Website SEO Stats

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Review of Fashionisers.com

Generated on 2023-09-14

Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

Table of Contents

Iconography

✅ Good		⚙⚙⚙	Hard to solve
⚠ To Improve		⚙⚙⚙	Little tough to solve
❌ Errors		⚙⚙⚙	Easy to solve
⬤ Not Important		⚙⚙⚙	No action necessary

Website SEO Stats

Search Engine Optimization

Title Tag
⚙️⚙️⚙️

Fashionisers: Your Go-To Guide to the World of Trends

Length: 53 character(s)

> Ideally, your title tag should contain between 10 and 70 characters (spaces included).
>
> Make sure your title is explicit and contains your most important keywords.
>
> Be sure that each page has a unique title.

Meta Description
⚙️⚙️⚙️

Fashionisers celebrates all forms of trend, whether they be beauty, hairstyle, hair color, makeup, style trends and more.

Length: 121 character(s)

> Meta descriptions contains between 100 and 300 characters (spaces included).
>
> It allow you to influence how your web pages are described and displayed in search results.
>
> Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).
>
> A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords
⚙️⚙️⚙️

No Keywords

> Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.
>
> However, google can't use meta keywords.

Website SEO Stats

Google Preview
○○○

Fashionisers: Your Go-To Guide to the World of Trends
fashionisers.com/

Fashionisers celebrates all forms of trend, whether they be beauty, hairstyle, hair color, makeup, style trends and more.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.

Headings
○○○

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
0	10	2	0	0	0

<H2> The Best Multipurpose Makeup Products That Will Get You Ready Fast </H2>

<H2> 14 creative ways to style a long scarf </H2>

<H2> The Timeless Elegance of Diamond Wedding Bands: For A Celebration of Love </H2>

<H2> Transform Your Hair and Look: The Advantages of K18 Hair Treatment and Felt Hat Blanks </H2>

<H2> The Tousled Lob Haircut is the Hottest Trend of Every Summer </H2>

<H2> A Teen's Guide to Rocking the First Day of School in Style </H2>

<H2> Could the Slot Games of the Future Lead to New Fashion Trends? </H2>

<H2> In-Store vs. Online Shopping for a Formal Gown: What Is the Best Option? </H2>

<H2> My Dream Wedding in 2024: How Cashmere Hair Clip-In Extensions Completed My Look </H2>

<H2> Try These Chic Half-Updo Hairstyles to Refresh Your Look </H2>

<H3> Search </H3>

<H3> fashionisers </H3>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

Keywords

link 34   trends 28   have 25   hair 22   trend 20

fashion 18   more 16   makeup 15   some 15   nail 15

color 13   most 12   read 11   will 11   tips 10

> This Keyword Cloud provides an insight into the frequency of keyword usage within the page.
>
> It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.

Keyword Consistency

Keywords	Freq	Title	Desc	<H>
link	34	✖	✖	✖
trends	28	✔	✔	✔
have	25	✖	✖	✖
hair	22	✖	✔	✔
trend	20	✔	✔	✔
fashion	18	✔	✔	✔
more	16	✖	✔	✖
makeup	15	✖	✔	✔
some	15	✖	✖	✖
nail	15	✖	✖	✖
color	13	✖	✔	✖
most	12	✖	✖	✖
read	11	✖	✖	✔
will	11	✖	✖	✔
tips	10	✖	✖	✖

> This table highlights the importance of being consistent with your use of keywords.
>
> To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.

Alt Attribute

We found 75 images on this web page

✔ No ALT attributes are empty or missing.

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.

Text/HTML Ratio

HTML to Text Ratio is: **1.84%**

Text content size 8872 bytes

Total HTML size 483449 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by

search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.

GZIP compression

Wow! It's GZIP Enabled.

✔ Your webpage is compressed from 472 KB to 97 KB (79.5 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.

Website SEO Stats

IP Canonicalization

No your domain IP 50.28.99.227 does not redirect to fashionisers.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite

Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

Great, you are not using underscores (these_are_underscores) in your URLs

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.

Website SEO Stats

WWW Resolve

Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.

XML Sitemap

Good, you have XML Sitemap file!
http://fashionisers.com/sitemap.xml

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.
We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.

Robots.txt

Good, you have Robots.txt file!
http://fashionisers.com/robots.txt

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.
You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.

Website SEO Stats

Embedded Objects

Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

Exactly how many years and months

Domain Age: 11 Years, 283 Days

Created Date: 6th-Dec-2011

Updated Date: 7th-Dec-2022

Expiry Date: 6th-Dec-2023

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.

Website SEO Stats

Indexed Pages

Indexed pages in search engines

337 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture &

internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.

Backlinks Counter

Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site.

Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.

Website SEO Stats

Usability

URL

http://fashionisers.com
Length: 12 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g.,

http://www.mysite.com/en/products).

Favicon

Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page

Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so

hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

Page Size

267 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time

1.58 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language

Good, you have declared your language
Declared Language: EN-US

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Website SEO Stats

Domain Availability
⚙ ⚙ ⚙

Domains (TLD)	Status
fashionisers.net	Available
fashionisers.org	Already Registered
fashionisers.biz	Already Registered
fashionisers.us	Available
fashionisers.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability
⚙ ⚙ ⚙

Domains (TLD)	Status
cashionisers.com	Available
dashionisers.com	Available
eashionisers.com	Available
rashionisers.com	Available
tashionisers.com	Available

Register the various typos of your domain to protect your brand from cybersquatters.

Website SEO Stats

Email Privacy

Good, no email address has been found in plain text.

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Safe Browsing

The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.

Website SEO Stats

Mobile

Mobile Friendliness

Oh No! This page is not mobile-friendly.
Your mobile friendly score is 0/100

> Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.

Mobile Compatibility

Bad, embedded objects detected.

> Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.
>
> But avoid using Embedded Objects, so your content can be accessed on all devices.

Website SEO Stats

Mobile View

⚙ ⚙ ⚙

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.

Technologies

Server IP
☼ ☼ ☼

Server IP	Server Location	Service Pr
161.35.190.110	Blog with fashion campaigns, styling advice and beauty tipsTitleFashionisers	Not Availa

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips
☼ ☼ ☼

Tips for authoring fast-loading HTML pages:

✖ Too bad, your website has too many CSS files.

✖ Too bad, your website has too many JavaScript files.

✔ Perfect, your website doesn't use nested tables.

✖ Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.

Analytics
☼ ☼ ☼

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.

Website SEO Stats

Doc Type

Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to

index. Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.

Social

Social Data

⚙ ⚙ ⚙

Your social media status

f Facebook: ✖

G+ Twitter: ✖

in Instagram: ✔ Fashionisers

Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Website SEO Stats

Visitors

○ **Traffic Rank**
⚙ ⚙ ⚙

No Global Rank

> A low rank means that your website gets a lot of visitors.
>
> Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

○ **Visitors Localization**
⚙ ⚙ ⚙

Your website is popular on following countries:

No data available

> We recommend that you book the domain names for the countries where your ??website is popular.
>
> This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

○ **Estimated Worth**
⚙ ⚙ ⚙

$60 USD

> Just a estimated worth of your website based on Alexa Rank.

Website SEO Stats

Link Analysis

In-Page Links

We found a total of 81 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Video	Internal Links	Dofollow
Beauty	Internal Links	Dofollow
Fashion	Internal Links	Dofollow
Accessories	Internal Links	Dofollow
Celebrities	Internal Links	Dofollow
Lingerie & Swimwear	Internal Links	Dofollow
Style Tips	Internal Links	Dofollow
Vegan Fashion	Internal Links	Dofollow
Lifestyle	Internal Links	Dofollow
Fitness & Diet	Internal Links	Dofollow
Food & Drinks	Internal Links	Dofollow
Travel	Internal Links	Dofollow
Hair	Internal Links	Dofollow
Braided Hairstyles	Internal Links	Dofollow
Celebrity Hairstyles	Internal Links	Dofollow
Hair Colors	Internal Links	Dofollow
Long Hairstyles	Internal Links	Dofollow
Short Hairstyles	Internal Links	Dofollow
Makeup	Internal Links	Dofollow
Nails	Internal Links	Dofollow
Trends	Internal Links	Dofollow
Accessory Trends	Internal Links	Dofollow
Color Trends	Internal Links	Dofollow
Handbag Trends	Internal Links	Dofollow
Makeup Trends	Internal Links	Dofollow
Nail Trends	Internal Links	Dofollow
Print Trends	Internal Links	Dofollow
Shoe Trends	Internal Links	Dofollow
Swimwear Trends	Internal Links	Dofollow
Shopping	Internal Links	Dofollow
Newsletter	Internal Links	Follow
Read Article	Internal Links	Dofollow
Read Article	Internal Links	Dofollow
Read Article	Internal Links	Dofollow
Read Article	Internal Links	Dofollow
Read Article	Internal Links	Dofollow
Makeup Trends Add Glam Back Into Your Life With These Fierce Makeover Inspirations	Internal Links	Dofollow
Nail Trends Galaxy Nails Are Back And Better Than We Remember	Internal Links	Dofollow
Hair Trends Messy Waves Is The New Hairstyle In Town	Internal Links	Dofollow
Gallery	Internal Links	Dofollow
With Medica Smile, experience the Magic of Porcelain Veneers in Turkey	Internal Links	Dofollow
How to Style Your Outfit With the Perfect Pair of Socks	Internal Links	Dofollow
Flatlay Photography of Products: An Educational Guide	Internal Links	Dofollow
social media	Internal Links	Dofollow
7 Fall Shoe Trends That Complement Your Jeans	Internal Links	Dofollow

Stepping Up Your Style: 7 Tips for Rocking Platform Boots with Confidence	Internal Links	Dofollow
2	Internal Links	Dofollow
3	Internal Links	Dofollow
4	Internal Links	Dofollow
10	Internal Links	Dofollow
20	Internal Links	Dofollow
30	Internal Links	Dofollow
Last »	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
About Us	Internal Links	Dofollow
HERE	Internal Links	Dofollow
platform boots	External Links	Dofollow
No Anchor Text	External Links	Dofollow
From Classic To Modern: The Evolution Of Prom Dres	External Links	Dofollow
Many variations regarding color, style, and fabric	External Links	Dofollow
Dopamine dressing has emerged as one of the most s	External Links	Dofollow
Unless you've been completely disconnected from	External Links	Dofollow
The cowgirl trend has been circulating in fashion	External Links	Dofollow
Whether you are a #blogger, #influencer, #photogra	External Links	Dofollow
The beautiful @mahlaghajaberi on our new digital c	External Links	Dofollow
Orange color trends are back!!! Click the link in	External Links	Dofollow
Looking stylish and cute high above the @yucatantu	External Links	Dofollow
Only 15 days away from #Tianguis and counting! We	External Links	Dofollow
Scorpios are usually intense by nature. As #Scorpi	External Links	Dofollow
Wedding season is coming up, and this year I'm s	External Links	Dofollow
School days are back, which means it's time to s	External Links	Dofollow
It's been a while since the #Balayage #hair tren	External Links	Dofollow
How your #makeover turns out greatly depends on yo	External Links	Dofollow
Recently, we are seeing A-list Hollywood celebriti	External Links	Dofollow
Since the first casino in the world, the Casinò d	External Links	Dofollow
Many of us are excited for winter because we get t	External Links	Dofollow
This fall, many old trends are resurfacing; one su	External Links	Dofollow
Whether you go for subtle, winged, or bold flicks,	External Links	Dofollow
No Anchor Text	External Links	Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.

Broken Links   No broken links were found on this web page

Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken

links in the future, take the time to replace or remove each one.

Website SEO Stats