






# Website review bellroy.com

Generated on September 11 2024 23:35 PM





The score is 52/100







## SEO Content

	Title	<p>Bellroy   Considered Carry Goods: Wallets, Bags, Phone Cases &amp; More</p> <p><b>Length : 71</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>Bellroy puts its heart, soul and countless design hours into helping the world carry with simplicity and ease. Every piece has been deeply considered, for the best of life's little moments.</p> <p><b>Length : 193</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>Bellroy</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 <a href="#">this free og properties generator</a> to create them.</p>												
	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>2</td><td>8</td><td>4</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H1] The latest tech. Covered.</li><li>[H2] Get new releases and subscriber exclusives</li><li>[H2] Get exclusive access to new products, deals &amp; surprise treats.</li><li>[H3] br_text-base-sans-spaced br_line-clamp-2 sm:br_line-clamp-none edition:br_text-grey-500 edition:br_hidden first-of-type:edition:br_inline edition:before:br_content-['_ _'] apex:edition:br_text-grey-300"&gt; Designers Edition Premium Edition Google Edition Second Edition Carryology Essentials Edition MIRUM® Edition Previous Edition Camera Edition Double Rail System Single Rail System Patty Mills Edition Brushed Indigo Edition Riverbark Edition RFID safe With Button Add-On Third Edition</li></ul>	H1	H2	H3	H4	H5	H6	1	2	8	4	0	0
H1	H2	H3	H4	H5	H6									
1	2	8	4	0	0									

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] br_text-base-sans-spaced br_line-clamp-2 sm:br_line-clamp-none edition:br_text-grey-500 edition:br_hidden first-of-type:edition:br_inline edition:before:br_content-['_ _'] apex:edition:br_text-grey-300"&gt;</li><li>• [H3] Because they're better together</li><li>• [H3] A new collection for the street savvy</li><li>• [H3] Ready when you are</li><li>• [H3] 3x lighter</li><li>• [H3] Made for the long haul</li><li>• [H3] New styles on the Outlet</li><li>• [H4] HELP</li><li>• [H4] Shop Products</li><li>• [H4] Shop Collections</li><li>• [H4] ABOUT</li></ul>
	Images	We found 64 images on this web page.  24 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 : <b>3%</b>  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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

## 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 45 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 2.22%  Internal Links 97.78%

## In-page links

Anchor	Type	Juice
<a href="#">privacy policy</a>	Internal	Passing Juice
<a href="#">cookies policy</a>	Internal	Passing Juice
<a href="#">Search</a>	Internal	Passing Juice
<a href="#">Find In-Store</a>	Internal	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice
<a href="#">Discover what's new</a>	Internal	Passing Juice
<a href="#">Shop Travel</a>	Internal	Passing Juice
<a href="#">Shipping &amp; Returns</a>	Internal	Passing Juice
<a href="#">3-Year Warranty</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Wallets</a>	Internal	Passing Juice
<a href="#">Passport Holders</a>	Internal	Passing Juice
<a href="#">RFID Protected</a>	Internal	Passing Juice
<a href="#">Bags</a>	Internal	Passing Juice
<a href="#">Phone Cases</a>	Internal	Passing Juice
<a href="#">Work Accessories</a>	Internal	Passing Juice
<a href="#">Travel accessories</a>	Internal	Passing Juice
<a href="#">Pouches</a>	Internal	Passing Juice
<a href="#">Key Holders</a>	Internal	Passing Juice
<a href="#">Bestsellers</a>	Internal	Passing Juice
<a href="#">New Releases</a>	Internal	Passing Juice
<a href="#">Coming Soon</a>	Internal	Passing Juice
<a href="#">The Outlet</a>	Internal	Passing Juice
<a href="#">Value Sets</a>	Internal	Passing Juice
<a href="#">Lite</a>	Internal	Passing Juice
<a href="#">Premium</a>	Internal	Passing Juice

## In-page links

<a href="#">Slim Your Wallet</a>	Internal	Passing Juice
<a href="#">Tokyo</a>	Internal	Passing Juice
<a href="#">Venture</a>	Internal	Passing Juice
<a href="#">Work</a>	Internal	Passing Juice
<a href="#">Laneway</a>	Internal	Passing Juice
<a href="#">Our Story</a>	Internal	Passing Juice
<a href="#">Our Materials</a>	Internal	Passing Juice
<a href="#">Responsible Business</a>	Internal	Passing Juice
<a href="#">Ambassadors</a>	Internal	Passing Juice
<a href="#">Journal</a>	Internal	Passing Juice
<a href="#">Collaborations</a>	Internal	Passing Juice
<a href="#">Affiliate Program</a>	Internal	Passing Juice
<a href="#">Corporate Gifting</a>	Internal	Passing Juice
<a href="#">Students &amp; Graduates</a>	Internal	Passing Juice
<a href="#">Creators</a>	External	Passing Juice
<a href="#">Press</a>	Internal	Passing Juice
<a href="#">Careers</a>	Internal	Passing Juice
<a href="#">Sitemap</a>	Internal	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
shop	7	✘	✘	✘	✔
new	6	✘	✘	✘	✔









## Keywords Consistency

policy	5	✘	✘	✘	✘
travel	5	✘	✘	✘	✘
help	4	✘	✘	✔	✔

## Usability

	Url	Domain : bellroy.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.

## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 0
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	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> </ul>

## Document

- ✔ Great, your website has few CSS files.
- ✔ Perfect, your website has few JavaScript files.
- ✔ 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://bellroy.com/sitemap.xml>

<https://bellroy.com/sitemap-hreflang.xml>



### Robots.txt

<http://bellroy.com/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics