



# Website review lazada.sg

Generated on December 30 2022 04:48 AM






The score is 42/100





## SEO Content

	Title	<p>Lazada.sg: Online Shopping Singapore - Electronics, Home Appliances, Mobiles, Tablets &amp; more</p> <p><b>Length : 92</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>Online Shopping at Lazada Singapore ♥ Consumer Electronics, Home &amp; Living, TV, Health &amp; Beauty &amp; More. 🚚 Effortless Shopping → FAST Delivery. Shop Now!</p> <p><b>Length : 163</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://www.lazada.sg/</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Lazada.sg: Online Shopping Singapore - Electronics, Home Appliances, Mobiles, Tablets &amp; more</td></tr><tr><td>description</td><td>Online Shopping at Lazada Singapore ♥ Consumer Electronics, Home &amp; Living, TV, Health &amp; Beauty &amp; More. 🚚 Effortless Shopping → FAST Delivery. Shop Now!</td></tr><tr><td>image</td><td>//laz-img-cdn.alicdn.com/tfs/TB1PApewFT7gK0jSZFpXXaTkpXa-200-200.png</td></tr></tbody></table>	Property	Content	url	https://www.lazada.sg/	type	website	title	Lazada.sg: Online Shopping Singapore - Electronics, Home Appliances, Mobiles, Tablets & more	description	Online Shopping at Lazada Singapore ♥ Consumer Electronics, Home & Living, TV, Health & Beauty & More. 🚚 Effortless Shopping → FAST Delivery. Shop Now!	image	//laz-img-cdn.alicdn.com/tfs/TB1PApewFT7gK0jSZFpXXaTkpXa-200-200.png
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## SEO Content

	Headings	H1	H2	H3	H4	H5	H6
		0	0	14	0	0	0
		<ul style="list-style-type: none"> <li>• [H3] Lazada</li> <li>• [H3]</li> <li>• [H3]</li> <li>• [H3]</li> <li>• [H3] LazMall</li> <li>• [H3]</li> <li>• [H3] Customer Care</li> <li>• [H3] Lazada</li> <li>• [H3]</li> <li>• [H3] Payment Methods</li> <li>• [H3] Delivery Services</li> <li>• [H3] Verified by</li> <li>• [H3] Lazada Southeast Asia</li> <li>• [H3] Follow Us</li> </ul>					
	Images	<p>We found 38 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 : <b>0%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>					
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>					
	Iframe	<p>Great, there are no Iframes detected on this page.</p>					

## SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 32 links including 0 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 46.88%</p>

## SEO Links

Internal Links 53.13%


### In-page links

Anchor	Type	Juice
<a href="#">Lazada Help Center</a>	Internal	Passing Juice
<a href="#">RedMart Help Center</a>	Internal	Passing Juice
<a href="#">How to Buy</a>	Internal	Passing Juice
<a href="#">Shipping &amp; Delivery</a>	Internal	Passing Juice
<a href="#">International Product Policy</a>	Internal	Passing Juice
<a href="#">How to Return</a>	Internal	Passing Juice
<a href="#">Contact Lazada</a>	Internal	Passing Juice
<a href="#">Contact RedMart</a>	Internal	Passing Juice
<a href="#">All Categories</a>	Internal	Passing Juice
<a href="#">About Lazada</a>	Internal	Passing Juice
<a href="#">Affiliate Program</a>	Internal	Passing Juice
<a href="#">Sell on Lazada</a>	Internal	Passing Juice
<a href="#">Partners Promotions</a>	Internal	Passing Juice
<a href="#">Careers</a>	External	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Intellectual Property Protection</a>	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	Internal	Passing Juice

## In-page links

=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice






## SEO Keywords

	Keywords Cloud	
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
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## Usability

	Url	Domain : lazada.sg Length : 9
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is zh.
	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 : 85 Warnings : 3
	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.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

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

	XML Sitemap	Great, your website has an XML sitemap. <a href="https://www.lazada.sg/sitemap.xml">https://www.lazada.sg/sitemap.xml</a>
	Robots.txt	<a href="http://lazada.sg/robots.txt">http://lazada.sg/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Missing

## Optimization



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.