Website review everlane.com

The score is 52/100

SEO Content

⚠	Title	Everlane **Length : 8** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Shop Everlane now for modern essentials. We make the most beautiful essentials, at the best factories, without traditional markups. Free shipping on 2+ items. **Length : 158** Great, your meta description contains between 70 and 160 characters.
❌	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✅	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
title	Everlane
description	Shop Everlane now for modern essentials. We make the most beautiful essentials, at the best factories, without traditional markups. Free shipping on 2+ items.
type	website
url	https://www.everlane.com
site_name	Everlane
image	https://res.cloudinary.com/everlane/image/upload/c_scale/c_fill,dpr_auto,f_auto,q_auto,w_1200/v1/i/a17a572e_faf1.jpg

	Headings	H1	H2	H3	H4	H5	H6

SEO Content

		0	0	0	0	0	0
✓	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.					
✗	Text/HTML Ratio	Ratio : **1%** 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.					
✓	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 0 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 0%

In-page links

Anchor	Type	Juice

SEO Keywords

	Keywords Cloud	everlane

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
everlane	1	✔	✖	✔	✖

Usability

	Url	Domain : everlane.com Length : 12
✔	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 : 16 Warnings : 1
✔	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.everlane.com/sitemap.xml
✔	Robots.txt	http://everlane.com/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.