









# Website review lander.com

Generated on September 23 2024 08:14 AM


The score is 41/100







## SEO Content

	Title	Lander <b>Length : 6</b> Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	Find outdoor gear and accessories for the modern explorer including lanterns, headlamps, phone cases, bags, backpacks, power banks, cables, and combo devices. <b>Length : 158</b> Great, your meta description contains between 70 and 160 characters.												
	Keywords	Lander Good, your page contains meta keywords.												
	Og Meta Properties	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.												
	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>0</td><td>0</td><td>0</td><td>1</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none"><li>[H4] Support</li></ul>	H1	H2	H3	H4	H5	H6	0	0	0	1	0	0
H1	H2	H3	H4	H5	H6									
0	0	0	1	0	0									
	Images	We found 69 images on this web page. 3 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>0%</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.												

## SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.
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## SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 24 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 4.17% Internal Links 95.83%


## In-page links

Anchor	Type	Juice
<a href="#">Free shipping on all US orders</a>	Internal	Passing Juice
<a href="#">EXPLORE OUR BAGS &gt;</a>	Internal	Passing Juice
<a href="#">Shop Moab Cases</a>	Internal	Passing Juice
<a href="#">Shop Neve Cables</a>	Internal	Passing Juice
<a href="#">Shop Traveler Bags</a>	Internal	Passing Juice
<a href="#">Shop Cairn XL Lights</a>	Internal	Passing Juice
<a href="#">SHOP MOAB CASES</a>	Internal	Passing Juice
<a href="#">SHOP NEVE CABLES</a>	Internal	Passing Juice
<a href="#">SHOP CAIRN LIGHTS</a>	Internal	Passing Juice
<a href="#">SHOP COMMUTER</a>	Internal	Passing Juice
<a href="#">SHOP BOULDER</a>	Internal	Passing Juice

## In-page links

<a href="#">SHOP ARGO SLEEVES</a>	Internal	Passing Juice
<a href="#">POWER UP NOW</a>	Internal	Passing Juice
<a href="#">@lander on instagram</a>	Internal	Passing Juice
<a href="#">CONTACT US</a>	External	Passing Juice
<a href="#">SHIPPING</a>	Internal	Passing Juice
<a href="#">RETURNS</a>	Internal	Passing Juice
<a href="#">PRODUCT FAQ</a>	Internal	Passing Juice
<a href="#">EXPLORE</a>	Internal	Passing Juice
<a href="#">WARRANTY</a>	Internal	Passing Juice
<a href="#">PRIVACY POLICY</a>	Internal	Passing Juice
<a href="#">TERMS OF USE</a>	Internal	Passing Juice
<a href="#">SITEMAP</a>	Internal	Passing Juice
<a href="#">View cart &amp; checkout</a>	Internal	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 : lander.com Length : 10
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





## Usability

	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	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td>&lt;font&gt;</td><td>4</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	<font>	4
Deprecated tags	Occurrences					
<font>	4					
	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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# Mobile

## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <pre>https://www.lander.com/sitemap_0.xml</pre> <pre>https://www.lander.com/sitemap_1.xml</pre>
	Robots.txt	<pre>http://lander.com/robots.txt</pre> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <pre> Google Analytics</pre>