



Website review keralarcade.com

Generated on May 31 2025 11:03 AM

The score is 33/100







SEO Content

	Title	Kerala Online Shopping Mall Length : 27 Perfect, your title contains between 10 and 70 characters.					
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.					
	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	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.					
	Headings	H1 0	H2 0	H3 0	H4 0	H5 0	H6 0
	Images	We found 40 images on this web page. 31 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 : 29% Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.					
	Flash	Terrible, you have Flash content, this mean that for search engines hard to understand your content.					

SEO Content

	Iframe	Great, there are no Iframes detected on this page.
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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 32 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 9.38% Internal Links 90.63%


In-page links

Anchor	Type	Juice
Sign up	Internal	Passing Juice
Login	Internal	Passing Juice
View Cart	Internal	Passing Juice
My Account	Internal	Passing Juice
Airline Details	Internal	Passing Juice
Watch Airway Bills	Internal	Passing Juice
Home	Internal	Passing Juice
Coir Products	Internal	Passing Juice
Cakes and Sweets	Internal	Passing Juice
Confectioneries	Internal	Passing Juice
Flowers	Internal	Passing Juice

In-page links

Jewellery	Internal	Passing Juice
Soft Toys	Internal	Passing Juice
Tableware/Crockery	Internal	Passing Juice
Textiles	Internal	Passing Juice
Pearls	Internal	Passing Juice
Flowers>>	Internal	Passing Juice
Cakes and Sweets>>	Internal	Passing Juice
Confectioneries>>	Internal	Passing Juice
Get our special gift package	External	Passing Juice
Bulk Order	Internal	Passing Juice
Contact us	Internal	Passing Juice
About us	Internal	Passing Juice
KSIE	Internal	Passing Juice
Feedback	Internal	Passing Juice
Watch Airway Bills	Internal	Passing Juice
Right to Information Act-2005	Internal	Passing Juice
Terms and Conditions	Internal	Passing Juice
Disclaimer	Internal	Passing Juice
Home	Internal	Passing Juice
InApp	External	Passing Juice
NAVOMEDIA	External	Passing Juice






SEO Keywords

	Keywords Cloud	inr items products most popular new shopping airway terms delivery
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
inr	3	✖	✖	✖	✖
shopping	3	✔	✖	✖	✖
items	3	✖	✖	✖	✖
products	3	✖	✖	✖	✖
new	3	✖	✖	✖	✖


Usability

	Url	Domain : keralarcade.com Length : 15
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	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.

Document

	Doctype	Missing doctype
	Encoding	Perfect. Your declared charset is ISO-8859-1.
	W3C Validity	Errors : 630 Warnings : 26
	Email Privacy	Great no email address has been found in plain text!


Document




Deprecated HTML


Deprecated tags	Occurrences
	19


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.





Speed Tips

 Attention! Try to avoid nested tables in HTML.





 Perfect. No inline css has been found in HTML tags!

 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	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <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://keralarcade.com/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>