# Website review
# luluspizza.com.au

Generated on September 23 2024 04:24 AM

**The score is 44/100**

## SEO Content

| | | |
|---|---|---|
| ✓ | Title | Lulu&#39;s Pizza **Length : 16** Perfect, your title contains between 10 and 70 characters. |
| ✗ | Description | **Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description. |
| ✗ | Keywords | Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords. |
| ✗ | Og Meta Properties | 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. |
| ● | Headings | H1: 1, H2: 3, H3: 0, H4: 0, H5: 0, H6: 0 • [H1] We prepared the pizza recipe you had in mind. • [H2] Lulu's Pizza • [H2] Welcome to Lulu's Pizza Resturant • [H2] Home Delivery |
| ✗ | Images | We found 10 images on this web page. 10 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 : **12%** 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. |

# 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 5 links including 1 link(s) to files |
| ⚪ | Statistics | External Links : noFollow 0%<br><br>External Links : Passing Juice 0%<br><br>Internal Links 100% |

# In-page links

| Anchor | Type | Juice |
|---|---|---|
| Home | Internal | Passing Juice |
| menu | Internal | Passing Juice |
| About us | Internal | Passing Juice |
| Location | Internal | Passing Juice |
| Download Menu | Internal | Passing Juice |

# SEO Keywords

| | | |
|---|---|---|
| ⚪ | Keywords Cloud | apply passion welcome been lulus delivery resturant pizza friends years |

# Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|---------|---------|-------|----------|-------------|----------|
| pizza | 3 | ✔ | ✖ | ✖ | ✔ |
| welcome | 2 | ✖ | ✖ | ✖ | ✔ |
| lulus | 2 | ✖ | ✖ | ✖ | ✖ |
| been | 2 | ✖ | ✖ | ✖ | ✖ |
| years | 2 | ✖ | ✖ | ✖ | ✖ |

# Usability

| | | |
|---|---|---|
| | Url | Domain : luluspizza.com.au<br>Length : 17 |
| ✖ | Favicon | Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often. |
| ✖ | 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<br>Warnings : 0 |
| ✔ | Email Privacy | Great no email address has been found in plain text! |

# Document

| | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
|---|---|---|
| | Speed Tips | ✔ Excellent, your website doesn't use nested tables. |
| | | ✖ Too bad, your website is using inline styles. |
| | | ✔ 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 | Missing<br><br>Your website does not have an XML sitemap - this can be problematic.<br><br>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently. |
|---|---|---|
| | Robots.txt | http://luluspizza.com.au/robots.txt<br><br>Great, your website has a robots.txt file. |
| | Analytics | Missing<br><br>We didn't detect an analytics tool installed on this website.<br><br>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. |