

Website review ottofrei.com

Generated on September 22 2024 12:27 PM

The score is 49/100



SEO Content

	Title	OttoFrei.com Jewelry Tools & Findings Since 1930 — Otto Frei Length : 66 Perfect, your title contains between 10 and 70 characters.														
	Description	Otto Frei has been in the jewelry business for over 94 years through 4 generations of family. We carry a large range of jewelry tools and findings and ship worldwide. Chat with us online or over the phone! 800-772-3456 Length : 218 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.														
	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	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>OttoFrei.com</td></tr><tr><td>url</td><td>https://www.ottofrei.com/</td></tr><tr><td>title</td><td>OttoFrei.com Jewelry Tools & Findings Since 1930</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>Otto Frei has been in the jewelry business for over 94 years through 4 generations of family. We carry a large range of jewelry tools and findings and ship worldwide. Chat with us online or over the phone! 800-772-3456</td></tr><tr><td>image</td><td>https://cdn.shopify.com/s/files/1/0609/9832/0342/files/otto-frei-regular-logo.png</td></tr></tbody></table>	Property	Content	site_name	OttoFrei.com	url	https://www.ottofrei.com/	title	OttoFrei.com Jewelry Tools & Findings Since 1930	type	website	description	Otto Frei has been in the jewelry business for over 94 years through 4 generations of family. We carry a large range of jewelry tools and findings and ship worldwide. Chat with us online or over the phone! 800-772-3456	image	https://cdn.shopify.com/s/files/1/0609/9832/0342/files/otto-frei-regular-logo.png
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image	https://cdn.shopify.com/s/files/1/0609/9832/0342/files/otto-frei-regular-logo.png															

SEO Content

image:secure_url	https://cdn.shopify.com/s/files/1/0609/9832/0342/files/otto-frei-regular-logo.png
image:width	1200
image:height	1182
image:alt	Social media image

Headings

H1	H2	H3	H4	H5	H6
0	32	0	0	0	0




- [H2] {{ product.title }}
- [H2] Language
- [H2] Language
- [H2] Free Domestic Shipping on Orders Over \$250
- [H2] Save Up To 20% on Individual Files
- [H2] Save Up to 20% on Sterling Silver & Yellow Gold Filled Findings
- [H2] Save Up to 20% on Burs & Drills
- [H2] Jura by GRS
- [H2] Jura by GRS Special Set with GRS MicroBlock
- [H2] Jura by GRS 500-511 QC Complete Set Without MicroBlock
- [H2] Jura by GRS 500-509 QC Basic Quick Change Set without MicroBlock
- [H2] Jura by GRS 500-508 QC Basic Set & GRS MicroBlock
- [H2] Jura by GRS 500-526 QC Basic Set & GRS MicroBlock XL
- [H2] Jura by GRS 500-510 QC Complete Set with GRS MicroBlock
- [H2] Closeout Jura by GRS 500-512 QC Quick Change Basic Set of Tools for GRS Standard Blocks
- [H2] Closeout Meiji EMZ-10 Microscope With Jura by GRS Stand & LED Light
- [H2] Closeout Jura by GRS 523-032 Set of 3 Bases for GRS MicroBlocks
- [H2] Ships Free-Durston Superior Large Jewellers Workbench-Ships Free
- [H2] Popular Brands
- [H2] Durston
- [H2] GRS
- [H2] Badeco
- [H2] Fretz
- [H2] Help & Links
- [H2] Shop Links
- [H2] Contact & Hours
- [H2] Subscribe
- [H2] Follow us
- [H2] Language
- [H2] Language
- [H2] Added to your cart:
- [H2]

Images





We found 76 images on this web page.

34 alt attributes are empty or missing. Add alternative text so that

SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : 9% 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.
	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 298 links including 1 link(s) to files
	Statistics	External Links : noFollow 0.34% External Links : Passing Juice 0% Internal Links 99.66%

In-page links

Anchor	Type	Juice
{{ "quickView.qvViewFullDetails" translate: translations. 'View full details' }}	Internal	Passing Juice
Skip to content	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Jewelry School Partners	Internal	Passing Juice
Frequently Asked Questions	Internal	Passing Juice

In-page links

Benches	Internal	Passing Juice
Belt Sanding	Internal	Passing Juice
Broaches & Burnishers	Internal	Passing Juice
Burs & Drills	Internal	Passing Juice
Drilling Equipment	Internal	Passing Juice
Files	Internal	Passing Juice
Flex Shafts & Rotary	Internal	Passing Juice
Gauges & Calipers	Internal	Passing Juice
Gemological Instruments	Internal	Passing Juice
Jewelry Tool Kits	Internal	Passing Juice
Magnifiers	Internal	Passing Juice
Microscopes	Internal	Passing Juice
Pliers & Cutters	Internal	Passing Juice
Saw Blades	Internal	Passing Juice
Saw Frames	Internal	Passing Juice
Scales & Testing	Internal	Passing Juice
Taps & Dies	Internal	Passing Juice
Task Lighting	Internal	Passing Juice
Tweezers	Internal	Passing Juice
Vises	Internal	Passing Juice
Adhesives	Internal	Passing Juice
Burnout Ovens	Internal	Passing Juice
CAD / CAM	Internal	Passing Juice
Casting Machines & Equipment	Internal	Passing Juice
Crucible	Internal	Passing Juice
Flasks & Bases	Internal	Passing Juice
Investment	Internal	Passing Juice
Mold Rubber & Supplies	Internal	Passing Juice

In-page links

Wax	Internal	Passing Juice
Wax Carving Tools	Internal	Passing Juice
Air Compressors	Internal	Passing Juice
Benchmates & Accessories	Internal	Passing Juice
Diamond Power Hone	Internal	Passing Juice
Engraving Blocks	Internal	Passing Juice
Engraving Machines	Internal	Passing Juice
Engraving Systems & Handpieces	Internal	Passing Juice
Gravers & Accessories	Internal	Passing Juice
Practice Rings, Mountings & Plates	Internal	Passing Juice
Stone Setting Tools	Internal	Passing Juice
Thermo-Loc	Internal	Passing Juice
Bench Blocks & Anvils	Internal	Passing Juice
Bezel Blocks	Internal	Passing Juice
Chasing & Stamping	Internal	Passing Juice
Dapping Tools	Internal	Passing Juice
Disc Cutters & Hole Punching	Internal	Passing Juice
Drawplates & Drawbenches	Internal	Passing Juice
Hammers & Mallets	Internal	Passing Juice
Jump Ring Makers	Internal	Passing Juice
Mandrels	Internal	Passing Juice
Ring Sizers & Stretchers	Internal	Passing Juice
Rolling Mills	Internal	Passing Juice
Shears	Internal	Passing Juice
Stakes	Internal	Passing Juice
Save 12% on Polishing Consumables	Internal	Passing Juice
Abrasive Paper	Internal	Passing Juice
Brushes	Internal	Passing Juice

In-page links

Bufs	Internal	Passing Juice
Save 12% on Cleaning Solution & Media	Internal	Passing Juice
Electroplating	Internal	Passing Juice
Polishing Aids	Internal	Passing Juice
Polishing Compound	Internal	Passing Juice
Polishing Equipment	Internal	Passing Juice
Polishing Wheels & Rods	Internal	Passing Juice
Sanding Bands, Disc, & Sticks	Internal	Passing Juice
Sharpening Stones	Internal	Passing Juice
Steam Cleaners	Internal	Passing Juice
Surface Treatments	Internal	Passing Juice
Tumblers & Media	Internal	Passing Juice
Ultrasonics	Internal	Passing Juice
Fluxes	Internal	Passing Juice
Laser & PUK Welders	Internal	Passing Juice
Pickle & Picklers	Internal	Passing Juice
Soldering Equipment	Internal	Passing Juice
Torches	Internal	Passing Juice
Save Up To 12% on Batteries	Internal	Passing Juice
Bead Stringing	Internal	Passing Juice
Books & DVDs	Internal	Passing Juice
Boxes	Internal	Passing Juice
Ear Piercing	Internal	Passing Juice
Safety Products	Internal	Passing Juice
Stickers	Internal	Passing Juice
Watch Tools	Internal	Passing Juice
GIA Graduate Jewelers Tools	Internal	Passing Juice
Save Up To 20% on Burs & Drills	Internal	Passing Juice

In-page links

Save Up To 20% on Individual Files	Internal	Passing Juice
Save Up To 20% on Individual Pliers & Cutters	Internal	Passing Juice
Save Up to 20% on Saw Blades	Internal	Passing Juice
Save Up To 20% on Sterling Silver & Yellow Gold Filled Findings	Internal	Passing Juice
Save Up To 12% on Gemstones	Internal	Passing Juice
Save Up To 12% on Gravers	Internal	Passing Juice
Save Up to 50% on Beading Tools	Internal	Passing Juice
Bands & Mountings	Internal	Passing Juice
Ring Guards	Internal	Passing Juice
Ring Mountings	Internal	Passing Juice
Ring Shanks	Internal	Passing Juice
Wedding Bands	Internal	Passing Juice
Chains & Clasps	Internal	Passing Juice
Chains	Internal	Passing Juice
Clasps	Internal	Passing Juice
Jump & Split Rings	Internal	Passing Juice
Earrings	Internal	Passing Juice
Ear Clips & Screws	Internal	Passing Juice
Ear Post & Backs	Internal	Passing Juice
Earring Mountings	Internal	Passing Juice
Earring Wires	Internal	Passing Juice
Hoop Earrings	Internal	Passing Juice
Lever Backs	Internal	Passing Juice
Pinstems & Components	Internal	Passing Juice
Bails	Internal	Passing Juice
Beads, Balls and Tubes	Internal	Passing Juice
Coin Mounts, Initials, Guards	Internal	Passing Juice
Components	Internal	Passing Juice

In-page links

Pendants & Settings	Internal	Passing Juice
Pendants	Internal	Passing Juice
Settings	Internal	Passing Juice
Silver Metals	Internal	Passing Juice
Silver Sheet, Wire, Tubing & Casting Grain	Internal	Passing Juice
Silver Solders	Internal	Passing Juice
Art Clay Silver	Internal	Passing Juice
Gold & Platinum Metals	Internal	Passing Juice
Gold & Platinum Stock, Wire & Tubing	Internal	Passing Juice
Gold & Platinum Solders	Internal	Passing Juice
Copper, Brass, Nickel Silver Metals & Master Alloys	Internal	Passing Juice
Copper, Brass, Nickel Silver Sheet & Wire	Internal	Passing Juice
Copper, Brass, Nickel Silver Stampings & Rivets	Internal	Passing Juice
Master Alloys	Internal	Passing Juice
Cabochons	Internal	Passing Juice
Genuine Cabochons	Internal	Passing Juice
Lab Created / Assembled Cabochons	Internal	Passing Juice
Faceted Stones	Internal	Passing Juice
Genuine and Created Diamonds	Internal	Passing Juice
Genuine Faceted Stones	Internal	Passing Juice
Lab Created / Assembled Faceted Gemstones	Internal	Passing Juice
Moissanite	Internal	Passing Juice
Pearls	Internal	Passing Juice
New Products	Internal	Passing Juice
Specials	Internal	Passing Juice
Closeouts	Internal	Passing Juice
A - F	Internal	Passing Juice
3M	Internal	Passing Juice

In-page links

AGILO	Internal	Passing Juice
AND Scales	Internal	Passing Juice
Antelope Saw Blades	Internal	Passing Juice
Arbe	Internal	Passing Juice
Artifex	Internal	Passing Juice
Asic	Internal	Passing Juice
Badeco	Internal	Passing Juice
Baldor	Internal	Passing Juice
Bausch & Lomb	Internal	Passing Juice
Beadsmith	Internal	Passing Juice
Bergeon	Internal	Passing Juice
Best Built	Internal	Passing Juice
Busch Burs	Internal	Passing Juice
Carl Zeiss	Internal	Passing Juice
Castaldo	Internal	Passing Juice
Cohler	Internal	Passing Juice
Crafford Laser Star	Internal	Passing Juice
Craytex	Internal	Passing Juice
Dazor	Internal	Passing Juice
Donnegan	Internal	Passing Juice
Du-Matt	Internal	Passing Juice
Dumont	Internal	Passing Juice
Durston	Internal	Passing Juice
Edenta Swiss	Internal	Passing Juice
Elma	Internal	Passing Juice
Emlo	Internal	Passing Juice
Eschenbach	Internal	Passing Juice
Eurotool	Internal	Passing Juice

In-page links

EVE Germany	Internal	Passing Juice
EZ Torch	Internal	Passing Juice
Ferris	Internal	Passing Juice
Foredom	Internal	Passing Juice
Fox Germany Burs	Internal	Passing Juice
Fretz	Internal	Passing Juice
G-Tac	Internal	Passing Juice
GemOro	Internal	Passing Juice
Glardon-Vallorbe	Internal	Passing Juice
Glendo GRS	Internal	Passing Juice
GreenLion	Internal	Passing Juice
Grobet USA	Internal	Passing Juice
Handler	Internal	Passing Juice
Harmony	Internal	Passing Juice
Herkules Saw Blades	Internal	Passing Juice
Hoke Torches	Internal	Passing Juice
Hydroflux	Internal	Passing Juice
Ikohe	Internal	Passing Juice
ImpGen	Internal	Passing Juice
Italian	Internal	Passing Juice
JAX	Internal	Passing Juice
Jett Set	Internal	Passing Juice
JoolTool	Internal	Passing Juice
Jura	Internal	Passing Juice
Jura by GRS	Internal	Passing Juice
Kagan	Internal	Passing Juice
Kerr	Internal	Passing Juice
Knew Concepts	Internal	Passing Juice

In-page links

Kohle	Internal	Passing Juice
Komet	Internal	Passing Juice
Krohn	Internal	Passing Juice
Lampert PUK	Internal	Passing Juice
Leica	Internal	Passing Juice
Lindstrom	Internal	Passing Juice
M.S. Company-USA	Internal	Passing Juice
Made in Japan	Internal	Passing Juice
Maun	Internal	Passing Juice
Meco Midget Torch	Internal	Passing Juice
Meiji Techno Microscopes	Internal	Passing Juice
Metalartz	Internal	Passing Juice
Miland	Internal	Passing Juice
Mitchell	Internal	Passing Juice
Mitutoyo	Internal	Passing Juice
Moore	Internal	Passing Juice
Muller	Internal	Passing Juice
Nechamkim	Internal	Passing Juice
Neycraft	Internal	Passing Juice
Norton	Internal	Passing Juice
NSK	Internal	Passing Juice
Ohaus	Internal	Passing Juice
OMO	Internal	Passing Juice
Orion	Internal	Passing Juice
Otec	Internal	Passing Juice
Otto Frei	Internal	Passing Juice
Paragon	Internal	Passing Juice
Pebeco Saw Blades	Internal	Passing Juice

In-page links

Peddinghaus	Internal	Passing Juice
Pegas	Internal	Passing Juice
PepeTools	Internal	Passing Juice
Pike Saw Blades	Internal	Passing Juice
Presidium	Internal	Passing Juice
Prestige by Certus	Internal	Passing Juice
Profiform	Internal	Passing Juice
Proxxon	Internal	Passing Juice
Quatro	Internal	Passing Juice
Ransom & Randolph	Internal	Passing Juice
Raytech	Internal	Passing Juice
Reimers	Internal	Passing Juice
Reliable	Internal	Passing Juice
RinGenie	Internal	Passing Juice
Robinson	Internal	Passing Juice
Schofer Germany	Internal	Passing Juice
Scies Spiral Saw Blades	Internal	Passing Juice
Shofu	Internal	Passing Juice
Smith Torch	Internal	Passing Juice
Spearhead	Internal	Passing Juice
Speed Brite	Internal	Passing Juice
Steamaster	Internal	Passing Juice
Supra	Internal	Passing Juice
Swiss Torch	Internal	Passing Juice
TAIG Tools	Internal	Passing Juice
Technique	Internal	Passing Juice
Tecno	Internal	Passing Juice
Thomas Mann	Internal	Passing Juice

In-page links

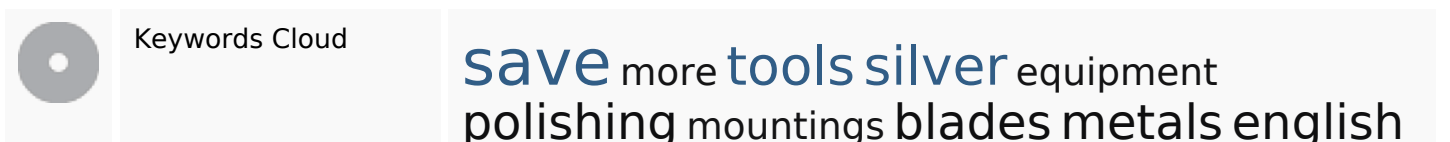
Thumler's Tumbler	Internal	Passing Juice
Ti-Cast	Internal	Passing Juice
Tri-Electronics	Internal	Passing Juice
Uniweld	Internal	Passing Juice
Value Line	Internal	Passing Juice
Vcella	Internal	Passing Juice
Wolf Tools	Internal	Passing Juice
Wubbers	Internal	Passing Juice
Xuron	Internal	Passing Juice
Wishlists	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Bench Tools	Internal	Passing Juice
Casting	Internal	Passing Juice
Engraving & Stonesetting	Internal	Passing Juice
Forming	Internal	Passing Juice
Polishing & Finishing	Internal	Passing Juice
Soldering & Torches	Internal	Passing Juice
More	Internal	Passing Juice
Free Shipping Specials	Internal	Passing Juice
Buy More - Save More!	Internal	Passing Juice
Jura by GRS Special Set with GRS MicroBlock	Internal	Passing Juice
Jura by GRS	Internal	Passing Juice
Jura by GRS 500-511 OC Complete Set Without MicroBlock	Internal	Passing Juice
Jura by GRS 500-509 OC Basic Quick Change Set without MicroBlock	Internal	Passing Juice
Jura by GRS 500-508 OC Basic Set & GRS MicroBlock	Internal	Passing Juice
Jura by GRS 500-526 OC Basic Set & GRS MicroBlock XL	Internal	Passing Juice
Jura by GRS 500-510 OC Complete Set with GRS MicroBlock	Internal	Passing Juice
Closeout Jura by GRS 500-512 OC Quick Change Basic Set of	Internal	Passing Juice

In-page links

[Tools for GRS Standard Blocks](#)

Closeout Meiji EMZ-10 Microscope With Jura by GRS Stand & LED Light	Internal	Passing Juice
Closeout Jura by GRS 523-032 Set of 3 Bases for GRS MicroBlocks	Internal	Passing Juice
Ships Free-Durston Superior Large Jewellers Workbench-Ships Free	Internal	Passing Juice
About Otto Frei	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms of Service	Internal	Passing Juice
Shipping Policy	Internal	Passing Juice
Refund Policy	Internal	Passing Juice
Do not sell my personal information	Internal	Passing Juice
Brands	Internal	Passing Juice
All Rights Reserved	External	noFollow
SIGN UP TODAY	Internal	Passing Juice
ALREADY REGISTERED? SIGN IN	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
save	32	✘	✘	✘	✔
tools	24	✔	✘	✔	✔
silver	20	✘	✘	✘	✔
english	16	✘	✘	✘	✘

Keywords Consistency

metals

15



Usability

	Url	Domain : ottofrei.com Length : 12
	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).

Document

✖ Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

✖ Apple Icon

✔ Meta Viewport Tag

✔ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

<https://www.ottofrei.com/sitemap.xml>



Robots.txt

<http://ottofrei.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.