

Website review otterbox.com

Generated on September 22 2024 11:34 AM




The score is 50/100






SEO Content

	Title	OtterBox Phone Cases, Screen Protection and Power Length : 51 Perfect, your title contains between 10 and 70 characters.												
	Description	OtterBox designs protective and stylish phone cases, screen protectors, and wearable protective accessories. Shop now and find your favorite accessory online! Length : 158 Great, your meta description contains between 70 and 160 characters.												
	Keywords	OtterBox, phone cases, phone accessories, phone screen protector, phone chargers, iphone cases, iphone accessories, iphone screen protectors, iphone chargers Good, your page contains meta keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>image</td><td>/on/demandware.static/-/Sites-ob_us-Library/default/dw9ecc84d9/OtterBox_Logo.png</td></tr><tr><td>description</td><td>OtterBox designs protective and stylish phone cases, screen protectors, and wearable protective accessories. Shop now and find your favorite accessory online!</td></tr><tr><td>image:alt</td><td>OtterBox</td></tr></tbody></table>					Property	Content	image	/on/demandware.static/-/Sites-ob_us-Library/default/dw9ecc84d9/OtterBox_Logo.png	description	OtterBox designs protective and stylish phone cases, screen protectors, and wearable protective accessories. Shop now and find your favorite accessory online!	image:alt	OtterBox
Property	Content													
image	/on/demandware.static/-/Sites-ob_us-Library/default/dw9ecc84d9/OtterBox_Logo.png													
description	OtterBox designs protective and stylish phone cases, screen protectors, and wearable protective accessories. Shop now and find your favorite accessory online!													
image:alt	OtterBox													
	Headings	H1 1	H2 11	H3 0	H4 13	H5 0	H6 0							
		<ul style="list-style-type: none">[H1] The latest cases for iPhone 16[H2] Start Your Search[H2] Shop by brand												

SEO Content

		<ul style="list-style-type: none">• [H2] The case showcase• [H2] #OtterBoxIt• [H2] Featured from OtterBox• [H2] Collaborations• [H2] We are OtterBox• [H2] Altruistic Otters• [H2] Remove Product?• [H2] Address Confirmation• [H2] Address Confirmation• [H4] iPhone 16 Cases with Camera Control• [H4] New Arrivals• [H4] Click with MagSafe• [H4] Colorful. Wearable.• [H4] Realtree Collection• [H4] iPhone 16 Cases with Camera Control• [H4] New Arrivals• [H4] Click with MagSafe• [H4] Colorful. Wearable.• [H4] Realtree Collection• [H4] Entered Address• [H4] Suggested Address• [H4] Entered Address
	Images	<p>We found 71 images on this web page.</p> <p>10 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 : 0%</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>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 396 links including 1 link(s) to files</p>

SEO Links



Statistics

External Links : noFollow 3.28%

External Links : Passing Juice 13.38%

Internal Links 83.33%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Skip to footer content	Internal	Passing Juice
OtterBusiness	External	Passing Juice
Support Center	Internal	Passing Juice
Warranty	Internal	Passing Juice
Order Status	Internal	Passing Juice
FAQs	Internal	Passing Juice
Shipping Information	Internal	Passing Juice
Returns	Internal	Passing Juice
Product Instructions	Internal	Passing Juice
USA	Internal	noFollow
Australia	Internal	noFollow
Austria	External	noFollow
Belgium	External	noFollow
France	External	noFollow
Germany	External	noFollow
Hong Kong	External	noFollow
Ireland	External	noFollow
Japan	External	noFollow
Netherlands	External	noFollow
Singapore	External	noFollow
Switzerland	External	noFollow

In-page links

Sweden	External	noFollow
Taiwan	External	noFollow
United Kingdom	External	noFollow
Sign In	Internal	Passing Juice
Cases	Internal	Passing Juice
Apple iPhone	Internal	Passing Juice
iPhone 16	Internal	Passing Juice
iPhone 16 Plus	Internal	Passing Juice
iPhone 16 Pro	Internal	Passing Juice
iPhone 16 Pro Max	Internal	Passing Juice
iPhone 15	Internal	Passing Juice
iPhone 15 Plus	Internal	Passing Juice
iPhone 15 Pro	Internal	Passing Juice
iPhone 15 Pro Max	Internal	Passing Juice
iPhone 14	Internal	Passing Juice
iPhone 14 Plus	Internal	Passing Juice
iPhone 14 Pro	Internal	Passing Juice
iPhone 14 Pro Max	Internal	Passing Juice
iPhone SE (3rd gen)	Internal	Passing Juice
Shop All	Internal	Passing Juice
Apple iPad	Internal	Passing Juice
iPad Air 11-inch (M2)	Internal	Passing Juice
iPad Air 13-inch (M2)	Internal	Passing Juice
iPad Pro 11-inch (M4)	Internal	Passing Juice
iPad Pro 13-inch (M4)	Internal	Passing Juice
iPad (10th gen)	Internal	Passing Juice
iPad Pro 12.9-inch (6th gen)	Internal	Passing Juice
iPad Pro 11-inch (4th gen)	Internal	Passing Juice

In-page links

iPad Air (5th gen)	Internal	Passing Juice
iPad mini (6th gen)	Internal	Passing Juice
iPad (9th gen)	Internal	Passing Juice
iPad Pro 11-inch (3rd gen)	Internal	Passing Juice
iPad Pro 12.9-inch (5th gen)	Internal	Passing Juice
Shop All	Internal	Passing Juice
Samsung	Internal	Passing Juice
Galaxy Z Fold6	Internal	Passing Juice
Galaxy Z Flip6	Internal	Passing Juice
Galaxy S24 Ultra	Internal	Passing Juice
Galaxy S24	Internal	Passing Juice
Galaxy S24+	Internal	Passing Juice
Galaxy S23 FE	Internal	Passing Juice
Galaxy Z Fold5	Internal	Passing Juice
Galaxy Z Flip5	Internal	Passing Juice
Galaxy S23 Ultra	Internal	Passing Juice
Galaxy S23	Internal	Passing Juice
Galaxy S23+	Internal	Passing Juice
Galaxy S22	Internal	Passing Juice
Galaxy S22 Ultra	Internal	Passing Juice
Galaxy S22+	Internal	Passing Juice
Galaxy A Series	Internal	Passing Juice
Samsung Tablets	Internal	Passing Juice
Shop All	Internal	Passing Juice
More Devices	Internal	Passing Juice
Google	Internal	Passing Juice
Motorola	Internal	Passing Juice
MacBook Air	Internal	Passing Juice

In-page links

Shop All	Internal	Passing Juice
Shop By Series	Internal	Passing Juice
Symmetry Series with Camera Control	Internal	Passing Juice
Symmetry Series Cactus Leather	Internal	Passing Juice
Defender Series	Internal	Passing Juice
OtterBox Frē Series	Internal	Passing Juice
Symmetry Series for MagSafe	Internal	Passing Juice
Symmetry Series	Internal	Passing Juice
Symmetry Series Soft Touch	Internal	Passing Juice
Defender Series XT	Internal	Passing Juice
Commuter Series	Internal	Passing Juice
Core Series	Internal	Passing Juice
Screen Protection	Internal	Passing Juice
Apple iPhone	Internal	Passing Juice
iPhone 16	Internal	Passing Juice
iPhone 16 Plus	Internal	Passing Juice
iPhone 16 Pro	Internal	Passing Juice
iPhone 16 Pro Max	Internal	Passing Juice
iPhone 15	Internal	Passing Juice
iPhone 15 Plus	Internal	Passing Juice
iPhone 15 Pro	Internal	Passing Juice
iPhone 15 Pro Max	Internal	Passing Juice
iPhone 14	Internal	Passing Juice
iPhone 14 Plus	Internal	Passing Juice
iPhone 14 Pro	Internal	Passing Juice
iPhone 14 Pro Max	Internal	Passing Juice
iPhone SE (3rd gen)	Internal	Passing Juice
Shop All	Internal	Passing Juice

In-page links

Apple iPad	Internal	Passing Juice
iPad Air 11-inch (M2)	Internal	Passing Juice
iPad Air 13-inch (M2)	Internal	Passing Juice
iPad Pro 11-inch (M4)	Internal	Passing Juice
iPad Pro 13-inch (M4)	Internal	Passing Juice
iPad (10th gen)	Internal	Passing Juice
iPad mini (6th gen)	Internal	Passing Juice
iPad (9th gen)	Internal	Passing Juice
Shop All	Internal	Passing Juice
Samsung	Internal	Passing Juice
Galaxy S24 Ultra	Internal	Passing Juice
Galaxy S24	Internal	Passing Juice
Galaxy S24+	Internal	Passing Juice
Galaxy S23 FE	Internal	Passing Juice
Galaxy S23 Ultra	Internal	Passing Juice
Galaxy S23+	Internal	Passing Juice
Galaxy S23	Internal	Passing Juice
Galaxy XCover6 Pro	Internal	Passing Juice
Galaxy S22 Ultra	Internal	Passing Juice
Galaxy S22+	Internal	Passing Juice
Galaxy S22	Internal	Passing Juice
Galaxy A Series	Internal	Passing Juice
Samsung Tablets	Internal	Passing Juice
Shop All	Internal	Passing Juice
More Devices	Internal	Passing Juice
Google	Internal	Passing Juice
Motorola	Internal	Passing Juice
Shop All	Internal	Passing Juice

In-page links

Wearables	Internal	Passing Juice
Apple Watch	Internal	Passing Juice
Apple Watch Series 9/8/7	Internal	Passing Juice
Apple Watch Series SE (2nd gen)/6/SE/5/4	Internal	Passing Juice
Apple Watch Series 3	Internal	Passing Juice
Shop All	Internal	Passing Juice
Apple AirPods	Internal	Passing Juice
AirPods (3rd gen)	Internal	Passing Juice
AirPods Pro (2nd gen)	Internal	Passing Juice
AirPods Pro (1st gen)	Internal	Passing Juice
AirPods (1st and 2nd gen)	Internal	Passing Juice
Shop All	Internal	Passing Juice
Shop By Product	Internal	Passing Juice
Apple Watch Cases	Internal	Passing Juice
Apple Watch Bands	Internal	Passing Juice
Wireless Earbuds	Internal	Passing Juice
Shop All	Internal	Passing Juice
Collections	Internal	Passing Juice
Limited Edition	Internal	Passing Juice
Summer Abroad	Internal	Passing Juice
Vintage Vacation	Internal	Passing Juice
Fluttering Flora	Internal	Passing Juice
Black + White	Internal	Passing Juice
Color	Internal	Passing Juice
Denver Dusk Purple	Internal	Passing Juice
Baby Blue Jeans	Internal	Passing Juice
Sagebrush Green	Internal	Passing Juice
Brick Red	Internal	Passing Juice

In-page links

Foxberry Pink	Internal	Passing Juice
Desert Tan	Internal	Passing Juice
Shop All	Internal	Passing Juice
Collaborations	Internal	Passing Juice
Alien	Internal	Passing Juice
Disney	Internal	Passing Juice
Realtree	Internal	Passing Juice
Fishe	Internal	Passing Juice
Guardians of the Galaxy	Internal	Passing Juice
Tr&egrave;fle	Internal	Passing Juice
OtterBox x Chillhouse	Internal	Passing Juice
Pixar	Internal	Passing Juice
Shop All	Internal	Passing Juice
Exclusively for Apple	Internal	Passing Juice
Passport Collection	Internal	Passing Juice
Lunar New Year	Internal	Passing Juice
Figura Series	Internal	Passing Juice
Lumen Series	Internal	Passing Juice
Shop All	Internal	Passing Juice
Shop By Feature	Internal	Passing Juice
Clear Phone Cases	Internal	Passing Juice
Durable Phone Cases	Internal	Passing Juice
Leather Phone Cases	Internal	Passing Juice
Waterproof Phone Cases	Internal	Passing Juice
Thin Phone Cases	Internal	Passing Juice
Kids	Internal	Passing Juice
Power	Internal	Passing Juice
MagSafe	Internal	Passing Juice

In-page links

Wireless Chargers	Internal	Passing Juice
Charging Mounts	Internal	Passing Juice
Charger Stands	Internal	Passing Juice
Shop All	Internal	Passing Juice
Wireless Charging	Internal	Passing Juice
MagSafe	Internal	Passing Juice
Qi Wireless Charging	Internal	Passing Juice
Shop All	Internal	Passing Juice
Power Banks	Internal	Passing Juice
Wireless Power Banks	Internal	Passing Juice
Fast Charge	Internal	Passing Juice
Mobile Charging Kits	Internal	Passing Juice
Shop All	Internal	Passing Juice
Cables	Internal	Passing Juice
USB-C to USB-C	Internal	Passing Juice
USB-C to USB-A	Internal	Passing Juice
Lightning to USB-C	Internal	Passing Juice
Lightning to USB-A	Internal	Passing Juice
Micro-USB to USB-A	Internal	Passing Juice
Shop All	Internal	Passing Juice
Wall Charging	Internal	Passing Juice
Wall Chargers	Internal	Passing Juice
Wall Charging Kits	Internal	Passing Juice
Shop All	Internal	Passing Juice
Car Charging	Internal	Passing Juice
Car Chargers	Internal	Passing Juice
Car Charging Kits	Internal	Passing Juice
Shop All	Internal	Passing Juice

In-page links

Accessories	Internal	Passing Juice
Accessories for MagSafe	Internal	Passing Juice
Mounts	Internal	Passing Juice
Stands	Internal	Passing Juice
Folio	Internal	Passing Juice
Wallet	Internal	Passing Juice
Shop All	Internal	Passing Juice
AirTags	Internal	Passing Juice
Phone Straps	Internal	Passing Juice
2-in-1 Crossbody	Internal	Passing Juice
Drinkware	Internal	Passing Juice
Cups and Mugs	Internal	Passing Juice
Tumblers	Internal	Passing Juice
Growlers	Internal	Passing Juice
Sport Water Bottles	Internal	Passing Juice
Barware	Internal	Passing Juice
Tumbler Accessories	Internal	Passing Juice
Shop All	Internal	Passing Juice
Coolers	Internal	Passing Juice
Soft Coolers	Internal	Passing Juice
More Accessories	Internal	Passing Juice
Den Series	Internal	Passing Juice
Holsters	Internal	Passing Juice
Device Care	Internal	Passing Juice
Gaming	Internal	Passing Juice
Dryboxes	Internal	Passing Juice
PopSockets	Internal	Passing Juice
Encased Dash & Windshield Car Mount	Internal	Passing Juice

In-page links

Utility Hand Straps	Internal	Passing Juice
LIFEACT&lacute;V QuickMount Accessory	Internal	Passing Juice
Shop All	Internal	Passing Juice
Customize	Internal	Passing Juice
Apple	External	Passing Juice
iPhone 15	External	Passing Juice
iPhone 15 Plus	External	Passing Juice
iPhone 15 Pro	External	Passing Juice
iPhone 15 Pro Max	External	Passing Juice
iPhone 14	External	Passing Juice
iPhone 14 Plus	External	Passing Juice
iPhone 14 Pro	External	Passing Juice
iPhone 14 Pro Max	External	Passing Juice
iPhone SE (3rd Gen)	External	Passing Juice
iPhone 13 Pro Max	External	Passing Juice
iPhone 13 Pro	External	Passing Juice
iPhone 13	External	Passing Juice
iPhone 13 Mini	External	Passing Juice
iPhone 12 Pro Max	External	Passing Juice
Samsung	External	Passing Juice
Galaxy S24 Ultra	External	Passing Juice
Galaxy S24	External	Passing Juice
Galaxy S24+	External	Passing Juice
Galaxy S23 Ultra	External	Passing Juice
Galaxy S23	External	Passing Juice
Galaxy S23+	External	Passing Juice
Galaxy S22	External	Passing Juice
Galaxy S22+	External	Passing Juice

In-page links

Galaxy S22 Ultra	External	Passing Juice
Galaxy S21+ 5G	External	Passing Juice
Galaxy S21 Ultra 5G	External	Passing Juice
Galaxy S21 5G	External	Passing Juice
Galaxy Note20 5G	External	Passing Juice
Galaxy Note20 Ultra 5G	External	Passing Juice
Power	External	Passing Juice
Collections	External	Passing Juice
Disney	External	Passing Juice
Elevation Drinkware	External	Passing Juice
Elevation 20 Tumbler	External	Passing Juice
Elevation 16 Tumbler	External	Passing Juice
Elevation 10 Tumbler	External	Passing Juice
Elevation 14 Mug	External	Passing Juice
Elevation Wine	External	Passing Juice
Elevation 28 Growler	External	Passing Juice
Elevation 64 Growler	External	Passing Juice
Sale	Internal	Passing Juice
iPhone	Internal	Passing Juice
iPhone Cases	Internal	Passing Juice
iPhone Screen Protectors	Internal	Passing Juice
Shop All	Internal	Passing Juice
iPad	Internal	Passing Juice
iPad Cases	Internal	Passing Juice
iPad Screen Protectors	Internal	Passing Juice
Shop All	Internal	Passing Juice
Android	Internal	Passing Juice
Android Cases	Internal	Passing Juice

In-page links

Android Screen Protectors	Internal	Passing Juice
Shop All	Internal	Passing Juice
Power	Internal	Passing Juice
MagSafe Accessories	Internal	Passing Juice
Wireless Chargers	Internal	Passing Juice
Cables	Internal	Passing Juice
Power Banks	Internal	Passing Juice
Wall and Car Chargers	Internal	Passing Juice
Shop All	Internal	Passing Juice
Smartwatch and Wireless Earbuds	Internal	Passing Juice
Wireless Earbuds Cases	Internal	Passing Juice
Smartwatch Cases	Internal	Passing Juice
Smartwatch Bands	Internal	Passing Juice
Shop All	Internal	Passing Juice
Lifestyle	Internal	Passing Juice
Gaming	Internal	Passing Juice
Coolers	Internal	Passing Juice
Drinkware	Internal	Passing Juice
Dryboxes	Internal	Passing Juice
Stands and Mounts	Internal	Passing Juice
Shop All	Internal	Passing Juice
Explore	Internal	Passing Juice
Latest News	Internal	Passing Juice
New Products	Internal	Passing Juice
Innovation	Internal	Passing Juice
Discover Tech	Internal	Passing Juice
Company	Internal	Passing Juice
About OtterBox	Internal	Passing Juice

In-page links

Giving Back	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Style Guides	Internal	Passing Juice
Gift Guides	Internal	Passing Juice
Featured Styles	Internal	Passing Juice
How to Guides	Internal	Passing Juice
How to Blogs	Internal	Passing Juice
Product Instructions	Internal	Passing Juice
Wishlist	Internal	Passing Juice
Support	Internal	Passing Juice
(see details)	Internal	Passing Juice
Shop Now	Internal	Passing Juice
Learn More	Internal	Passing Juice
Giving Back	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
SMS Terms and Conditions	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
iPhone 16	Internal	Passing Juice
iPhone 16 Plus	Internal	Passing Juice
iPhone 16 Pro	Internal	Passing Juice
iPhone 16 Pro Max	Internal	Passing Juice
iPhone 15	Internal	Passing Juice
iPhone 15 Plus	Internal	Passing Juice


In-page links

iPhone 15 Pro	Internal	Passing Juice
iPhone 15 Pro Max	Internal	Passing Juice
iPhone 14	Internal	Passing Juice
iPhone 14 Plus	Internal	Passing Juice
iPhone 14 Pro	Internal	Passing Juice
iPhone 14 Pro Max	Internal	Passing Juice
iPhone SE (3rd gen)	Internal	Passing Juice
Galaxy S24 Ultra	Internal	Passing Juice
Galaxy S24+	Internal	Passing Juice
Galaxy S24	Internal	Passing Juice
Galaxy S23 Ultra	Internal	Passing Juice
Galaxy S23+	Internal	Passing Juice
Galaxy S23	Internal	Passing Juice
OtterCares Foundation	External	Passing Juice
Project Heart	External	Passing Juice
Billing & Payment	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Careers	External	Passing Juice
Sustainability	Internal	Passing Juice
Media Center	Internal	Passing Juice
OtterBusiness	External	Passing Juice
Otter Shop	Internal	Passing Juice
Affiliate Program	Internal	Passing Juice
Distributors	Internal	Passing Juice
Promotional Suppliers	Internal	Passing Juice
Where Else To Buy	Internal	Passing Juice
Authorized Reseller Program	Internal	Passing Juice
Report Counterfeits	Internal	Passing Juice

In-page links

Security Policy	Internal	Passing Juice
Accessibility Statement	Internal	Passing Juice
Intellectual Property	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
California Privacy	Internal	Passing Juice
Modern Slavery Statement	Internal	Passing Juice
Do Not Sell My Personal Information	External	Passing Juice
Minimum Advertised Price (MAP) Policy	Internal	Passing Juice
Vulnerability Disclosure Policy	Internal	Passing Juice
Canada Forced and Child Labour Report	Internal	Passing Juice


SEO Keywords

	Keywords Cloud	please try another database correct confirmation suggested address shipping recognize
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Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
address	12	✘	✘	✘	✔
try	4	✘	✘	✘	✘
another	4	✘	✘	✘	✘
please	3	✘	✘	✘	✘
suggested	3	✘	✘	✘	✔












Usability

	Url	Domain : otterbox.com Length : 12
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Usability

	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	Great no email address has been found in plain text!				
	Deprecated HTML	<table><thead><tr><th>Deprecated tags</th><th>Occurrences</th></tr></thead><tbody><tr><td><u></td><td>1</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	<u>	1
Deprecated tags	Occurrences					
<u>	1					
	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	<p>Great, your website has an XML sitemap.</p> <p>https://www.otterbox.com/sitemap_index.xml</p>
	Robots.txt	<p>http://otterbox.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>