

# Website review seriousshooters.co.nz

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The score is 42/100







## SEO Content

	Title	<p>Holding Page - Serious Shooters</p> <p><b>Length : 31</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>												
	Keywords	<p>HTML, CSS, JavaScript</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>0</td><td>6</td><td>7</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H3] Login</li><li>• [H3] New customer</li><li>• [H3] Serious Shooters</li><li>• [H3] Member Login</li><li>• [H3] Checkout</li><li>• [H3] Contact us</li><li>• [H4]</li><li>• [H4] Clear Cart</li><li>• [H4] Reload Cart</li><li>• [H4] Please Login or Order as a New Customer</li><li>• [H4] Confirm Log Out</li><li>• [H4]</li><li>• [H4] Form Submitted</li></ul>	H1	H2	H3	H4	H5	H6	0	0	6	7	0	0
H1	H2	H3	H4	H5	H6									
0	0	6	7	0	0									
	Images	<p>We found 1 images on this web page.</p> <p>1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>												

## SEO Content

	Text/HTML Ratio	Ratio : <b>1%</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	Great, there are no Iframes detected on this page.

## 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 20 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 10%  Internal Links 90%

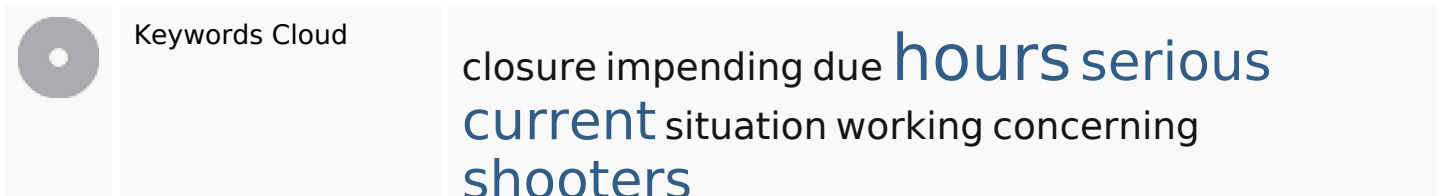
## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Holding Page</a>	Internal	Passing Juice
<a href="#">Products</a>	Internal	Passing Juice
<a href="#">Specials</a>	Internal	Passing Juice
<a href="#">Information</a>	Internal	Passing Juice
<a href="#">Applying- Firearm Licence</a>	Internal	Passing Juice
<a href="#">Current Pistols In Stock</a>	Internal	Passing Juice

## In-page links

<a href="#">Exporting Guns Overseas</a>	Internal	Passing Juice
<a href="#">Hints &amp; Tips</a>	Internal	Passing Juice
<a href="#">Pest Control</a>	Internal	Passing Juice
<a href="#">Police Mail Order Permit</a>	Internal	Passing Juice
<a href="#">Recent Adverts</a>	Internal	Passing Juice
<a href="#">Repairs and Gunsmithing</a>	Internal	Passing Juice
<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">What to do during a visit from the Police - If the Police come and knock on your door or stop your vehicle</a>	Internal	Passing Juice
<a href="#">Brands</a>	Internal	Passing Juice
<a href="#">About / Contact Us</a>	Internal	Passing Juice
<a href="#">Get Finance</a>	External	Passing Juice
=	Internal	Passing Juice
<a href="#">eDIY</a>	External	Passing Juice






## SEO Keywords














## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hours	3	✗	✗	✗	✗
current	2	✗	✗	✗	✗
serious	2	✓	✗	✗	✓
shooters	2	✓	✗	✗	✓
due	1	✗	✗	✗	✗





## Usability

	Url	Domain : seriousshooters.co.nz Length : 21
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> to declare the intended language of your website.
	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> Excellent, your website doesn't use nested tables.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>

## Mobile

	Mobile Optimization	 Apple Icon
		 Meta Viewport Tag
		 Flash content

## Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div><a href="https://www.seriousshooters.co.nz/sitemap.xml">https://www.seriousshooters.co.nz/sitemap.xml</a></div>
	Robots.txt	<p><a href="http://seriousshooters.co.nz/robots.txt">http://seriousshooters.co.nz/robots.txt</a></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>