



Website review fairwayford.com

Generated on September 22 2024 10:26 AM

The score is 50/100





SEO Content

	Title	<p>New & Used Ford Dealer in Greenville, SC</p> <p>Length : 40</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Visit our website to shop for new, used and certified pre-owned Ford models. You may also schedule service, order parts, apply for financing and schedule a test drive right from your phone or laptop. Start shopping for your next Ford today!</p> <p>Length : 241</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create 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 this free og properties generator to create them.</p>												
	Headings	<table border="1" data-bbox="539 1512 1481 1585"> <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>2</td> <td>9</td> <td>4</td> <td>20</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="619 1615 1481 2078" style="list-style-type: none"> • [H1] Fairway Ford • [H1] Fairway Ford: Greenville, SC's Go-To Car Dealership • [H2] Award Winning Service • [H2] Current Offers • [H2] Shop New Fords For Sale in Greenville, SC • [H2] Want to Build & Price Your New Ford? • [H2] Shop Used Vehicles For Sale at Fairway Ford • [H2] Looking for a Ford Commercial Vehicle Center Near Greenville, SC? • [H2] What's the Best Place to Sell My Car? • [H2] Looking to Apply for an Auto Loan in Greenville, SC? • [H2] Schedule Your Ford Service Appointment at Fairway Ford • [H3] Welcome to Fairway Ford • [H3] Fairway Ford Offers a Wealth of Auto Financing Options 	H1	H2	H3	H4	H5	H6	2	9	4	20	0	0
H1	H2	H3	H4	H5	H6									
2	9	4	20	0	0									



SEO Content

		<ul style="list-style-type: none">• [H3] Receive Genuine Ford Service and Parts When You Visit Fairway Ford• [H3] Get in Touch• [H4] New Inventory• [H4] Research• [H4] Ford EVs• [H4] Shop By Model• [H4] Used Inventory• [H4] Certified Pre-Owned• [H4]• [H4] Commercial• [H4]• [H4] Finance• [H4] Finance Programs• [H4] New Offers• [H4] Pre-Owned Offers• [H4] Service• [H4] Collision• [H4] Parts• [H4] Our Dealership• [H4] Connect With Us• [H4] Showroom Hours• [H4] Contact Us
	Images	<p>We found 10 images on this web page.</p> <p>6 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 : 4%</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 107 links including 0 link(s) to files</p>

SEO Links

		
	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.35% Internal Links 90.65%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Search New Inventory	Internal	Passing Juice
Ford Commercial Vehicles	Internal	Passing Juice
Ford Courtesy Inventory	Internal	Passing Juice
Ford Loaner Offers	Internal	Passing Juice
Custom Order Your Ford	Internal	Passing Juice
Specials	Internal	Passing Juice
Online Shopping Steps	Internal	Passing Juice
Ford Awards	Internal	Passing Juice
Manufacturer Offers	Internal	Passing Juice
EV Inventory	Internal	Passing Juice
Learn About Ford EVs	Internal	Passing Juice
Ford F-150 Lightning	Internal	Passing Juice
Ford Mustang Mach-E	Internal	Passing Juice
Charging EV Near Fairway Ford	Internal	Passing Juice
Used Vehicles	Internal	Passing Juice
Vehicles Under \$20k	Internal	Passing Juice
Vehicles Under \$10k	Internal	Passing Juice
Vehicle Buying Center	Internal	Passing Juice
Certified Pre-Owned Vehicles	Internal	Passing Juice

In-page links

Ford Blue Advantage Overview	Internal	Passing Juice
Fairway Platinum Certified	Internal	Passing Juice
Commercial Center	Internal	Passing Juice
Research Vehicles	Internal	Passing Juice
Ford Pro Telematics	External	Passing Juice
Commercial Offers	Internal	Passing Juice
Section 179 Tax Savings	Internal	Passing Juice
Commercial Online Credit Application	Internal	Passing Juice
Finance Center	Internal	Passing Juice
Get Pre-Approved	Internal	Passing Juice
Credit Estimator	Internal	Passing Juice
First Responder Appreciation Program	Internal	Passing Juice
Military Appreciation Program	Internal	Passing Juice
College Student Program	Internal	Passing Juice
New SUV Offers	Internal	Passing Juice
New Truck Offers	Internal	Passing Juice
New Bronco Sport Offers	Internal	Passing Juice
New Escape Offers	Internal	Passing Juice
New Explorer Offers	Internal	Passing Juice
New F-150 Offers	Internal	Passing Juice
Used Offers	Internal	Passing Juice
Used SUV Offers	Internal	Passing Juice
Used Truck Offers	Internal	Passing Juice
Certified Pre-Owned Offers	Internal	Passing Juice
Service Center	Internal	Passing Juice
Schedule Service	Internal	Passing Juice
Mobile Service	Internal	Passing Juice
Ford Pickup & Delivery	Internal	Passing Juice

In-page links

Service Offers	Internal	Passing Juice
FordPass	Internal	Passing Juice
EV Charging Station Map	Internal	Passing Juice
Shoes for Crews	Internal	Passing Juice
Collision Center	Internal	Passing Juice
Schedule an Estimate	Internal	Passing Juice
Parts Center	Internal	Passing Juice
Parts Specials	Internal	Passing Juice
Accessories	External	Passing Juice
Shop Ford Parts	External	Passing Juice
Parts Brands	Internal	Passing Juice
Order Tires	Internal	Passing Juice
Careers	Internal	Passing Juice
Contact & Directions	Internal	Passing Juice
About Us	Internal	Passing Juice
Meet Our Team	Internal	Passing Juice
In Our Community	Internal	Passing Juice
Hablamos Espanol	Internal	Passing Juice
Our Trophy Case	Internal	Passing Juice
Facebook	External	Passing Juice
YouTube	External	Passing Juice
Instagram	External	Passing Juice
Twitter	External	Passing Juice
Get up to \$14,000 off on select F-150s - Shop Now	Internal	noFollow
Schedule Now	Internal	Passing Juice
See All Offers	Internal	Passing Juice
Greenville, South Carolina	Internal	Passing Juice
new Ford trucks and SUVs for sale	Internal	Passing Juice

In-page links

Ford lease deals and finance specials	Internal	Passing Juice
Ford F-150 lease deals & finance offers	Internal	Passing Juice
Ford Explorer lease deals & finance offers	Internal	Passing Juice
Ford Escape lease deals & finance offers	Internal	Passing Juice
Ford Edge lease deals & finance offers	Internal	Passing Juice
New Ford Truck lease deals & finance prices	Internal	Passing Juice
New Ford SUV lease deals & finance prices	Internal	Passing Juice
New Ford car lease deals & finance prices	Internal	Passing Juice
scheduling a new Ford EV/Hybrid test drive	Internal	Passing Juice
Ford dealership near Spartanburg, SC	Internal	Passing Juice
Build and price your new Ford	Internal	Passing Juice
used car deals	Internal	Passing Juice
Ford certified pre-owned finance deals	Internal	Passing Juice
Used car specials	Internal	Passing Juice
Ford Commercial Vehicle Center	Internal	Passing Juice
Ford commercial vehicle lease deals and finance specials	Internal	Passing Juice
Ford Mobile Service van	Internal	Passing Juice
Ford Pro™ Telematics software	Internal	Passing Juice
KBB Instant Cash Offer	Internal	Passing Juice
lease and auto loan specialists	Internal	Passing Juice
Ford credit application	Internal	Passing Juice
Ford Service Center	Internal	Passing Juice
Ford service & parts coupons	Internal	Passing Juice
order genuine Ford parts online	External	Passing Juice
Ford Parts Department	Internal	Passing Juice
Ford service appointment	Internal	Passing Juice
parts center	Internal	Passing Juice
Sitemap	Internal	Passing Juice

In-page links

Privacy	External	Passing Juice
FordDirect Privacy	External	Passing Juice
View Additional Disclosures	Internal	Passing Juice






SEO Keywords

	Keywords Cloud	service car ford used finance offers vehicle fairway vehicles new
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Keywords Consistency












Keyword	Content	Title	Keywords	Description	Headings
ford	83	✓	✗	✓	✓
new	33	✓	✗	✓	✓
offers	24	✗	✗	✗	✓
car	24	✗	✗	✗	✓
service	18	✗	✗	✓	✓

Usability





	Url	Domain : fairwayford.com Length : 15
	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 : 0 Warnings : 0				
	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></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		2
Deprecated tags	Occurrences					
	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. 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	<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

		https://www.fairwayford.com/sitemap.xml
	Robots.txt	http://fairwayford.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.