

Website review amazon.in

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The score is 42/100







SEO Content

	<p>Title</p>	<p>Online Shopping site in India: Shop Online for Mobiles, Books, Watches, Shoes and More - Amazon.in</p> <p>Length : 98</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>						
	<p>Description</p>	<p>Amazon.in: Online Shopping India - Buy mobiles, laptops, cameras, books, watches, apparel, shoes and e-Gift Cards. Free Shipping & Cash on Delivery Available.</p> <p>Length : 158</p> <p>Great, your meta description contains between 70 and 160 characters.</p>						
	<p>Keywords</p>	<p>Amazon.in, Amazon, Online Shopping, online shopping india, india shopping online, amazon india, amazn, buy online, buy mobiles online, buy books online, buy movie dvd's online, kindle, kindle fire hd,</p> <p>Good, your page contains meta keywords.</p>						
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1576 1481 2000"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>image</td> <td>http://g-ec2.images-amazon.com/images/G/31/img14/anywhere/amazon-logo-500500._V327001990_.jpg</td> </tr> <tr> <td>description</td> <td>Amazon.in: Online Shopping India - Buy mobiles, laptops, cameras, books, watches, apparel, shoes and e-Gift Cards. Free Shipping & Cash on Delivery Available.</td> </tr> </tbody> </table>	Property	Content	image	http://g-ec2.images-amazon.com/images/G/31/img14/anywhere/amazon-logo-500500._V327001990_.jpg	description	Amazon.in: Online Shopping India - Buy mobiles, laptops, cameras, books, watches, apparel, shoes and e-Gift Cards. Free Shipping & Cash on Delivery Available.
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	<p>Headings</p>	<p>H1 H2 H3 H4 H5 H6</p>						

SEO Content

		0 7 2 0 0 0
		<ul style="list-style-type: none"> • [H2] Today's Deals • [H2] Toys & Games best sellers • [H2] Books best sellers • [H2] Fashion best sellers • [H2] Home & Kitchen best sellers • [H2] Grocery & Gourmet Foods best sellers • [H2] Beauty best sellers • [H3] Bestselling bedsheets • [H3] Bestselling earrings
	Images	<p>We found 179 images on this web page.</p> <p>30 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	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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 60 links including 0 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 28.33%</p> <p>Internal Links 71.67%</p>

In-page links

Anchor	Type	Juice
Try Prime	Internal	Passing Juice
Your Amazon.in	Internal	Passing Juice
Today's Deals	Internal	Passing Juice
Amazon Pay	Internal	Passing Juice
Sell	Internal	Passing Juice
Customer Service	Internal	Passing Juice
See all deals	Internal	Passing Juice
See more	Internal	Passing Juice
See more	Internal	Passing Juice
See more	Internal	Passing Juice
Get started	Internal	Passing Juice
=	Internal	Passing Juice
Start here.	Internal	Passing Juice
Start here.	Internal	Passing Juice
=	Internal	Passing Juice
sign in	Internal	Passing Juice
go to your cart	Internal	Passing Juice
try again	External	Passing Juice
View all orders	Internal	Passing Juice
Sign in to view orders	Internal	Passing Juice
See more	Internal	Passing Juice
See more	Internal	Passing Juice
See more	Internal	Passing Juice
More Bestsellers	Internal	Passing Juice
More Bestsellers	Internal	Passing Juice
View or edit your browsing history	Internal	Passing Juice
About Us	Internal	Passing Juice

In-page links

Careers	External	Passing Juice
Press Releases	Internal	Passing Juice
Amazon Cares	Internal	Passing Juice
Gift a Smile	Internal	Passing Juice
Facebook	Internal	Passing Juice
Twitter	Internal	Passing Juice
Instagram	External	Passing Juice
Sell on Amazon	Internal	Passing Juice
Become an Affiliate	Internal	Passing Juice
Fulfilment by Amazon	Internal	Passing Juice
Advertise Your Products	Internal	Passing Juice
Amazon Pay on Merchants	External	Passing Juice
Your Account	Internal	Passing Juice
Returns Centre	Internal	Passing Juice
100% Purchase Protection	Internal	Passing Juice
Amazon Assistant	Internal	Passing Juice
Help	Internal	Passing Juice
Australia	External	Passing Juice
Brazil	External	Passing Juice
Canada	External	Passing Juice
China	External	Passing Juice
France	External	Passing Juice
Germany	External	Passing Juice
Italy	External	Passing Juice
Japan	External	Passing Juice
Mexico	External	Passing Juice
Netherlands	External	Passing Juice
Spain	External	Passing Juice

In-page links

United Kingdom	External	Passing Juice
United States	External	Passing Juice
Conditions of Use & Sale	Internal	Passing Juice
Privacy Notice	Internal	Passing Juice
Interest-Based Ads	Internal	Passing Juice





SEO Keywords

 Keywords Cloud	amazon store page all music games outdoors accessories home beauty
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
amazon	5	✓	✓	✓	✗
games	3	✗	✗	✗	✓
store	2	✗	✗	✗	✗
beauty	2	✗	✓	✗	✓
home	2	✗	✓	✗	✓

Usability

 Url	Domain : amazon.in Length : 9
 Favicon	Great, your website has a favicon.
 Printability	We could not find a Print-Friendly CSS.
 Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
Dublin Core	This page does not take advantage of Dublin Core.

Usability



Document



Doctype

HTML 5



Encoding

Perfect. Your declared charset is UTF-8.



W3C Validity

Errors : 181
Warnings : 104



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

- Attention! Try to avoid nested tables in HTML.
- Too bad, your website is using inline styles.
- Great, your website has few CSS files.
- Perfect, your website has few JavaScript files.
- Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

- Apple Icon
- Meta Viewport Tag
- Flash content

Optimization





XML Sitemap

Missing

Your website does not have an XML sitemap - this can be problematic.

Optimization

		<p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>http://amazon.in/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>