The score is 49/100

SEO Content

✅	Title	FemmeSpot – Fulfill Your Beauty And Skincare Needs **Length : 50** Perfect, your title contains between 10 and 70 characters.
✅	Description	Heat-up your skincare routine this summer - find the perfect products at unbeatable prices at FemmeSpot. Shop Now! **Length : 114** Great, your meta description contains between 70 and 160 characters.
❌	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.

Property	Content
locale	en_US
site_name	FemmeSpot - Makeup, Skincare and Fragrance Store in Pakistan
type	website
title	FemmeSpot – Fulfill Your Beauty And Skincare Needs
description	Heat-up your skincare routine this summer - find the perfect products at unbeatable prices at FemmeSpot. Shop Now!
url	https://femmespot.com/

Headings					
H1	**H2**	**H3**	**H4**	**H5**	**H6**
0	14	6	0	0	6

- [H2] Shop by Category

SEO Content

- [H2] New Arrivals
- [H2] Dreams Lipstick By Heng Fang – Set of 6
- [H2] Ultra Beauty 5 in 1 Lipsticks
- [H2] Kemei KM-3024 4 in 1 Ladies Face Hair Trimmer
- [H2] Dr. Rashel Green Tea Purify Balancing Skin Care Kit 10 Piece Set
- [H2] Heng Fang Airpods Lipsticks
- [H2] DR RASHEL Lip Balm
- [H2] Miss Rose Matte Liquid Foundation Ivory 6
- [H2] BEDAZZLE Pour Femme Perfume For Females 100ml
- [H2] SHOP
- [H2] BRANDS
- [H2] Company
- [H2] CONTACT
- [H3] Summer Skincare Sale!
- [H3] Beauty Collection by Miss Rose
- [H3] Skincare Collection by Dr Rashel
- [H3] Shop By Brand
- [H3] Subscribe to our Newsletter
- [H3] Your Cart (0)
- [H6] Skincare
- [H6] Haircare
- [H6] Makeup
- [H6] Hands & Nails
- [H6] Body & Bath
- [H6] Fragrance

	Images	We found 55 images on this web page. 30 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 : **5%** 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	Good. Your links looks friendly!
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.

SEO Links

✓	In-page links	We found a total of 39 links including 0 link(s) to files
◉	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Shop All Brands	Internal	Passing Juice
Makeup	Internal	Passing Juice
Skincare	Internal	Passing Juice
Fragrance	Internal	Passing Juice
Free Shipping	Internal	Passing Juice
Blog	Internal	Passing Juice
Newsletter	Internal	Passing Juice
Haircare	Internal	Passing Juice
Hands & Nails	Internal	Passing Juice
Body & Bath	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
Gift Box	Internal	Passing Juice
Dreams Lipstick By Heng Fang – Set of 6	Internal	Passing Juice
Lipsticks	Internal	Passing Juice
Ultra Beauty 5 in 1 Lipsticks	Internal	Passing Juice

In-page links

[Beauty Tools](#)	Internal	Passing Juice
[Kemei KM-3024 4 in 1 Ladies Face Hair Trimmer](#)	Internal	Passing Juice
[Dr. Rashel Green Tea Purify Balancing Skin Care Kit 10 Piece Set](#)	Internal	Passing Juice
[Heng Fang Airpods Lipsticks](#)	Internal	Passing Juice
[Foundation & BB Cream](#)	Internal	Passing Juice
[Miss Rose Matte Liquid Foundation Ivory 6](#)	Internal	Passing Juice
[Perfumes](#)	Internal	Passing Juice
[BEDAZZLE Pour Femme Perfume For Females 100ml](#)	Internal	Passing Juice
[-](#)	Internal	Passing Juice
[-](#)	Internal	Passing Juice
[Heng Fang](#)	Internal	Passing Juice
[Emelie](#)	Internal	Passing Juice
[Karite](#)	Internal	Passing Juice
[Our Story](#)	Internal	Passing Juice
[Contact Us](#)	Internal	Passing Juice
[Privacy Policy](#)	Internal	Passing Juice
[Shipping & Returns](#)	Internal	Passing Juice
[Newsletter](#)	Internal	Passing Juice
[Don't show this popup again](#)	Internal	Passing Juice

SEO Keywords

◉ Keywords Cloud	skincare shop wishlist quick current original more read price view

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

more	19	✖	✖	✖	✖
read	16	✖	✖	✖	✖
price	16	✖	✖	✔	✖
skincare	12	✔	✖	✔	✔
wishlist	8	✖	✖	✖	✖

Usability

	Url	Domain : femmespot.com Length : 13
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	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 : 12 Warnings : 82
✖	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✔	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

Document

	Speed Tips	
		✔ 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	
		✔ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✔		https://femmespot.com/sitemap.xml
		https://femmespot.com/sitemap.rss
✔	Robots.txt	http://femmespot.com/robots.txt
		Great, your website has a robots.txt file.
✖	Analytics	Missing
		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.