





The score is 48/100







SEO Content

	<p>Title</p>	<p>Baby clothes, children's clothes, toddler clothes Carter's</p> <p>Length : 68</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>Shop for baby clothing, baby necessities and essentials at Carters.com, the most trusted name in baby, kids, and toddler clothing. Shop our selection of cute baby & kids clothing.</p> <p>Length : 188</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Keywords</p>	<p>baby clothing, baby clothes, baby clothes online, cute baby clothes, baby clothing stores</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1377 1481 1859"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>url</td> <td>https://www.carters.com/home</td> </tr> <tr> <td>title</td> <td>Baby clothes, children's clothes, toddler clothes Carter's</td> </tr> <tr> <td>description</td> <td>Shop for baby clothing, baby necessities and essentials at Carters.com, the most trusted name in baby, kids, and toddler clothing. Shop our selection of cute baby & kids clothing.</td> </tr> </tbody> </table>	Property	Content	url	https://www.carters.com/home	title	Baby clothes, children's clothes, toddler clothes Carter's	description	Shop for baby clothing, baby necessities and essentials at Carters.com, the most trusted name in baby, kids, and toddler clothing. Shop our selection of cute baby & kids clothing.				
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	<p>Headings</p>	<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>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table>	H1	H2	H3	H4	H5	H6	0	0	0	0	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	0	0	0									
	<p>Images</p>	<p>We found 39 images on this web page.</p>												

SEO Content

		5 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 : 21% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 317 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.42% Internal Links 95.58%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Carter's	Internal	Passing Juice
OshKosh	Internal	Passing Juice
Skip Hop	Internal	Passing Juice
Little Planet	Internal	Passing Juice

In-page links

Sign in	Internal	Passing Juice
Baby Girl	Internal	Passing Juice
Shop All Baby Girl Clothes	Internal	Passing Juice
Just Arrived	Internal	Passing Juice
New Baby & Gifts	Internal	Passing Juice
Matching Tops & Bottoms	Internal	Passing Juice
Sets	Internal	Passing Juice
Multipacks	Internal	Passing Juice
Pajamas	Internal	Passing Juice
One Piece	Internal	Passing Juice
Bodysuits	Internal	Passing Juice
Tops	Internal	Passing Juice
Dresses & Rompers	Internal	Passing Juice
Shorts & Skirts	Internal	Passing Juice
Leggings & Pants	Internal	Passing Juice
Swimwear	Internal	Passing Juice
Sweaters & Hoodies	Internal	Passing Juice
Jackets & Outerwear	Internal	Passing Juice
Accessories & More	Internal	Passing Juice
Socks & Tights	Internal	Passing Juice
Shoes (0-6)	Internal	Passing Juice
Clearance	Internal	Passing Juice
p	Internal	Passing Juice
nb	Internal	Passing Juice
3m	Internal	Passing Juice
6m	Internal	Passing Juice
9m	Internal	Passing Juice
12m	Internal	Passing Juice

In-page links

18m	Internal	Passing Juice
24m	Internal	Passing Juice
Baby Boy	Internal	Passing Juice
Shop All Baby Boy Clothes	Internal	Passing Juice
Just Arrived	Internal	Passing Juice
New Baby & Gifts	Internal	Passing Juice
Matching Tops & Bottoms	Internal	Passing Juice
Sets	Internal	Passing Juice
Multipacks	Internal	Passing Juice
Pajamas	Internal	Passing Juice
One Piece	Internal	Passing Juice
Bodysuits	Internal	Passing Juice
Tops	Internal	Passing Juice
Shorts	Internal	Passing Juice
Pants	Internal	Passing Juice
Swimwear	Internal	Passing Juice
Sweaters & Hoodies	Internal	Passing Juice
Jackets & Outerwear	Internal	Passing Juice
Accessories & More	Internal	Passing Juice
Socks	Internal	Passing Juice
Shoes (0-6)	Internal	Passing Juice
Clearance	Internal	Passing Juice
p	Internal	Passing Juice
nb	Internal	Passing Juice
3m	Internal	Passing Juice
6m	Internal	Passing Juice
9m	Internal	Passing Juice
12m	Internal	Passing Juice

In-page links

18m	Internal	Passing Juice
24m	Internal	Passing Juice
Baby Neutral	Internal	Passing Juice
Shop All Baby Neutral	Internal	Passing Juice
New Baby & Gifts	Internal	Passing Juice
Sets	Internal	Passing Juice
Multipacks	Internal	Passing Juice
Pajamas	Internal	Passing Juice
One Pieces	Internal	Passing Juice
Bodysuits & Tops	Internal	Passing Juice
Bottoms	Internal	Passing Juice
Accessories & Socks	Internal	Passing Juice
Baby & Newborn Gear	Internal	Passing Juice
Shop All Baby Gear	Internal	Passing Juice
p	Internal	Passing Juice
nb	Internal	Passing Juice
3m	Internal	Passing Juice
6m	Internal	Passing Juice
9m	Internal	Passing Juice
12m	Internal	Passing Juice
18m	Internal	Passing Juice
24m	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Shop All Toddler Girl	Internal	Passing Juice
Just Arrived	Internal	Passing Juice
Matching Tops & Bottoms	Internal	Passing Juice
Sets	Internal	Passing Juice
Multipacks	Internal	Passing Juice

In-page links

Pajamas	Internal	Passing Juice
Dresses & Rompers	Internal	Passing Juice
Tops	Internal	Passing Juice
Graphic Tees	Internal	Passing Juice
Shorts & Skirts	Internal	Passing Juice
Leggings & Pants	Internal	Passing Juice
Swimwear	Internal	Passing Juice
Activewear & Dance	Internal	Passing Juice
Sweaters & Hoodies	Internal	Passing Juice
Jackets & Outerwear	Internal	Passing Juice
Accessories & More	Internal	Passing Juice
Socks & Underwear	Internal	Passing Juice
Shoes (4-12)	Internal	Passing Juice
Clearance	Internal	Passing Juice
2T	Internal	Passing Juice
3T	Internal	Passing Juice
4T	Internal	Passing Juice
5T	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Shop All Toddler Boy	Internal	Passing Juice
Just Arrived	Internal	Passing Juice
Matching Tops & Bottoms	Internal	Passing Juice
Sets	Internal	Passing Juice
Multipacks	Internal	Passing Juice
Pajamas	Internal	Passing Juice
Tops	Internal	Passing Juice
Graphic Tees	Internal	Passing Juice
Shorts	Internal	Passing Juice

In-page links

Pants	Internal	Passing Juice
Swimwear	Internal	Passing Juice
Activewear	Internal	Passing Juice
Sweaters & Hoodies	Internal	Passing Juice
Jackets & Outerwear	Internal	Passing Juice
Accessories & More	Internal	Passing Juice
Socks & Underwear	Internal	Passing Juice
Shoes (4-12)	Internal	Passing Juice
Clearance	Internal	Passing Juice
2T	Internal	Passing Juice
3T	Internal	Passing Juice
4T	Internal	Passing Juice
5T	Internal	Passing Juice
2T	Internal	Passing Juice
3T	Internal	Passing Juice
4T	Internal	Passing Juice
5T	Internal	Passing Juice
Girl	Internal	Passing Juice
Shop All Kid Girl	Internal	Passing Juice
Just Arrived	Internal	Passing Juice
Matching Tops & Bottoms	Internal	Passing Juice
Sets & Outfits	Internal	Passing Juice
Multipacks	Internal	Passing Juice
Pajamas	Internal	Passing Juice
Dresses & Rompers	Internal	Passing Juice
Tops	Internal	Passing Juice
Graphic Tees	Internal	Passing Juice
Shorts & Skirts	Internal	Passing Juice

In-page links

Leggings & Pants	Internal	Passing Juice
Swimwear	Internal	Passing Juice
Activewear & Dance	Internal	Passing Juice
Sweaters & Hoodies	Internal	Passing Juice
Jackets & Outerwear	Internal	Passing Juice
Accessories	Internal	Passing Juice
Socks & Underwear	Internal	Passing Juice
Shoes (13-3Y)	Internal	Passing Juice
Clearance	Internal	Passing Juice
4	Internal	Passing Juice
5	Internal	Passing Juice
6	Internal	Passing Juice
7	Internal	Passing Juice
8	Internal	Passing Juice
10	Internal	Passing Juice
12	Internal	Passing Juice
14	Internal	Passing Juice
Boy	Internal	Passing Juice
Shop All Kid Boy	Internal	Passing Juice
Just Arrived	Internal	Passing Juice
Matching Tops & Bottoms	Internal	Passing Juice
Sets	Internal	Passing Juice
Multipacks	Internal	Passing Juice
Pajamas	Internal	Passing Juice
Tops	Internal	Passing Juice
Graphic Tees	Internal	Passing Juice
Shorts	Internal	Passing Juice
Pants	Internal	Passing Juice

In-page links

Swimwear	Internal	Passing Juice
Activewear	Internal	Passing Juice
Sweaters & Hoodies	Internal	Passing Juice
Jackets & Outerwear	Internal	Passing Juice
Accessories	Internal	Passing Juice
Socks & Underwear	Internal	Passing Juice
Shoes (13-3Y)	Internal	Passing Juice
Clearance	Internal	Passing Juice
4	Internal	Passing Juice
5	Internal	Passing Juice
6	Internal	Passing Juice
7	Internal	Passing Juice
8	Internal	Passing Juice
10	Internal	Passing Juice
12	Internal	Passing Juice
14	Internal	Passing Juice
Tween	Internal	Passing Juice
Shop All Tween Clothing	Internal	Passing Juice
4	Internal	Passing Juice
5	Internal	Passing Juice
6	Internal	Passing Juice
7	Internal	Passing Juice
8	Internal	Passing Juice
10	Internal	Passing Juice
12	Internal	Passing Juice
14	Internal	Passing Juice
Family Matching Outfits	Internal	Passing Juice
Valentine's Day Shop	Internal	Passing Juice

In-page links

Carter's x Hilary Duff	Internal	Passing Juice
Stylists' Picks for Baby	Internal	Passing Juice
Vacation Shop	Internal	Passing Juice
Basics	Internal	Passing Juice
Shop All Bold Basics	Internal	Passing Juice
Baby Girl	Internal	Passing Juice
Baby Boy	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Kid Girl	Internal	Passing Juice
Kid Boy	Internal	Passing Juice
Licensed Character Shop	Internal	Passing Juice
Shop All Licensed Character Shop	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Kid Girl	Internal	Passing Juice
Kid Boy	Internal	Passing Juice
Licensed Fan Shop	Internal	Passing Juice
Shop All Licensed Fan Shop	Internal	Passing Juice
Baby Girl	Internal	Passing Juice
Baby Boy	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Kid Girl	Internal	Passing Juice
Kid Boy	Internal	Passing Juice
Sale	Internal	Passing Juice
Shop All Sale	Internal	Passing Juice
Baby Girl	Internal	Passing Juice

In-page links

Baby Boy	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Kid Girl	Internal	Passing Juice
Kid Boy	Internal	Passing Juice
Doorbusters	Internal	Passing Juice
Shop All Doorbusters	Internal	Passing Juice
Baby Girl	Internal	Passing Juice
Baby Boy	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Kid Girl	Internal	Passing Juice
Kid Boy	Internal	Passing Juice
Clearance	Internal	Passing Juice
Shop All Clearance	Internal	Passing Juice
Baby Girl	Internal	Passing Juice
Baby Boy	Internal	Passing Juice
Toddler Girl	Internal	Passing Juice
Toddler Boy	Internal	Passing Juice
Kid Girl	Internal	Passing Juice
Kid Boy	Internal	Passing Juice
\$5 & Under Gifts!	Internal	Passing Juice
Choose Your Store	Internal	Passing Juice
Orders	Internal	Passing Juice
Hearts	Internal	Passing Juice
BABY GIRL	Internal	Passing Juice
BABY BOY	Internal	Passing Juice
TODDLER GIRL	Internal	Passing Juice

In-page links

TODDLER BOY	Internal	Passing Juice
GIRL	Internal	Passing Juice
BOY	Internal	Passing Juice
BABY GIRL	Internal	Passing Juice
BABY BOY	Internal	Passing Juice
TODDLER GIRL	Internal	Passing Juice
TODDLER BOY	Internal	Passing Juice
GIRL	Internal	Passing Juice
BOY	Internal	Passing Juice
BABY GIRL	Internal	Passing Juice
=	External	Passing Juice
BABY BOY	Internal	Passing Juice
TODDLER GIRL	Internal	Passing Juice
=	External	Passing Juice
TODDLER BOY	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
KID GIRL	Internal	Passing Juice
=	External	Passing Juice
KID BOY	Internal	Passing Juice
=	External	Passing Juice
BABY 1-PIECE &gt;	Internal	Passing Juice
TOPS &gt;	Internal	Passing Juice
BOTTOMS &gt;	Internal	Passing Juice
TERMS & CONDITONS	Internal	Passing Juice
Customer Service	Internal	Passing Juice
Shipping	Internal	Passing Juice
Returns	Internal	Passing Juice

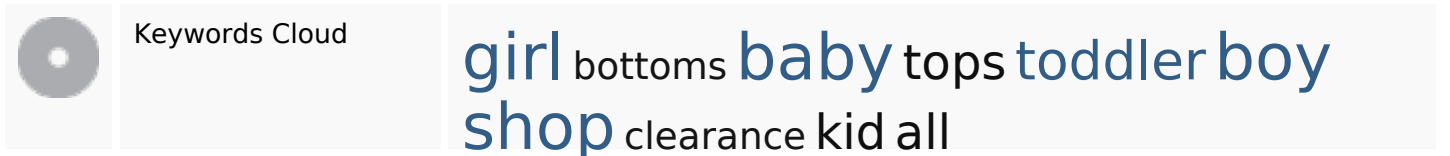
In-page links

Gift Cards	Internal	Passing Juice
Today's Deals	Internal	Passing Juice
Size Chart	Internal	Passing Juice
My Account	Internal	Passing Juice
Carter's® Credit Card	Internal	Passing Juice
My Rewarding Moments™	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Carter's Inc.	Internal	Passing Juice
Life With Kids	Internal	Passing Juice
Baby of the Month Contest	Internal	Passing Juice
All Store Locations	Internal	Passing Juice
Join Carter's Affiliate Program	Internal	Passing Juice
Investor Relations	Internal	Passing Juice
Careers	Internal	Passing Juice
Raise the Future	Internal	Passing Juice
Facebook	External	Passing Juice
Pinterest	External	Passing Juice
Twitter	External	Passing Juice
Youtube	External	Passing Juice
Instagram	External	Passing Juice
Google Ad Price Policy	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Privacy Statements	Internal	Passing Juice
Do Not Sell My Personal Information	External	Passing Juice
Accessibility	Internal	Passing Juice
Coupon Policy	Internal	Passing Juice
Product Recalls	External	Passing Juice
UK Tax Strategy	Internal	Passing Juice

In-page links

International Sites	Internal	Passing Juice
Site map	Internal	Passing Juice
carters.com	Internal	Passing Juice
oshkosh.com	External	Passing Juice

SEO Keywords



Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
baby	40	✓	✓	✓	✗
girl	38	✗	✗	✗	✗
boy	38	✗	✗	✗	✗
shop	35	✗	✗	✓	✗
toddler	28	✓	✗	✓	✗

Usability





	Url	Domain : carters.com Length : 11
	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.

Usability

Document

	Doctype	HTML 5				
	Encoding	Perfect. Your declared charset is UTF-8.				
	W3C Validity	Errors : 41 Warnings : 15				
	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	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><u></td><td>2</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	<u>	2
Deprecated tags	Occurrences					
<u>	2					
	Speed Tips	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles. Too bad, your website has too many CSS files (more than 4). 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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Optimization

	XML Sitemap	Great, your website has an XML sitemap.
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Optimization



		<p>https://www.carters.com/sitemap_index.xml</p> <p>https://www.oshkosh.com/sitemap_index.xml</p> <p>https://www.skiphop.com/sitemap_index.xml</p>
	Robots.txt	<p>http://carters.com/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>