





The score is 54/100



pagepeeker

## SEO Content

	Title	ASOS   Online Shopping for the Latest Clothes & Fashion <b>Length : 55</b> Perfect, your title contains between 10 and 70 characters.														
	Description	Discover the latest fashion trends with ASOS. Shop the new collection of clothing, footwear, accessories, beauty products and more. Order today from ASOS. <b>Length : 154</b> Great, your meta description contains between 70 and 160 characters.														
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.														
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>site_name</td> <td>ASOS</td> </tr> <tr> <td>image</td> <td>https://content.asos-media.com/-/media/images/asos/logo/icon_svg.svg</td> </tr> <tr> <td>title</td> <td>ASOS   Online Shopping for the Latest Clothes &amp; Fashion</td> </tr> <tr> <td>url</td> <td>https://www.asos.com/</td> </tr> <tr> <td>description</td> <td>Discover the latest fashion trends with ASOS. Shop the new collection of clothing, footwear, accessories, beauty products and more. Order today from ASOS.</td> </tr> </tbody> </table>	Property	Content	type	website	site_name	ASOS	image	https://content.asos-media.com/-/media/images/asos/logo/icon_svg.svg	title	ASOS   Online Shopping for the Latest Clothes & Fashion	url	https://www.asos.com/	description	Discover the latest fashion trends with ASOS. Shop the new collection of clothing, footwear, accessories, beauty products and more. Order today from ASOS.
Property	Content															
type	website															
site_name	ASOS															
image	https://content.asos-media.com/-/media/images/asos/logo/icon_svg.svg															
title	ASOS   Online Shopping for the Latest Clothes & Fashion															
url	https://www.asos.com/															
description	Discover the latest fashion trends with ASOS. Shop the new collection of clothing, footwear, accessories, beauty products and more. Order today from ASOS.															
	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>1</td> <td>0</td> <td>95</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	H1	H2	H3	H4	H5	H6	1	1	0	95	0	0		
H1	H2	H3	H4	H5	H6											
1	1	0	95	0	0											

# SEO Content

- [H1]
- [H2] This is ASOS
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY EDIT
- [H4] SHOP SALE BY BODY FIT
- [H4] NEW PRODUCTS
- [H4] SHOP BY BODY FIT
- [H4] NEW EDITS
- [H4] SHOP by product
- [H4] SHOP BY BODY FIT
- [H4] SHOP BY EDIT
- [H4] Shop by type
- [H4] Trending now
- [H4] Shop by body fit
- [H4] CTA x 3
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY BRAND
- [H4] New edits
- [H4] Shop by edit
- [H4] Shop by price point
- [H4] Gifts for Her
- [H4] CTAs
- [H4] Shop by Product
- [H4] Shop by activity
- [H4] Shop by brand
- [H4] CTAS 2
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY BAGS
- [H4] SHOP BY JEWELLERY
- [H4] CTAs (Desktop only)
- [H4] Shop by product
- [H4] Coats & Jackets
- [H4] Tops
- [H4] Shoes & Boots
- [H4] SHOP BY PRODUCT
- [H4] CTAS
- [H4] CTAS
- [H4] Shop By Product
- [H4] Shop By Brand
- [H4] CTAs (All Devices)
- [H4] CTAs (Desktop Only)
- [H4] Top Brands
- [H4] FEATURED BRANDS
- [H4] CTAs (RIGHT)
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY BODY FIT
- [H4] CTAS
- [H4] SHOP BY PRODUCT
- [H4] SHOP VINTAGE
- [H4] CTAS 1
- [H4] CTAS 2
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY EDIT
- [H4] SHOP SALE BY BODY FIT
- [H4] NEW PRODUCTS

## SEO Content

- [H4] NEW EDITS
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY BODY FIT
- [H4] SHOP BY EDIT
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY BRAND
- [H4] New Edits
- [H4] SHOP BY EDIT
- [H4] SHOP BY PRICE POINT
- [H4] GIFTS FOR HIM
- [H4] CTA 2
- [H4] Shop by Product
- [H4] Shop by activity
- [H4] Shop by brand
- [H4] CTAs
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY JEWELLERY
- [H4] SHOP BY BAGS
- [H4] CTA1
- [H4] Shop by product
- [H4] Jackets & Coats
- [H4] Tops
- [H4] Shoes & Accessories
- [H4] SHOP BY PRODUCT
- [H4] CTAS
- [H4] CTAS
- [H4] SHOP BY PRODUCT
- [H4] Shop By Brand
- [H4] Desktop only CTAs (LEFT)
- [H4] New Edits
- [H4] Top brands
- [H4] CTAS
- [H4] CTAs (RIGHT)
- [H4] SHOP BY PRODUCT
- [H4] SHOP BY BRAND
- [H4] CTAS
- [H4] SHOP BY PRODUCT
- [H4] CTAS 1
- [H4] CTAS 2
- [H4] Help & Information
- [H4] About ASOS
- [H4] More From ASOS



Images

We found 83 images on this web page.

71 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 : **6%**


This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.







Flash

Perfect, no Flash content has been detected on this page.

## SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
---	--------	--

## 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 507 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0.59% Internal Links 99.41%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to main content</a>	Internal	Passing Juice
<a href="#">Marketplace</a>	Internal	Passing Juice
<a href="#">Help &amp; FAQs</a>	Internal	Passing Juice
<a href="#">WOMEN</a>	Internal	Passing Juice
<a href="#">MEN</a>	Internal	Passing Juice
<a href="#">Sign In</a>	Internal	Passing Juice
<a href="#">Join</a>	Internal	Passing Juice
<a href="#">SALE View all</a>	Internal	Passing Juice
<a href="#">SALE Selling fast</a>	Internal	Passing Juice
<a href="#">SALE New lines added</a>	Internal	Passing Juice
<a href="#">SALE Dresses</a>	Internal	Passing Juice

## In-page links

<a href="#">SALE Coats &amp; Jackets</a>	Internal	Passing Juice
<a href="#">SALE Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">SALE Trousers &amp; Leggings</a>	Internal	Passing Juice
<a href="#">SALE Tops</a>	Internal	Passing Juice
<a href="#">SALE Shoes</a>	Internal	Passing Juice
<a href="#">SALE Jeans</a>	Internal	Passing Juice
<a href="#">SALE Accessories</a>	Internal	Passing Juice
<a href="#">SALE Activewear</a>	Internal	Passing Juice
<a href="#">SALE Ankle Boots</a>	Internal	Passing Juice
<a href="#">SALE Bags &amp; Purses</a>	Internal	Passing Juice
<a href="#">SALE Designer brands</a>	Internal	Passing Juice
<a href="#">SALE Face + Body</a>	Internal	Passing Juice
<a href="#">SALE Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">SALE Jewellery &amp; Watches</a>	Internal	Passing Juice
<a href="#">SALE Jumpsuits &amp; Playsuits</a>	Internal	Passing Juice
<a href="#">SALE Lingerie &amp; Nightwear</a>	Internal	Passing Juice
<a href="#">SALE Shorts</a>	Internal	Passing Juice
<a href="#">SALE Skirts</a>	Internal	Passing Juice
<a href="#">SALE Socks &amp; Tights</a>	Internal	Passing Juice
<a href="#">SALE Sunglasses</a>	Internal	Passing Juice
<a href="#">SALE Swimwear</a>	Internal	Passing Juice
<a href="#">SALE T-shirts &amp; Vests</a>	Internal	Passing Juice
<a href="#">SALE Trainers</a>	Internal	Passing Juice
<a href="#">SALE Winter coats</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">Sale under £15</a>	Internal	Passing Juice
<a href="#">Biggest deals</a>	Internal	Passing Juice
<a href="#">Top saved</a>	Internal	Passing Juice

## In-page links

<a href="#">Sale: Winter essentials</a>	Internal	Passing Juice
<a href="#">Dresses under £15</a>	Internal	Passing Juice
<a href="#">Jeans under £20</a>	Internal	Passing Juice
<a href="#">Sneakerbrands under £20</a>	Internal	Passing Juice
<a href="#">Occasionwear under £25</a>	Internal	Passing Juice
<a href="#">Last chance to buy</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Clothing</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Face + Body</a>	Internal	Passing Juice
<a href="#">Topshop</a>	Internal	Passing Juice
<a href="#">Back in stock</a>	Internal	Passing Juice
<a href="#">Trending now</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans under £20</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Coats &amp; Jackets</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">Dresses</a>	Internal	Passing Juice
<a href="#">Lingerie &amp; Nightwear</a>	Internal	Passing Juice
<a href="#">Tracksuits &amp; Joggers</a>	Internal	Passing Juice
<a href="#">Tops</a>	Internal	Passing Juice
<a href="#">Blazers</a>	Internal	Passing Juice
<a href="#">Cargo Trousers</a>	Internal	Passing Juice
<a href="#">Co-ords</a>	Internal	Passing Juice
<a href="#">Designer</a>	Internal	Passing Juice
<a href="#">Exclusives at ASOS</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice

## In-page links

<a href="#">Jeans</a>	Internal	Passing Juice
<a href="#">Jumpsuits &amp; Playsuits</a>	Internal	Passing Juice
<a href="#">Loungewear</a>	Internal	Passing Juice
<a href="#">Multipacks</a>	Internal	Passing Juice
<a href="#">Shirts &amp; Blouses</a>	Internal	Passing Juice
<a href="#">Shorts</a>	Internal	Passing Juice
<a href="#">Skirts</a>	Internal	Passing Juice
<a href="#">Socks &amp; Tights</a>	Internal	Passing Juice
<a href="#">Sportswear</a>	Internal	Passing Juice
<a href="#">Suits &amp; Tailoring</a>	Internal	Passing Juice
<a href="#">Swimwear &amp; Beachwear</a>	Internal	Passing Juice
<a href="#">T-Shirts &amp; Vests</a>	Internal	Passing Juice
<a href="#">Trousers &amp; Leggings</a>	Internal	Passing Juice
<a href="#">Workwear</a>	Internal	Passing Juice
<a href="#">The Dresses Destination</a>	Internal	Passing Juice
<a href="#">Dresses under £20</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Evening dresses</a>	Internal	Passing Juice
<a href="#">Wedding guest dresses</a>	Internal	Passing Juice
<a href="#">Bridesmaid dresses</a>	Internal	Passing Juice
<a href="#">Party dresses</a>	Internal	Passing Juice
<a href="#">Midi dresses</a>	Internal	Passing Juice
<a href="#">Maxi dresses</a>	Internal	Passing Juice
<a href="#">Mini dresses</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Trainers</a>	Internal	Passing Juice

## In-page links

<a href="#">Boots</a>	Internal	Passing Juice
<a href="#">Flat shoes</a>	Internal	Passing Juice
<a href="#">Heels</a>	Internal	Passing Juice
<a href="#">Loafers</a>	Internal	Passing Juice
<a href="#">Running Trainers</a>	Internal	Passing Juice
<a href="#">Sandals</a>	Internal	Passing Juice
<a href="#">Sliders &amp; Flip flops</a>	Internal	Passing Juice
<a href="#">Slippers</a>	Internal	Passing Juice
<a href="#">Wide Fit</a>	Internal	Passing Juice
<a href="#">Christmas Jumpers</a>	Internal	Passing Juice
<a href="#">Pyjamas</a>	Internal	Passing Juice
<a href="#">Slippers</a>	Internal	Passing Juice
<a href="#">Underwear &amp; Socks</a>	Internal	Passing Juice
<a href="#">Fragrances</a>	Internal	Passing Juice
<a href="#">Candles &amp; Diffusers</a>	Internal	Passing Juice
<a href="#">Advent Calendars</a>	Internal	Passing Juice
<a href="#">Stocking Fillers</a>	Internal	Passing Juice
<a href="#">Gadgets</a>	Internal	Passing Juice
<a href="#">Top Saved Gifts</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Leggings</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Tops</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Shorts</a>	Internal	Passing Juice
<a href="#">Running Trainers</a>	Internal	Passing Juice
<a href="#">Sports bras</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice



## In-page links

<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Beanies</a>	Internal	Passing Juice
<a href="#">Belts</a>	Internal	Passing Juice
<a href="#">Caps</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Gloves</a>	Internal	Passing Juice
<a href="#">Hair accessories</a>	Internal	Passing Juice
<a href="#">Hats</a>	Internal	Passing Juice
<a href="#">Scarves</a>	Internal	Passing Juice
<a href="#">Socks &amp; Tights</a>	Internal	Passing Juice
<a href="#">Sunglasses</a>	Internal	Passing Juice
<a href="#">Watches</a>	Internal	Passing Juice
<a href="#">Blazers</a>	Internal	Passing Juice
<a href="#">Boots</a>	Internal	Passing Juice
<a href="#">Coats &amp; Jackets</a>	Internal	Passing Juice
<a href="#">Jumpers</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Cardigans</a>	Internal	Passing Juice
<a href="#">Scarves</a>	Internal	Passing Juice
<a href="#">Dresses</a>	Internal	Passing Juice
<a href="#">Shackets</a>	Internal	Passing Juice
<a href="#">Beanies</a>	Internal	Passing Juice
<a href="#">View all Coats</a>	Internal	Passing Juice
<a href="#">View all Jackets</a>	Internal	Passing Juice
<a href="#">Borg &amp; Teddy Coats</a>	Internal	Passing Juice
<a href="#">Macs</a>	Internal	Passing Juice
<a href="#">Leather Jackets</a>	Internal	Passing Juice
<a href="#">Bomber Jackets</a>	Internal	Passing Juice

## In-page links

<a href="#">Puffer Jackets</a>	Internal	Passing Juice
<a href="#">Rain Coats</a>	Internal	Passing Juice
<a href="#">Trench Coat</a>	Internal	Passing Juice
<a href="#">View all Tops</a>	Internal	Passing Juice
<a href="#">Bodysuits</a>	Internal	Passing Juice
<a href="#">Long Sleeve Tops</a>	Internal	Passing Juice
<a href="#">Knitted Tops</a>	Internal	Passing Juice
<a href="#">Blouses</a>	Internal	Passing Juice
<a href="#">Shirts</a>	Internal	Passing Juice
<a href="#">Sweater Vests</a>	Internal	Passing Juice
<a href="#">T-Shirts &amp; Vests</a>	Internal	Passing Juice
<a href="#">Up to 30% off Face + Body brands</a>	Internal	Passing Juice
<a href="#">Discover Face + Body</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Body care</a>	Internal	Passing Juice
<a href="#">Fragrances</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Hair care</a>	Internal	Passing Juice
<a href="#">Makeup</a>	Internal	Passing Juice
<a href="#">Minis</a>	Internal	Passing Juice
<a href="#">Nails</a>	Internal	Passing Juice
<a href="#">Skin care</a>	Internal	Passing Juice
<a href="#">Suncare &amp; Tanning</a>	Internal	Passing Juice
<a href="#">Tools &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Wellness</a>	Internal	Passing Juice
<a href="#">Benefit</a>	Internal	Passing Juice
<a href="#">Clinique</a>	Internal	Passing Juice

## In-page links

<a href="#">Dr Barbara Sturm</a>	Internal	Passing Juice
<a href="#">ghd</a>	Internal	Passing Juice
<a href="#">LUSH</a>	Internal	Passing Juice
<a href="#">MAC</a>	Internal	Passing Juice
<a href="#">NEOM</a>	Internal	Passing Juice
<a href="#">NYX Professional Makeup</a>	Internal	Passing Juice
<a href="#">Olaplex</a>	Internal	Passing Juice
<a href="#">Revolution</a>	Internal	Passing Juice
<a href="#">Sol de Janeiro</a>	Internal	Passing Juice
<a href="#">Sunday Riley</a>	Internal	Passing Juice
<a href="#">The Ordinary</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">ASOS Brands</a>	Internal	Passing Juice
<a href="#">ASOS DESIGN</a>	Internal	Passing Juice
<a href="#">ASOS EDITION</a>	Internal	Passing Juice
<a href="#">ASOS LUXE</a>	Internal	Passing Juice
<a href="#">ASOS WEEKEND COLLECTIVE</a>	Internal	Passing Juice
<a href="#">ASOS 4505</a>	Internal	Passing Juice
<a href="#">&amp; Other Stories</a>	Internal	Passing Juice
<a href="#">adidas</a>	Internal	Passing Juice
<a href="#">AsYou</a>	Internal	Passing Juice
<a href="#">Bershka</a>	Internal	Passing Juice
<a href="#">COLLUSION</a>	Internal	Passing Juice
<a href="#">Designer Brands</a>	Internal	Passing Juice
<a href="#">Miss Selfridge</a>	Internal	Passing Juice
<a href="#">Missguided</a>	Internal	Passing Juice
<a href="#">Monki</a>	Internal	Passing Juice

## In-page links

<a href="#">New Balance</a>	Internal	Passing Juice
<a href="#">New Look</a>	Internal	Passing Juice
<a href="#">Nike</a>	Internal	Passing Juice
<a href="#">Pull&amp;Bear</a>	Internal	Passing Juice
<a href="#">Stradivarius</a>	Internal	Passing Juice
<a href="#">Tommy Jeans</a>	Internal	Passing Juice
<a href="#">Topshop</a>	Internal	Passing Juice
<a href="#">Weekday</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">New in: Clothing</a>	Internal	Passing Juice
<a href="#">New in: Shoes &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Activewear</a>	Internal	Passing Juice
<a href="#">Bags &amp; Purses</a>	Internal	Passing Juice
<a href="#">Coats &amp; Jackets</a>	Internal	Passing Juice
<a href="#">Designer brands</a>	Internal	Passing Juice
<a href="#">Dresses</a>	Internal	Passing Juice
<a href="#">Face + Body</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Jeans</a>	Internal	Passing Juice
<a href="#">Jewellery &amp; Watches</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">Jumpsuits &amp; Playsuits</a>	Internal	Passing Juice
<a href="#">Lingerie &amp; Nightwear</a>	Internal	Passing Juice
<a href="#">Loungewear</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Shorts</a>	Internal	Passing Juice

## In-page links

<a href="#">Skirts</a>	Internal	Passing Juice
<a href="#">Socks &amp; Tights</a>	Internal	Passing Juice
<a href="#">Suits &amp; Blazers</a>	Internal	Passing Juice
<a href="#">Sunglasses</a>	Internal	Passing Juice
<a href="#">Swimwear</a>	Internal	Passing Juice
<a href="#">Tops</a>	Internal	Passing Juice
<a href="#">Trousers &amp; Leggings</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Dresses</a>	Internal	Passing Juice
<a href="#">Tops &amp; T-Shirts</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Coats &amp; Jackets</a>	Internal	Passing Juice
<a href="#">Knitwear</a>	Internal	Passing Juice
<a href="#">Jewellery</a>	Internal	Passing Juice
<a href="#">Sweatshirts &amp; Hoodies</a>	Internal	Passing Juice
<a href="#">Bags &amp; Purses</a>	Internal	Passing Juice
<a href="#">Skirts</a>	Internal	Passing Juice
<a href="#">Trousers</a>	Internal	Passing Juice
<a href="#">Gifts under £20</a>	Internal	Passing Juice
<a href="#">SALE View all</a>	Internal	Passing Juice
<a href="#">SALE Selling fast</a>	Internal	Passing Juice
<a href="#">SALE New lines added</a>	Internal	Passing Juice
<a href="#">SALE Jackets &amp; Coats</a>	Internal	Passing Juice
<a href="#">SALE Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">SALE Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">SALE Jeans</a>	Internal	Passing Juice
<a href="#">SALE Shirts</a>	Internal	Passing Juice

## In-page links

<a href="#">SALE Shoes &amp; Trainers</a>	Internal	Passing Juice
<a href="#">SALE T-Shirts &amp; Vests</a>	Internal	Passing Juice
<a href="#">SALE Accessories</a>	Internal	Passing Juice
<a href="#">SALE Activewear</a>	Internal	Passing Juice
<a href="#">SALE Bags</a>	Internal	Passing Juice
<a href="#">SALE Face + Body</a>	Internal	Passing Juice
<a href="#">SALE Gifts</a>	Internal	Passing Juice
<a href="#">SALE Jewellery &amp; Watches</a>	Internal	Passing Juice
<a href="#">SALE Loungewear</a>	Internal	Passing Juice
<a href="#">SALE Polo shirts</a>	Internal	Passing Juice
<a href="#">SALE Shorts</a>	Internal	Passing Juice
<a href="#">SALE Suits &amp; Tailoring</a>	Internal	Passing Juice
<a href="#">SALE Sunglasses</a>	Internal	Passing Juice
<a href="#">SALE Swimwear</a>	Internal	Passing Juice
<a href="#">SALE Tracksuits</a>	Internal	Passing Juice
<a href="#">SALE Trainers</a>	Internal	Passing Juice
<a href="#">SALE Trousers &amp; Chinos</a>	Internal	Passing Juice
<a href="#">SALE Underwear &amp; Socks</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">Deals under £15</a>	Internal	Passing Juice
<a href="#">Biggest deals</a>	Internal	Passing Juice
<a href="#">Top saved</a>	Internal	Passing Juice
<a href="#">Sale: Winter essentials</a>	Internal	Passing Juice
<a href="#">Jeans under £20</a>	Internal	Passing Juice
<a href="#">Sneakerbrands under £30</a>	Internal	Passing Juice
<a href="#">Tailoring under £30</a>	Internal	Passing Juice
<a href="#">Last chance to buy</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice

## In-page links

<a href="#">Clothing</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Face + Body</a>	Internal	Passing Juice
<a href="#">Topman</a>	Internal	Passing Juice
<a href="#">Back in stock</a>	Internal	Passing Juice
<a href="#">Trending now</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts under £20</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Jackets &amp; Coats</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">Shirts</a>	Internal	Passing Juice
<a href="#">Jeans</a>	Internal	Passing Juice
<a href="#">T-Shirts &amp; Vests</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Co-ords</a>	Internal	Passing Juice
<a href="#">Cargo Trousers</a>	Internal	Passing Juice
<a href="#">Designer</a>	Internal	Passing Juice
<a href="#">Joggers</a>	Internal	Passing Juice
<a href="#">Loungewear</a>	Internal	Passing Juice
<a href="#">Multipacks</a>	Internal	Passing Juice
<a href="#">Polo shirts</a>	Internal	Passing Juice
<a href="#">Shorts</a>	Internal	Passing Juice
<a href="#">Socks</a>	Internal	Passing Juice
<a href="#">Sportswear</a>	Internal	Passing Juice
<a href="#">Suits &amp; Tailoring</a>	Internal	Passing Juice
<a href="#">Swimwear</a>	Internal	Passing Juice
<a href="#">Tracksuits</a>	Internal	Passing Juice

## In-page links

<a href="#">Trousers &amp; Chinos</a>	Internal	Passing Juice
<a href="#">Underwear</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Trainers</a>	Internal	Passing Juice
<a href="#">Boots</a>	Internal	Passing Juice
<a href="#">Loafers</a>	Internal	Passing Juice
<a href="#">Sandals</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Sliders &amp; Flip flops</a>	Internal	Passing Juice
<a href="#">Slippers</a>	Internal	Passing Juice
<a href="#">Smart shoes</a>	Internal	Passing Juice
<a href="#">Sports Trainers</a>	Internal	Passing Juice
<a href="#">Christmas Jumpers</a>	Internal	Passing Juice
<a href="#">Pyjamas</a>	Internal	Passing Juice
<a href="#">Slippers</a>	Internal	Passing Juice
<a href="#">Underwear &amp; Socks</a>	Internal	Passing Juice
<a href="#">Fragrances</a>	Internal	Passing Juice
<a href="#">Candles &amp; Diffusers</a>	Internal	Passing Juice
<a href="#">Stocking Fillers</a>	Internal	Passing Juice
<a href="#">Novelty Gifts</a>	Internal	Passing Juice
<a href="#">Gadgets</a>	Internal	Passing Juice
<a href="#">Top Saved Gifts</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Shorts</a>	Internal	Passing Juice
<a href="#">Tops</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice



## In-page links

<a href="#">Joggers</a>	Internal	Passing Juice
<a href="#">Running Trainers</a>	Internal	Passing Juice
<a href="#">Trousers &amp; Tights</a>	Internal	Passing Juice
<a href="#">Outlet Sports &amp; Lifestyle</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">Beanies</a>	Internal	Passing Juice
<a href="#">Caps &amp; Hats</a>	Internal	Passing Juice
<a href="#">Scarves</a>	Internal	Passing Juice
<a href="#">Gloves</a>	Internal	Passing Juice
<a href="#">Belts</a>	Internal	Passing Juice
<a href="#">Face coverings</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Sunglasses</a>	Internal	Passing Juice
<a href="#">Ties</a>	Internal	Passing Juice
<a href="#">Watches</a>	Internal	Passing Juice
<a href="#">Suits &amp; Blazers</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Cargo Trousers</a>	Internal	Passing Juice
<a href="#">Coats &amp; Jackets</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">Boots</a>	Internal	Passing Juice
<a href="#">Jeans</a>	Internal	Passing Juice
<a href="#">Shackets</a>	Internal	Passing Juice
<a href="#">Joggers</a>	Internal	Passing Juice
<a href="#">View all Coats</a>	Internal	Passing Juice
<a href="#">View all Jackets</a>	Internal	Passing Juice
<a href="#">Gilets</a>	Internal	Passing Juice

## In-page links

<a href="#">Puffer Jackets</a>	Internal	Passing Juice
<a href="#">Leather Jackets</a>	Internal	Passing Juice
<a href="#">Varsity Jackets</a>	Internal	Passing Juice
<a href="#">Bomber Jackets</a>	Internal	Passing Juice
<a href="#">Parka Coats</a>	Internal	Passing Juice
<a href="#">Trench Coat</a>	Internal	Passing Juice
<a href="#">Overcoats</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Fleeces</a>	Internal	Passing Juice
<a href="#">Sweatshirts</a>	Internal	Passing Juice
<a href="#">Check shirts</a>	Internal	Passing Juice
<a href="#">Cable jumpers</a>	Internal	Passing Juice
<a href="#">Hoodies</a>	Internal	Passing Juice
<a href="#">Long sleeve polos</a>	Internal	Passing Juice
<a href="#">Long sleeve t-shirts</a>	Internal	Passing Juice
<a href="#">Roll neck jumpers</a>	Internal	Passing Juice
<a href="#">Zip up hoodie</a>	Internal	Passing Juice
<a href="#">Up to 30% off Face + Body brands</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">Body care</a>	Internal	Passing Juice
<a href="#">Fragrances</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Hair care</a>	Internal	Passing Juice
<a href="#">Makeup</a>	Internal	Passing Juice
<a href="#">Shaving &amp; Grooming</a>	Internal	Passing Juice
<a href="#">Skin care</a>	Internal	Passing Juice
<a href="#">Suncare &amp; Tanning</a>	Internal	Passing Juice

## In-page links

<a href="#">Tools &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Bulldog</a>	Internal	Passing Juice
<a href="#">CeraVe</a>	Internal	Passing Juice
<a href="#">Clinique</a>	Internal	Passing Juice
<a href="#">Harry's</a>	Internal	Passing Juice
<a href="#">L'Oreal Men Expert</a>	Internal	Passing Juice
<a href="#">Lab Series</a>	Internal	Passing Juice
<a href="#">Murdock London</a>	Internal	Passing Juice
<a href="#">Revolution Man</a>	Internal	Passing Juice
<a href="#">The Inkey List</a>	Internal	Passing Juice
<a href="#">The Ordinary</a>	Internal	Passing Juice
<a href="#">Wahl</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">ASOS DESIGN</a>	Internal	Passing Juice
<a href="#">ASOS 4505</a>	Internal	Passing Juice
<a href="#">adidas</a>	Internal	Passing Juice
<a href="#">Bershka</a>	Internal	Passing Juice
<a href="#">Calvin Klein</a>	Internal	Passing Juice
<a href="#">Carhartt WIP</a>	Internal	Passing Juice
<a href="#">COLLUSION</a>	Internal	Passing Juice
<a href="#">Designer Brands</a>	Internal	Passing Juice
<a href="#">Dr Martens</a>	Internal	Passing Juice
<a href="#">ellesse</a>	Internal	Passing Juice
<a href="#">Fred Perry</a>	Internal	Passing Juice
<a href="#">New Balance</a>	Internal	Passing Juice
<a href="#">Nike</a>	Internal	Passing Juice
<a href="#">Polo Ralph Lauren</a>	Internal	Passing Juice

## In-page links

<a href="#">Pull&amp;Bear</a>	Internal	Passing Juice
<a href="#">Puma</a>	Internal	Passing Juice
<a href="#">Reclaimed Vintage</a>	Internal	Passing Juice
<a href="#">The North Face</a>	Internal	Passing Juice
<a href="#">Topman</a>	Internal	Passing Juice
<a href="#">Vans</a>	Internal	Passing Juice
<a href="#">View all</a>	Internal	Passing Juice
<a href="#">New in: Clothing</a>	Internal	Passing Juice
<a href="#">New in: Shoes &amp; Accessories</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Activewear</a>	Internal	Passing Juice
<a href="#">Bags</a>	Internal	Passing Juice
<a href="#">Designer Brands</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Hoodies &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Jackets &amp; Coats</a>	Internal	Passing Juice
<a href="#">Jeans</a>	Internal	Passing Juice
<a href="#">Jewellery &amp; Watches</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">Loungewear</a>	Internal	Passing Juice
<a href="#">Shirts</a>	Internal	Passing Juice
<a href="#">Shoes &amp; Trainers</a>	Internal	Passing Juice
<a href="#">Shorts</a>	Internal	Passing Juice
<a href="#">Suits &amp; Tailoring</a>	Internal	Passing Juice
<a href="#">Sunglasses</a>	Internal	Passing Juice
<a href="#">Swimwear</a>	Internal	Passing Juice
<a href="#">T-Shirts &amp; Vests</a>	Internal	Passing Juice
<a href="#">Tracksuits</a>	Internal	Passing Juice

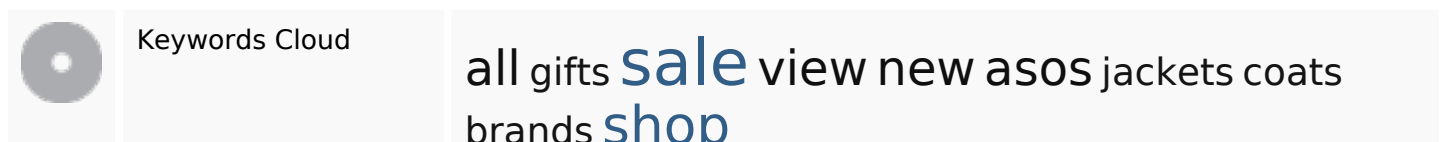
## In-page links

<a href="#">Trousers &amp; Chinos</a>	Internal	Passing Juice
<a href="#">Underwear &amp; Socks</a>	Internal	Passing Juice
<a href="#">adidas</a>	Internal	Passing Juice
<a href="#">Bolongaro Trevor</a>	Internal	Passing Juice
<a href="#">BOSS</a>	Internal	Passing Juice
<a href="#">Brave Soul</a>	Internal	Passing Juice
<a href="#">Calvin Klein</a>	Internal	Passing Juice
<a href="#">French Connection</a>	Internal	Passing Juice
<a href="#">Jack &amp; Jones</a>	Internal	Passing Juice
<a href="#">Puma</a>	Internal	Passing Juice
<a href="#">Tommy Hilfiger</a>	Internal	Passing Juice
<a href="#">Vans</a>	Internal	Passing Juice
<a href="#">A-Z of brands</a>	Internal	Passing Juice
<a href="#">New in</a>	Internal	Passing Juice
<a href="#">T-Shirts</a>	Internal	Passing Juice
<a href="#">Shirts</a>	Internal	Passing Juice
<a href="#">Shoes</a>	Internal	Passing Juice
<a href="#">Jackets</a>	Internal	Passing Juice
<a href="#">Hoodie &amp; Sweatshirts</a>	Internal	Passing Juice
<a href="#">Jumpers &amp; Cardigans</a>	Internal	Passing Juice
<a href="#">Trousers &amp; Shorts</a>	Internal	Passing Juice
<a href="#">Jeans</a>	Internal	Passing Juice
<a href="#">Suits &amp; Blazers</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Gifts under £20</a>	Internal	Passing Juice
<a href="#">Gifts under £50</a>	Internal	Passing Juice
<a href="#">Luxury gifting</a>	Internal	Passing Juice
<a href="#">Track order</a>	Internal	Passing Juice

## In-page links

<a href="#">Delivery &amp; returns</a>	Internal	Passing Juice
<a href="#">ASOS Premier</a>	Internal	Passing Juice
<a href="#">10% Student Discount</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Careers at ASOS</a>	Internal	Passing Juice
<a href="#">Corporate responsibility</a>	External	Passing Juice
<a href="#">Investors's site</a>	External	Passing Juice
<a href="#">Cyber Security</a>	Internal	Passing Juice
<a href="#">Mobile and ASOS apps</a>	Internal	Passing Juice
<a href="#">ASOS Marketplace</a>	Internal	Passing Juice
<a href="#">Gift vouchers</a>	Internal	Passing Juice
<a href="#">Black Friday</a>	Internal	Passing Juice
<a href="#">Our responsible fashion journey</a>	Internal	Passing Juice
<a href="#">ASOS x Thrift+</a>	External	Passing Juice
<a href="#">Refer A Friend</a>	Internal	Passing Juice
<a href="#">Info for Partners</a>	Internal	Passing Juice
<a href="#">Privacy &amp; Cookies</a>	Internal	Passing Juice
<a href="#">Ts&amp;Cs</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
---------	---------	-------	----------	-------------	----------






## Keywords Consistency

sale	69	✘	✘	✘	✔
shop	54	✔	✘	✔	✔
asos	36	✔	✘	✔	✔
new	35	✘	✘	✔	✔
all	32	✘	✘	✘	✔

## Usability

	Url	Domain : asos.com Length : 8
	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 : 823 Warnings : 5
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

## Document



### Speed Tips

- ✓ 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

- ✓ Apple Icon
- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization





### XML Sitemap

Great, your website has an XML sitemap.

```
https://www.asos.com/sitemap.xml
https://www.asos.com/product-sitemap-index-COM.xml
https://www.asos.com/au/sitemap.xml
https://www.asos.com/au/product-sitemap-index-AU.xml
https://www.asos.com/dk/sitemap.xml
https://www.asos.com/dk/product-sitemap-index-DK.xml
https://www.asos.com/de/sitemap.xml
https://www.asos.com/de/product-sitemap-index-DE.xml
https://www.asos.com/es/sitemap.xml
https://www.asos.com/es/product-sitemap-index-ES.xml
https://www.asos.com/fr/sitemap.xml
https://www.asos.com/fr/product-sitemap-index-FR.xml
https://www.asos.com/it/sitemap.xml
https://www.asos.com/it/product-sitemap-index-IT.xml
https://www.asos.com/nl/sitemap.xml
```



## Optimization

		<a href="https://www.asos.com/nl/product-sitemap-index-NL.xml">https://www.asos.com/nl/product-sitemap-index-NL.xml</a> <a href="https://www.asos.com/pl/sitemap.xml">https://www.asos.com/pl/sitemap.xml</a> <a href="https://www.asos.com/pl/product-sitemap-index-PL.xml">https://www.asos.com/pl/product-sitemap-index-PL.xml</a> <a href="https://www.asos.com/se/sitemap.xml">https://www.asos.com/se/sitemap.xml</a> <a href="https://www.asos.com/se/product-sitemap-index-SE.xml">https://www.asos.com/se/product-sitemap-index-SE.xml</a> <a href="https://www.asos.com/us/sitemap.xml">https://www.asos.com/us/sitemap.xml</a> <a href="https://www.asos.com/us/product-sitemap-index-US.xml">https://www.asos.com/us/product-sitemap-index-US.xml</a>
	Robots.txt	<a href="http://asos.com/robots.txt">http://asos.com/robots.txt</a> 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.