






Website review princetonshopping.com

Generated on March 22 2025 19:40 PM







The score is 40/100






SEO Content

	Title	<p>Princeton Stores and Shopping</p> <p>Length : 29</p> <p>Perfect, your title contains between 10 and 70 characters.</p>
	Description	<p>Shopping in Princeton and the surrounding area has never been better and MORE IMPORTANT. There is something for everyone - upscale chains, as well as unique shops and boutiques. POL Shopping Guide provides the latest information on what's new and happening with our local merchants and what boutiques are worth popping into as you stroll the streets. During this holiday season, shop LOCAL for loved ones - it's a win for your family and a win for our local shop owners!</p> <p>Length : 472</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>Accessories Antiques Appliances Art Supplies Arts and Crafts Baby Bakery Balloons Beauty Products Bike Shops Bookstores Breads and Pastries Bridal Registry Butcher Camping Gear Candy & Chocolate Cards and Gifts Children's Books Children's Clothing Computer Equipment Consignment Shops Corporate Gifts Cupcakes Custom Framing Custom Menswear Department Stores Discount Wine and Liquor Dry Cleaners Electric Bikes Electronics Ethnic Foods Eyewear Farmers Markets Firebowls Fish Markets Florists Fresh Flowers & Produce Furniture Gift Baskets Gifts Gourmet & Specialty Foods Gourmet To Go Grass Fed Butchers Handbags Hardware Hobby Stores Home Furnishings Ice Cream Infant and Toddler Products Intimate Apparel Invitations & Stationery Jewelers Jewelry Kitchen Supplies Lighting Lingerie Liquor Stores Luggage Markets Mattresses Men's Apparel Music & DVDs Musical Instruments Natural Food Markets Natural Pet Food Office Supplies Online Groceries Outdoor Furnishings Outlet Stores Packing & Shipping Supplies Party Dresses Party Rentals & Supplies Pet Accessories Pet Apparel Pet Stores Pet Supplies Pharmacies Photo Stores Rugs and Carpets School Supplies Shoe Repair Shoes Shopping Centers Shopping Malls Skateboards Skis and Snowboards Soaps and Toiletries Sporting Goods Supermarkets Tailors Teen Apparel Tennis Equipment Ticketing Companies Tobacconists Toys Tuxedos Vacuums Vintage Vintage Jewelry Vinyl Records Wedding Cakes & Cupcakes Wedding Dresses Wine Women's Apparel</p>


SEO Content

		Good, your page contains meta 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	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>2</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H1] Princeton Stores and Shopping• [H2] Shopping in Princeton and the surrounding area has never been better and MORE IMPORTANT. There is something for everyone - upscale chains, as well as unique shops and boutiques. POL Shopping Guide provides the latest information on what's new and happening with our local merchants and what boutiques are worth popping into as you stroll the streets. During this holiday season, shop LOCAL for loved ones - it's a win for your family and a win for our local shop owners!• [H2] Shopping Events	H1	H2	H3	H4	H5	H6	1	2	0	0	0	0
H1	H2	H3	H4	H5	H6									
1	2	0	0	0	0									
	Images	We found 17 images on this web page. 10 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 : 8% 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	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 165 links including 8 link(s) to files

SEO Links

	Statistics	External Links : noFollow 0.61%
		External Links : Passing Juice 60%
		Internal Links 39.39%

In-page links

Anchor	Type	Juice
&equiv:	Internal	Passing Juice
Restaurants	External	Passing Juice
Shopping	Internal	Passing Juice
Entertainment	External	Passing Juice
Family	External	Passing Juice
Schools	External	Passing Juice
Health & Wellness	External	Passing Juice
Lodging	External	Passing Juice
Non-Profits	External	Passing Juice
Real Estate	External	Passing Juice
All Guides	External	Passing Juice
Automotive	External	Passing Juice
Beauty	External	Passing Juice
Business	External	Passing Juice
Financial Services	External	Passing Juice
Holiday	External	Passing Juice
Home Improvement	External	Passing Juice
House and Garden	External	Passing Juice
Law	External	Passing Juice
Newtown Yardley	External	Passing Juice
Pets	External	Passing Juice

In-page links

Seniors	External	Passing Juice
Sports	External	Passing Juice
Summer Camps	External	Passing Juice
Summer Fun	External	Passing Juice
Weddings	External	Passing Juice
Princeton	Internal	Passing Juice
Black History & Culture	External	Passing Juice
History	External	Passing Juice
Libraries	External	Passing Juice
Local Government	External	Passing Juice
Parking	External	Passing Juice
Places of Worship	External	Passing Juice
Relocation Information	External	Passing Juice
Transportation/Directions	External	Passing Juice
Annual Events	External	Passing Juice
Breweries	External	Passing Juice
Events	External	Passing Juice
Garden Tours	External	Passing Juice
Golf Courses	External	Passing Juice
Hiking/Biking	External	Passing Juice
Historical Sites	External	Passing Juice
Hopewell	External	Passing Juice
Lawrenceville	External	Passing Juice
Local Farms	External	Passing Juice
Museums/Galleries	External	Passing Juice
Nature Reserves	External	Passing Juice
Newtown Yardley	External	Passing Juice
Pennington	External	Passing Juice

In-page links

Parks & Playgrounds	External	Passing Juice
Walking Tours	External	Passing Juice
Wineries	External	Passing Juice
Announcements	External	Passing Juice
Articles	External	Passing Juice
Blogs	External	Passing Juice
Movies	External	Passing Juice
Press Releases	External	Passing Juice
Snapshots	External	Passing Juice
Web Services	External	Passing Juice
Advertising	External	Passing Juice
App Development	External	Passing Juice
Hosting	External	Passing Juice
Web Design	External	Passing Juice
About Us	External	Passing Juice
Contact Us	External	Passing Juice
E-mail Newsletter	External	Passing Juice
Princeton Perspectives	External	Passing Juice
Social Feeds	External	Passing Juice
Articles	External	Passing Juice
X	External	Passing Juice
Business	External	Passing Juice
Play	Internal	Passing Juice
marketfair-slider-11-22.jpg	External	Passing Juice
Welcome to our Princeton NJ Shopping Guide	Internal	noFollow
hamilton-jewelers-wedding-01.jpg	External	Passing Juice
=	Internal	noFollow
princeton-ebikes-slider.jpg	External	Passing Juice

In-page links

=	Internal	noFollow
jhynes-pennington-6743.jpg	External	Passing Juice
=	Internal	noFollow
jhynes-shopping-6611.jpg	External	Passing Juice
=	Internal	noFollow
jhynes-real-estate-6661.jpg	External	Passing Juice
=	Internal	noFollow
jzad-shopping-mccaffreys-supermarket-18.jpg	External	Passing Juice
=	Internal	noFollow
hsp-nassau-street-scene-01.jpg	External	Passing Juice
=	Internal	noFollow
Women's Apparel	Internal	Passing Juice
Jewelry	Internal	Passing Juice
Gifts	Internal	Passing Juice
Children's Clothing	Internal	Passing Juice
MarketFair	External	noFollow
marketfairshoppes.com	External	Passing Juice
Accessories	Internal	Passing Juice
Furniture	Internal	Passing Juice
Home Furnishings	Internal	Passing Juice
Kitchen Supplies	Internal	Passing Juice
Men's Apparel	Internal	Passing Juice
Shopping Malls	Internal	Passing Juice
www.mccaffreys.com	External	Passing Juice
Bakery	Internal	Passing Juice
Breads and Pastries	Internal	Passing Juice
Butcher	Internal	Passing Juice
Liquor Stores	Internal	Passing Juice

In-page links

Markets	Internal	Passing Juice
Online Groceries	Internal	Passing Juice
Supermarkets	Internal	Passing Juice
Wine	Internal	Passing Juice
www.pqmonline.com	External	Passing Juice
Fish Markets	Internal	Passing Juice
Fresh Flowers & Produce	Internal	Passing Juice
Wedding Cakes & Cupcakes	Internal	Passing Juice
Dry Cleaners	Internal	Passing Juice
Tailors	Internal	Passing Juice
Children's Clothing	Internal	Passing Juice
Eyewear	Internal	Passing Juice
Handbags	Internal	Passing Juice
Intimate Apparel	Internal	Passing Juice
Lingerie	Internal	Passing Juice
Party Dresses	Internal	Passing Juice
Shoes	Internal	Passing Juice
Shopping Centers	Internal	Passing Juice
Tuxedos	Internal	Passing Juice
Hardware	Internal	Passing Juice
2025	Internal	Passing Juice
Mar	Internal	Passing Juice
Today	Internal	Passing Juice
1	Internal	Passing Juice
6	Internal	Passing Juice
8	Internal	Passing Juice
12	Internal	Passing Juice
13	Internal	Passing Juice


In-page links

14	Internal	Passing Juice
15	Internal	Passing Juice
16	Internal	Passing Juice
20	Internal	Passing Juice
23	Internal	Passing Juice
25	Internal	Passing Juice
26	Internal	Passing Juice
29	Internal	Passing Juice
30	Internal	Passing Juice
Shopping Events	Internal	Passing Juice
Home	External	Passing Juice
Automotive	External	Passing Juice
Dining	External	Passing Juice
Entertainment	External	Passing Juice
Financial Services	External	Passing Juice
Health	External	Passing Juice
Holidays	External	Passing Juice
Home Improvement	External	Passing Juice
Law	External	Passing Juice
Lodging	External	Passing Juice
Non-profits	External	Passing Juice
Real Estate	External	Passing Juice
Schools	External	Passing Juice
Business	External	Passing Juice
Shopping	Internal	Passing Juice
Summer Camps	External	Passing Juice
Weddings	External	Passing Juice
About Us	External	Passing Juice

In-page links

Contact Us	External	Passing Juice
Site Map	External	Passing Juice
Disclaimer and Privacy Policy	External	Passing Juice
Login	Internal	Passing Juice





SEO Keywords

	Keywords Cloud	garden schools shopping web events tours design yardley princeton summer
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
princeton	7	✓	✗	✓	✓
events	6	✗	✗	✗	✓
shopping	5	✓	✓	✓	✓
tours	4	✗	✗	✗	✗
schools	4	✗	✗	✗	✗












Usability

	Url	Domain : princetonshopping.com Length : 21
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.





Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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Document

	Doctype	XHTML 1.0 Transitional				
	Encoding	Perfect. Your declared charset is ISO-8859-1.				
	W3C Validity	Errors : 82 Warnings : 74				
	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></td><td>1</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		1
Deprecated tags	Occurrences					
	1					
	Speed Tips	<div> Attention! Try to avoid nested tables in HTML.</div> <div> Too bad, your website is using inline styles.</div> <div> Too bad, your website has too many CSS files (more than 4).</div> <div> Too bad, your website has too many JS files (more than 6).</div> <div> Perfect, your website takes advantage of gzip.</div>				

Mobile

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

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>http://princetonshopping.com/trafficbasedsspdeltasitemap.xml http://princetonshopping.com/trafficbasedsspsitemap.xml http://www.princetonshopping.com/trafficbasedsspdeltasitemap.xml http://www.princetonshopping.com/trafficbasedsspsitemap.xml</div>
	Robots.txt	<p>http://princetonshopping.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>