

Website review pelican.com

Generated on September 08 2024 22:35 PM

The score is 59/100







SEO Content

	Title	Shop Cases, Flashlights, Coolers, and Travel gear Pelican Length : 59 Perfect, your title contains between 10 and 70 characters.												
	Description	Pelican protects what's valuable. Cases, coolers, phone cases, flashlights, travel gear, luggage, drinkware, and backpacks. Pelican products, made in USA and guaranteed for life. Length : 178 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>Pelican</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Shop Cases, Flashlights, Coolers, and Travel gear Pelican</td></tr><tr><td>description</td><td>Pelican protects what's valuable. Cases, coolers, phone cases, flashlights, travel gear, luggage, drinkware, and backpacks. Pelican products, made in USA and guaranteed for life.</td></tr><tr><td>url</td><td>https://www.pelican.com/us/en/</td></tr></tbody></table>	Property	Content	site_name	Pelican	type	website	title	Shop Cases, Flashlights, Coolers, and Travel gear Pelican	description	Pelican protects what's valuable. Cases, coolers, phone cases, flashlights, travel gear, luggage, drinkware, and backpacks. Pelican products, made in USA and guaranteed for life.	url	https://www.pelican.com/us/en/
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	Headings	<table><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>2</td><td>7</td><td>5</td><td>8</td><td>9</td><td>24</td></tr></tbody></table> <ul style="list-style-type: none">[H1] END-OF-SUMMER SAVINGS	H1	H2	H3	H4	H5	H6	2	7	5	8	9	24
H1	H2	H3	H4	H5	H6									
2	7	5	8	9	24									





SEO Content

- [H1] BUILT TO PROTECT
- [H2] CASES
- [H2] COOLERS
- [H2] LIGHTS
- [H2] MOBILE
- [H2] DRINKWARE
- [H2] Shipping Charges Apply
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- [H3] Shop Top Products
- [H3] THE PELICAN CASE FAMILY
- [H3] When the Heat Rises, Pelican Stays Cool: A Fire Survival Story
- [H3] Ice Storm No Match for Pelican 1510
- [H3] Crushproof and Crashproof
- [H4] Save Big on Select Cases, Coolers, and More
- [H4] EXPLORE PELICAN PRODUCTS
- [H4] PRAISE FOR PELICAN
- [H4] Hunting & Shooting
- [H4] Photography/ Videography
- [H4] Overlanding
- [H4] Built to Protect, Equipped for Homework: Essential gear for the school year
- [H4] Survival Stories
- [H5] V800 Vault
- [H5] 8QT
- [H5] 1745BOW Air
- [H5] 1615 Air
- [H5] Protector Case TM Series
- [H5] Air Case Series
- [H5] Storm Case TM Series
- [H5] Vault Case Series
- [H5] SIGN UP FOR 10% OFF
- [H6] Trusted by Hobbyists & Industry Experts
- [H6] - ESQUIRE
- [H6] - NEW YORK MAGAZINE
- [H6] - FIELD & STREAM
- [H6] - GEAR JUNKIE
- [H6] - CNN UNDERSCORED
- [H6] - FOOD & WINE
- [H6] 1750
- [H6] 70QT
- [H6] V300PF5
- [H6] 1535
- [H6] 1615
- [H6] V525
- [H6] BX135
- [H6] BX90R
- [H6] 45QW
- [H6] Protecting all that you value
- [H6] Double Rifle Case
- [H6] Personal Cooler
- [H6] Bow Case
- [H6] Case
- [H6] READ MORE
- [H6] READ MORE
- [H6] READ MORE

SEO Content

	Images	We found 119 images on this web page. 8 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 : 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	Bad. Your links have query string.
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 67 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 16.42% Internal Links 83.58%

In-page links

Anchor	Type	Juice
Free Ground Shipping on all orders*	Internal	Passing Juice
Pelican.com	Internal	Passing Juice
Small	Internal	Passing Juice
Medium	Internal	Passing Juice
Large	Internal	Passing Juice

In-page links

Long	Internal	Passing Juice
Protector	Internal	Passing Juice
Storm	Internal	Passing Juice
Air	Internal	Passing Juice
Vault	Internal	Passing Juice
Personal Utility	Internal	Passing Juice
Hardback	Internal	Passing Juice
Foam	Internal	Passing Juice
No Foam	Internal	Passing Juice
Padded Divider	Internal	Passing Juice
TrekPak	Internal	Passing Juice
TrekPak / Foam	Internal	Passing Juice
&times:	External	Passing Juice
English	Internal	Passing Juice
English	External	Passing Juice
Español	External	Passing Juice
Français	External	Passing Juice
Italiano	External	Passing Juice
Deutsch	External	Passing Juice
Русский	External	Passing Juice
English	Internal	Passing Juice
Français	Internal	Passing Juice
English	Internal	Passing Juice
☐☐☐	Internal	Passing Juice
☐☐	Internal	Passing Juice
Español	Internal	Passing Juice
About	Internal	Passing Juice
Our Story	Internal	Passing Juice


In-page links

Our Vision Mission and Values	Internal	Passing Juice
Careers	Internal	Passing Juice
Press Releases	Internal	Passing Juice
Pelican in the News	Internal	Passing Juice
Community Engagement	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Leadership	Internal	Passing Juice
Affiliate Program	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Submit a Warranty Claim	Internal	Passing Juice
Dealer Login	Internal	Passing Juice
Guarantee of Excellence	Internal	Passing Juice
Technical Bulletins	Internal	Passing Juice
California Supply Chain Act	Internal	Passing Juice
Battery Safety	Internal	Passing Juice
Return Policy	Internal	Passing Juice
Military Discount Program	Internal	Passing Juice
Anthem Machine Readable Files	External	Passing Juice
Health Net Machine Readable Files	External	Passing Juice
Pelican Flyer	Internal	Passing Juice
Blog	Internal	Passing Juice
Case Comparison	Internal	Passing Juice
Literature	Internal	Passing Juice
Survival Stories	Internal	Passing Juice
Pelican Pro Team	Internal	Passing Juice
Videos	Internal	Passing Juice
Peli BioThermal	External	Passing Juice
Pelican Outdoor	External	Passing Juice

In-page links

Site Map	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Cookie Preferences	Internal	Passing Juice
Accessibility	Internal	Passing Juice
&nbsp;&nbsp;&nbsp; &nbsp;&nbsp;&nbsp;Patents	Internal	Passing Juice




SEO Keywords

	Keywords Cloud	case shop coolers pelican more foam cases gear products truck
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
cases	43	✓	✗	✓	✓
pelican	25	✓	✗	✓	✓
case	12	✓	✗	✓	✓
shop	10	✓	✗	✗	✓
gear	9	✓	✗	✓	✓












Usability

	Url	Domain : pelican.com Length : 11
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found a Print-Friendly CSS.
	Language	Good. Your declared language is en.





Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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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	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. Too bad, your website has too many CSS files (more than 4). 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.
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Optimization



		<p>https://www.pelican.com/sitemap.xml</p> <p>https://www.pelican.com/sitemap-items.xml</p> <p>https://www.pelican.com/sitemap-accessories.xml</p> <p>https://www.pelican.com/sitemap-press-releases.xml</p> <p>https://www.pelican.com/sitemap-videos.xml</p>
	Robots.txt	<p>http://pelican.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>