Website review
generalstructuresinc.com

Generated on March 25 2025 10:56 AM

The score is 39/100

SEO Content

✓	Title	General Structures Inc. **Length : 23** Perfect, your title contains between 10 and 70 characters.
⚠	Description	At General Structures, Inc. we lead the way in light pole manufacturing. If you need a light pole for your project, we can manufacture it and ship it right to the job site. **Length : 172** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✗	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
type	website
title	General Structures Inc.
description	At General Structures, Inc. we lead the way in light pole manufacturing. If you need a light pole for your project, we can manufacture it and ship it right to the job site.
url	https://generalstructuresinc.com/
site_name	General Structures Inc.

SEO Content

	Headings						
		H1	**H2**	**H3**	**H4**	**H5**	**H6**
		1	11	2	0	0	0

- [H1]
- [H2]
- [H2]
- [H2] The Info You Need
- [H2] The Info You Need
- [H2] The Info You Need
- [H2] Delivering the Right Solutions
- [H2] Delivering the Right Solutions
- [H2] Delivering the Right Solutions
- [H2] Where and When You Need Us
- [H2] Where and When You Need Us
- [H2] Where and When You Need Us
- [H3] About Us
- [H3] Quick Search

	Images	We found 23 images on this web page. 18 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 28 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0%

SEO Links

Internal Links 100%

In-page links

Anchor	Type	Juice
Products	Internal	Passing Juice
-	Internal	Passing Juice
Commercial and Industrial	Internal	Passing Juice
Brackets	Internal	Passing Juice
Options and Accessories	Internal	Passing Juice
Pole Info Center	Internal	Passing Juice
Frequently Asked Questions	Internal	Passing Juice
EPA Tables	Internal	Passing Juice
Lightspeed Quick-Ship Program	Internal	Passing Juice
Product Instructions	Internal	Passing Juice
Ordering Logic	Internal	Passing Juice
UL and CSA Listed	Internal	Passing Juice
Wind-Load / Foundation Calcs	Internal	Passing Juice
Finishing Process and Colors	Internal	Passing Juice
Finish Warranties	Internal	Passing Juice
Wind-Induced Vibrations	Internal	Passing Juice
Vibration Control	Internal	Passing Juice
Pole Installation	Internal	Passing Juice
Small Parts	Internal	Passing Juice
Shipping and Handling	Internal	Passing Juice
Pole Maintenance and Inspection	Internal	Passing Juice
Find A Sales Rep	Internal	Passing Juice
About Us	Internal	Passing Juice
Our Work	Internal	Passing Juice

In-page links

Contact Us	Internal	Passing Juice
Blog	Internal	Passing Juice
FBC EPA Data	Internal	Passing Juice
Selling Terms & Conditions	Internal	Passing Juice

SEO Keywords

Keywords Cloud	finish pole logic listed instructions csa calcs wind-load foundation epa

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
pole	6	✖	✖	✔	✖
epa	3	✖	✖	✖	✖
instructions	2	✖	✖	✖	✖
finish	2	✖	✖	✖	✖
logic	2	✖	✖	✖	✖

Usability

Url	Domain : generalstructuresinc.com Length : 24	
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	XHTML 1.0 Transitional
✘	Encoding	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
✘	W3C Validity	Errors : 36 Warnings : 43
✔	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	✔ 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://generalstructuresinc.com/sitemap_index.xml
	Robots.txt	http://generalstructuresinc.com/robots.txt

Optimization

✅		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.