





Website review hugabub.com

Generated on June 03 2025 22:53 PM

The score is 50/100



SEO Content

	Title	<p>Hug-a-Bub - Australia's Favourite Wrap Baby Carrier & Ring Sling &ndash; hugabub.com.au</p> <p>Length : 95</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>										
	Description	<p>Australia's favourite wrap baby carrier is made from certified Organic Cotton and made in a Fair Trade factory. When choosing baby wraps, be sure to check fabric, and how it is made. Hug-a-Bub baby slings and carriers have just the right amount of stretch, and are naturally lightweight and breathable.</p> <p>Length : 306</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.</p>										
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>										
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table><tr><th>Property</th><th>Content</th></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Hug-a-Bub - Australia's Favourite Wrap Baby Carrier & Ring Sling</td></tr><tr><td>image</td><td>http://hugabub.com.au/cdn/shop/t/6/assets/logo.png?50</td></tr><tr><td>image:secure_url</td><td>https://hugabub.com.au/cdn/shop/t/6/assets/logo.png?50</td></tr></table>	Property	Content	type	website	title	Hug-a-Bub - Australia's Favourite Wrap Baby Carrier & Ring Sling	image	http://hugabub.com.au/cdn/shop/t/6/assets/logo.png?50	image:secure_url	https://hugabub.com.au/cdn/shop/t/6/assets/logo.png?50
Property	Content											
type	website											
title	Hug-a-Bub - Australia's Favourite Wrap Baby Carrier & Ring Sling											
image	http://hugabub.com.au/cdn/shop/t/6/assets/logo.png?50											
image:secure_url	https://hugabub.com.au/cdn/shop/t/6/assets/logo.png?50											





SEO Content

description	Australia's favourite wrap baby carrier is made from certified Organic Cotton and made in a Fair Trade factory. When choosing baby wraps, be sure to check fabric, and how it is made. Hug-a-Bub baby slings and carriers have just the right amount of stretch, and are naturally lightweight and breathable.
url	https://hugabub.com.au/
site_name	hugabub.com.au





Headings

H1 8	H2 10	H3 13	H4 0	H5 14	H6 0
<ul style="list-style-type: none">• [H1]• [H1] Feel close, feel free• [H1] Feel close, feel free• [H1] How To Wrap - Basic Front Wrap• [H1] Born in Byron Bay Australia• [H1] Smile, it's easier than it looks• [H1] Testimonials• [H1] A premium NEW style• [H2] Reassure your baby you care, and you're there• [H2] Reassure your baby you're there, and you care• [H2] Pure Organic Cotton Hug-a-Bub pocket wrap carrier.• [H2] Pure Organic Cotton Lightweight Hug-a-Bub wrap carrier.• [H2] Pure Organic Cotton Hug-a-Bub pocket wrap carrier.• [H2] Pure Organic Cotton Lightweight Hug-a-Bub wrap carrier.• [H2] Pure Organic Cotton Mesh traditional Hug-a-Bub ring sling• [H2] Pure Organic Cotton Mesh traditional Hug-a-Bub ring sling• [H2] Mother Nature gifts us beautiful places and and we pledge to help her• [H2] Newbie Love is the world's first wrap carrier with built-in head support for delicate newborns.• [H3] Home• [H3] Shop our range• [H3] About our carriers• [H3] Let's Talk• [H3] AUTUMN SALE 15% OFF! Lightweight wrap carrier 100% organic carrier - charcoal & FREE Doll's wrap (valued at \$19.95)• [H3] AUTUMN SALE 15% OFF! Ombré Lightweight wrap carrier 100% organic carrier - dusk & FREE Doll's wrap (valued at \$19.95)• [H3] AUTUMN SALE 15% OFF! Lightweight wrap carrier 100% organic carrier - charcoal & FREE Matching Hip Bag Charcoal (valued at \$29.95)• [H3] AUTUMN SALE 15% OFF! Pocket wrap carrier 100% organic - french sailor & FREE Doll's wrap (valued at \$19.95)• [H3] AUTUMN SALE 15% OFF! Lightweight wrap carrier 100% organic cotton - grey palms & FREE Doll's wrap (valued at \$19.95)• [H3] AUTUMN SALE 15% OFF! Pocket wrap carrier 100% organic - french sailor & free matching bib• [H3] 100% organic Cotton Attachable Hip Bag Charcoal					

SEO Content

		<ul style="list-style-type: none">• [H3] Subtotal• [H3] {{totalPrice}}• [H5] All Carriers• [H5] Pocket wrap carriers• [H5] Lightweight wrap carriers• [H5] Ring Slings• [H5] Best Sellers• [H5] Sale Items• [H5] Born in Byron Bay• [H5] Why Babywearing?• [H5] Choosing a Baby Carrier• [H5] Easy How to Hug-a-Bub Instructions• [H5] Best Baby Carrier for Newborns• [H5] Newbie Love• [H5] Join the conversation• [H5]
	Images	<p>We found 18 images on this web page.</p> <p>9 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 : 7%</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	Great, there are no Iframes detected on this page.

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	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 3.57%</p> <p>Internal Links 96.43%</p>


In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Shop our range	Internal	Passing Juice
All Carriers	Internal	Passing Juice
Pocket wrap carriers	Internal	Passing Juice
Lightweight wrap carriers	Internal	Passing Juice
Ring Slings	Internal	Passing Juice
Best Sellers	Internal	Passing Juice
Sale Items	Internal	Passing Juice
About our carriers	Internal	Passing Juice
Why Babywearing?	Internal	Passing Juice
Choosing a Baby Carrier	Internal	Passing Juice
Easy How to Hug-a-Bub Instructions	Internal	Passing Juice
Best Baby Carrier for Newborns	Internal	Passing Juice
Newbie Love	Internal	Passing Juice
Let's Talk	Internal	Passing Juice
READ MORE	Internal	Passing Juice
AUTUMN SALE 15% OFF! Lightweight wrap carrier 100% organic carrier - charcoal & FREE Doll's wrap (valued at \$19.95)	Internal	Passing Juice
AUTUMN SALE 15% OFF! Ombré Lightweight wrap carrier 100% organic carrier - dusk & FREE Doll's wrap (valued at \$19.95)	Internal	Passing Juice
AUTUMN SALE 15% OFF! Lightweight wrap carrier 100% organic carrier - charcoal & FREE Matching Hip Bag Charcoal (valued at \$29.95)	Internal	Passing Juice
AUTUMN SALE 15% OFF! Pocket wrap carrier 100% organic - french sailor & FREE Doll's wrap (valued at \$19.95)	Internal	Passing Juice
AUTUMN SALE 15% OFF! Lightweight wrap carrier 100% organic cotton - grey palms & FREE Doll's wrap (valued at \$19.95)	Internal	Passing Juice

In-page links

AUTUMN SALE 15% OFF! Pocket wrap carrier 100% organic - french sailor & free matching bib	Internal	Passing Juice
100% organic Cotton Attachable Hip Bag Charcoal	Internal	Passing Juice
video	External	Passing Juice
Search	Internal	Passing Juice
What should I get my friend for her baby shower?	Internal	Passing Juice
Powered by Shopify	Internal	noFollow
{{name}}	Internal	Passing Juice



SEO Keywords

	Keywords Cloud	wrap carriers review baby carrier product sale more all close
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
wrap	10	✓	✗	✓	✓
sale	7	✗	✗	✗	✓
carrier	6	✓	✗	✓	✓
baby	5	✓	✗	✓	✓
more	4	✗	✗	✗	✗












Usability

	Url	Domain : hugabub.com Length : 11
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.



Usability

	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 : 0 Warnings : 0				
	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	<table><tr><th>Deprecated tags</th><th>Occurrences</th></tr><tr><td><s></td><td>6</td></tr></table> <p>Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.</p>	Deprecated tags	Occurrences	<s>	6
Deprecated tags	Occurrences					
<s>	6					
	Speed Tips	<div> Attention! Try to avoid nested tables in HTML.</div> <div> Too bad, your website is using inline styles.</div> <div> Great, your website has few CSS files.</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Too bad, your website does not take advantage of gzip.</div>				


Mobile

	Mobile Optimization	 Apple Icon
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Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization

✓	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p>https://hugabub.com.au/sitemap.xml</p>
✓	Robots.txt	<p>http://hugabub.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
✓	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>