✘	✘	✔	✘
sunshine	5	✔	✔	✔	✘
fluffy	4	✘	✔	✔	✔


Usability

	Url	Domain : sunshine-ice.com Length : 16
	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 WINDOWS-1252.						
	W3C Validity	Errors : 284 Warnings : 36						
	Email Privacy	Great no email address has been found in plain text!						
	Deprecated HTML	<table border="1"> <thead> <tr> <th>Deprecated tags</th> <th>Occurrences</th> </tr> </thead> <tbody> <tr> <td><center></td> <td>16</td> </tr> <tr> <td></td> <td>17</td> </tr> </tbody> </table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is</p>	Deprecated tags	Occurrences	<center>	16		17
Deprecated tags	Occurrences							
<center>	16							
	17							




Document

		recommended that you remove or replace these HTML tags because they are now obsolete.
	Speed Tips	<ul style="list-style-type: none">✖ Attention! Try to avoid nested tables in HTML.✖ 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	<ul style="list-style-type: none">✖ Apple Icon✔ Meta Viewport Tag✔ Flash content
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Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>Missing</p> <p>Your website doesn't have a robots.txt file - this can be problematic.</p> <p>A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.</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>