







Website review heartlandamerica.com

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The score is 51/100







SEO Content

	<p>Title</p>	<p>Heartland America : Really Great Prices. Really Great People. Shop One of the Most Popular Mail-Order Catalogs Online</p> <p>Length : 119</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Description</p>	<p>Shop Heartland America online mail order catalog for great deals on electronics, home, apparel, tools, wellness & more. Really Great Prices. Really Great People.</p> <p>Length : 165</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>mail order catalogs, most popular mail order catalogs, online shopping catalogs, free mail order catalogs, heartland america catalog, heartland discount catalog, heartland america catalog request, heartland america, online store, discount catalogs by mail</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 1512 1481 2078"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>Heartland America</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.heartlandamerica.com/</td> </tr> <tr> <td>image</td> <td>https://www.heartlandamerica.com/mm5/graphics/00000001/7/heartland-america-share.jpg</td> </tr> <tr> <td>description</td> <td>Shop Heartland America online mail order catalog for great deals on electronics, home, apparel, tools, wellness & more. Really Great Prices. Really Great People.</td> </tr> </tbody> </table>	Property	Content	site_name	Heartland America	type	website	url	https://www.heartlandamerica.com/	image	https://www.heartlandamerica.com/mm5/graphics/00000001/7/heartland-america-share.jpg	description	Shop Heartland America online mail order catalog for great deals on electronics, home, apparel, tools, wellness & more. Really Great Prices. Really Great People.
Property	Content													
site_name	Heartland America													
type	website													
url	https://www.heartlandamerica.com/													
image	https://www.heartlandamerica.com/mm5/graphics/00000001/7/heartland-america-share.jpg													
description	Shop Heartland America online mail order catalog for great deals on electronics, home, apparel, tools, wellness & more. Really Great Prices. Really Great People.													

SEO Content

		title	Heartland America : Really Great Prices. Really Great People. Shop One of the Most Popular Mail-Order Catalogs Online												
	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>3</td> <td>0</td> <td>0</td> <td>4</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> • [H1] Welcome to Heartland America • [H2] Shop By Brand • [H2] Shop the Heartland America Catalog Online and Save • [H2] Shop Great Value From a Catalog Company You Can Trust • [H5] Want to be in the know? Become an Insider • [H5] Browse • [H5] Explore • [H5] Help 	H1	H2	H3	H4	H5	H6	1	3	0	0	4	0	
H1	H2	H3	H4	H5	H6										
1	3	0	0	4	0										
	Images	<p>We found 43 images on this web page.</p> <p>1 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 : 11%</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	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 168 links including 0 link(s) to files	
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 2.98%</p> <p>Internal Links 97.02%</p>	

In-page links

Anchor	Type	Juice
View Online Catalog	Internal	Passing Juice
Request Catalog	Internal	Passing Juice
Sign In	Internal	Passing Juice
Track Order	Internal	Passing Juice
Blog	Internal	Passing Juice
New Arrivals	Internal	Passing Juice
Clearance	Internal	Passing Juice
Catalog Quick Order	Internal	Passing Juice
Forgot Password?	Internal	Passing Juice
Deal of the Day	Internal	Passing Juice
As Seen On TV	Internal	Passing Juice
Clearance Footwear	Internal	Passing Juice
Clearance Apparel	Internal	Passing Juice
View Online Catalog	Internal	Passing Juice
Catalog Quick Shop	Internal	Passing Juice
Request Catalog	Internal	Passing Juice
Weekly Ad	Internal	Passing Juice
Retro Tech	Internal	Passing Juice
Home Theater	Internal	Passing Juice
Home Security	Internal	Passing Juice
Radios & Communication	Internal	Passing Juice
Stereos & Speakers	Internal	Passing Juice
Streaming & Media Players	Internal	Passing Juice
Cameras & Accessories	Internal	Passing Juice
Video Cameras	Internal	Passing Juice
RC Toys	Internal	Passing Juice

In-page links

TV/DVD	Internal	Passing Juice
Weather Stations	Internal	Passing Juice
Deal of the Day	Internal	Passing Juice
Everyday Essentials	Internal	Passing Juice
Factory Renewed	Internal	Passing Juice
Save BIG with Value Club!	Internal	Passing Juice
View All Electronics	Internal	Passing Juice
Men's Apparel	Internal	Passing Juice
Women's Apparel	Internal	Passing Juice
Watches & Jewelry	Internal	Passing Juice
Sunglasses	Internal	Passing Juice
Outerwear	Internal	Passing Juice
Accessories	Internal	Passing Juice
Men's Footwear	Internal	Passing Juice
Women's Footwear	Internal	Passing Juice
Socks	Internal	Passing Juice
View All Footwear	Internal	Passing Juice
View All Apparel & Accessories	Internal	Passing Juice
Kitchen	Internal	Passing Juice
Furniture & Décor	Internal	Passing Juice
Bed & Bath	Internal	Passing Juice
Cleaning Essentials	Internal	Passing Juice
Heaters	Internal	Passing Juice
Cooling & Air Quality	Internal	Passing Juice
Lamps & Lighting	Internal	Passing Juice
Clocks	Internal	Passing Juice
Travel & Luggage	Internal	Passing Juice
Music & Instruments	Internal	Passing Juice

In-page links

Pet Supplies	Internal	Passing Juice
View All Home & Lifestyle	Internal	Passing Juice
Laptops	Internal	Passing Juice
Tablets	Internal	Passing Juice
Desktops	Internal	Passing Juice
Phone Systems	Internal	Passing Juice
Phone Accessories	Internal	Passing Juice
General Office	Internal	Passing Juice
Printers & Shredders	Internal	Passing Juice
Popular Tech Brands	Internal	Passing Juice
View All Computers & Office	Internal	Passing Juice
Workshop Tools	Internal	Passing Juice
Cordless Tools	Internal	Passing Juice
Auto Accessories	Internal	Passing Juice
Emergency Preparedness	Internal	Passing Juice
Backup Power	Internal	Passing Juice
Worklights	Internal	Passing Juice
DIY	Internal	Passing Juice
View All Garage & Workshop	Internal	Passing Juice
Personal Care	Internal	Passing Juice
Fitness Equipment	Internal	Passing Juice
Scooters & Bikes	Internal	Passing Juice
Health & Diet	Internal	Passing Juice
Massagers	Internal	Passing Juice
Assistive Devices	Internal	Passing Juice
View All Health & Wellness	Internal	Passing Juice
Coins	Internal	Passing Juice
Toys & Games	Internal	Passing Juice

In-page links

Gifts For Him	Internal	Passing Juice
Gifts For Her	Internal	Passing Juice
Gifts For Kids	Internal	Passing Juice
Gifts Under \$25	Internal	Passing Juice
Gifts Under \$50	Internal	Passing Juice
Gifts Under \$100	Internal	Passing Juice
Gifts Under \$200	Internal	Passing Juice
Gifts Over \$200	Internal	Passing Juice
View All Gifts & Collectibles	Internal	Passing Juice
Casual Shoes	Internal	Passing Juice
Athletic Shoes	Internal	Passing Juice
Sandals	Internal	Passing Juice
Slippers	Internal	Passing Juice
Boots	Internal	Passing Juice
Solar Lights	Internal	Passing Juice
Power Tools	Internal	Passing Juice
Lawn Tools	Internal	Passing Juice
Gardening Supplies	Internal	Passing Juice
Pest Control	Internal	Passing Juice
View All Lawn & Garden	Internal	Passing Juice
Camping	Internal	Passing Juice
Sports Gear	Internal	Passing Juice
Optics & Telescopes	Internal	Passing Juice
Bird Watching Gear	Internal	Passing Juice
Outdoor Lighting	Internal	Passing Juice
View All Outdoor Living	Internal	Passing Juice
Download Edge Browser	External	Passing Juice
Shop By Brand	Internal	Passing Juice

In-page links

Welcome to Heartland America	Internal	Passing Juice
overstocks	External	Passing Juice
100% safe and secure	Internal	Passing Juice
Binoculars	Internal	Passing Juice
Discount Boots	Internal	Passing Juice
Collectible Coins	Internal	Passing Juice
Lightbulb Security Camera	Internal	Passing Juice
Home Office	Internal	Passing Juice
Massagers	Internal	Passing Juice
Men's Shoes	Internal	Passing Juice
Camping Gear	Internal	Passing Juice
Pet Products	Internal	Passing Juice
Laptops	Internal	Passing Juice
Walkie Talkies	Internal	Passing Juice
Watches	Internal	Passing Juice
Sun Joe Tools	Internal	Passing Juice
Kitchen Essentials	Internal	Passing Juice
Grass Seed	Internal	Passing Juice
Copper Fit	Internal	Passing Juice
Cleaning Essentials	Internal	Passing Juice
Deals on iPads	Internal	Passing Juice
Cuisinart Products	Internal	Passing Juice
RC Toys	Internal	Passing Juice
Shark Vacuums	Internal	Passing Juice
As Seen On TV	Internal	Passing Juice
Everyday Basics	Internal	Passing Juice
Dell Computers	Internal	Passing Juice
SuperSonic Antenna	Internal	Passing Juice

In-page links

Sunglasses	Internal	Passing Juice
Electronics	Internal	Passing Juice
Tornado Tools Chainsaw	Internal	Passing Juice
Electric Scooters	Internal	Passing Juice
Lamps	Internal	Passing Juice
Home Security Systems	Internal	Passing Juice
Bluetooth Speakers	Internal	Passing Juice
Mini Chainsaw	Internal	Passing Juice
Bluetooth Turntable	Internal	Passing Juice
HeartlandAmerica.com	Internal	Passing Juice
Or Manage Email Preferences	Internal	Passing Juice
My Account	Internal	Passing Juice
Exclusive Offers	Internal	Passing Juice
Catalog Orders	Internal	Passing Juice
Facebook	External	Passing Juice
LinkedIn	External	Passing Juice
YouTube	External	Passing Juice
HLA Blog	Internal	Passing Juice
Privacy Statement	Internal	Passing Juice
Shop by Brand	Internal	Passing Juice
Contact Us	Internal	Passing Juice
About Heartland	Internal	Passing Juice
Customer Service	Internal	Passing Juice
Servicio al Cliente	Internal	Passing Juice
100% Secure	Internal	Passing Juice
Shipping & Returns	Internal	Passing Juice
Club Terms & Conditions	Internal	Passing Juice
Free Regular Shipping	Internal	Passing Juice

In-page links

[Privacy Statement](#)

Internal

Passing Juice

[Terms & Conditions](#)

Internal

Passing Juice

SEO Keywords



Keywords Cloud

view save value **clearance** club footwear
catalog apparel all heartland



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
clearance	80	✗	✗	✗	✗
footwear	36	✗	✗	✗	✗
heartland	29	✓	✓	✓	✓
view	29	✗	✗	✗	✗
value	29	✗	✗	✗	✓





Usability

	Url	Domain : heartlandamerica.com Length : 20
	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 free antispam protector 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"> 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. <code>https://www.heartlandamerica.com/sitemap.xml</code>
	Robots.txt	<code>http://heartlandamerica.com/robots.txt</code> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool.

Optimization



Google Analytics