

# Website review pelican.com

Generated on September 20 2024 07:34 AM

The score is 61/100






## SEO Content

	Title	Shop Cases, Flashlights, Coolers, and Travel gear   Pelican  <b>Length : 59</b>  Perfect, your title contains between 10 and 70 characters.																	
	Description	Explore Pelican's rugged, high-performance protective cases made in the USA. Discover durable gear trusted by professionals worldwide.  <b>Length : 134</b>  Great, your meta description contains between 70 and 160 characters.																	
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																	
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><tr><th>Property</th><th>Content</th></tr><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>Explore Pelican's rugged, high-performance protective cases made in the USA. Discover durable gear trusted by professionals worldwide.</td></tr><tr><td>url</td><td>https://www.pelican.com/us/en/</td></tr></table>						Property	Content	site_name	Pelican	type	website	title	Shop Cases, Flashlights, Coolers, and Travel gear   Pelican	description	Explore Pelican's rugged, high-performance protective cases made in the USA. Discover durable gear trusted by professionals worldwide.	url	https://www.pelican.com/us/en/
Property	Content																		
site_name	Pelican																		
type	website																		
title	Shop Cases, Flashlights, Coolers, and Travel gear   Pelican																		
description	Explore Pelican's rugged, high-performance protective cases made in the USA. Discover durable gear trusted by professionals worldwide.																		
url	https://www.pelican.com/us/en/																		
	Headings	<b>H1</b> 2	<b>H2</b> 7	<b>H3</b> 5	<b>H4</b> 8	<b>H5</b> 9	<b>H6</b> 24												
		<ul style="list-style-type: none"><li>• [H1] SMALL CASES. BIG SAVINGS.</li><li>• [H1] BUILT TO PROTECT</li><li>• [H2] CASES</li></ul>																	





## SEO Content

- [H2] COOLERS
- [H2] LIGHTS
- [H2] MOBILE
- [H2] DRINKWARE
- [H2] Shipping Charges Apply
- [H2] Shipping Charges Apply
- [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] 20% OFF SELECT MICRO CASES FOR A LIMITED TIME
- [H4] EXPLORE PELICAN PRODUCTS
- [H4] PRAISE FOR PELICAN
- [H4] Hunting & Shooting
- [H4] Photography/ Videography
- [H4] Overlanding
- [H4] Gear Up For the Hunt: This season put your gear in a case you can trust
- [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 : <b>9%</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.
	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
<a href="#">Free Ground Shipping on all orders*</a>	Internal	Passing Juice
<a href="#">Pelican.com</a>	Internal	Passing Juice
<a href="#">Small</a>	Internal	Passing Juice
<a href="#">Medium</a>	Internal	Passing Juice

## In-page links

<a href="#">Large</a>	Internal	Passing Juice
<a href="#">Long</a>	Internal	Passing Juice
<a href="#">Protector</a>	Internal	Passing Juice
<a href="#">Storm</a>	Internal	Passing Juice
<a href="#">Air</a>	Internal	Passing Juice
<a href="#">Vault</a>	Internal	Passing Juice
<a href="#">Personal Utility</a>	Internal	Passing Juice
<a href="#">Laptop</a>	Internal	Passing Juice
<a href="#">Foam</a>	Internal	Passing Juice
<a href="#">No Foam</a>	Internal	Passing Juice
<a href="#">Padded Divider</a>	Internal	Passing Juice
<a href="#">TrekPak</a>	Internal	Passing Juice
<a href="#">TrekPak / Foam</a>	Internal	Passing Juice
<a href="#">&amp;times;</a>	External	Passing Juice
<a href="#">English</a>	Internal	Passing Juice
<a href="#">English</a>	External	Passing Juice
<a href="#">Español</a>	External	Passing Juice
<a href="#">Français</a>	External	Passing Juice
<a href="#">Italiano</a>	External	Passing Juice
<a href="#">Deutsch</a>	External	Passing Juice
<a href="#">Русский</a>	External	Passing Juice
<a href="#">English</a>	Internal	Passing Juice
<a href="#">Français</a>	Internal	Passing Juice
<a href="#">English</a>	Internal	Passing Juice
<a href="#">🇺🇸</a>	Internal	Passing Juice
<a href="#">🇬🇧</a>	Internal	Passing Juice
<a href="#">Español</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice


## In-page links

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

## In-page links

<a href="#">Pelican Outdoor</a>	External	Passing Juice
<a href="#">Site Map</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Cookie Preferences</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;&amp;nbsp;&amp;nbsp; &amp;nbsp;&amp;nbsp;&amp;nbsp;Patents</a>	Internal	Passing Juice



## SEO Keywords

	Keywords Cloud	coolers gear <b>cases</b> products truck foam case shop more pelican
--	----------------	---



## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
cases	48	✓	✗	✓	✓
pelican	25	✓	✗	✓	✓
case	13	✓	✗	✓	✓
shop	11	✓	✗	✗	✓
gear	10	✓	✗	✓	✓












## Usability

	Url	Domain : pelican.com Length : 11
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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	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	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Too bad, your website has too many CSS files (more than 4).</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div>
--	---------------------	--

## Optimization

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