Website review shipup.co

Generated on June 07 2025 13:13 PM

The score is 48/100

SEO Content

✅	Title	Home | Shipup **Length : 13** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Post-purchase technology for online retailers **Length : 45** 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
type	website

	Headings	H1	H2	H3	H4	H5	H6
⚪		1	6	37	3	0	0

- [H1] Let your brand shine through delivery
- [H2] On average, brands using Shipup see:
- [H2] Results we are proud of
- [H2] Seamless Integration
- [H2] Loved
- [H2] Featured Resources
- [H2] Ready to reshape your post-purchase experience?
- [H3] Drive engagement
- [H3] Track and Communicate
- [H3] Customer Support Toolkit
- [H3] Optimize operations
- [H3] Operations and Analytics
- [H3] Claim Management
- [H3] Increaserevenue

		[H3] Smart Delivery Estimate [H3] Repurchase Toolkit [H3] Retain customers [H3] Returns Management [H3] Feedback [H3] Help Center [H3] Developer documentation [H3] Blog [H3] Podcast & Webinars [H3] Tracking page examples [H3] Press pages [H3] eBooks [H3] Tools [H3] Business Apps [H3] Ecommerce platforms [H3] Delivery companies [H3] Drive engagement [H3] Optimize operations [H3] Increase revenue [H3] Retain customers [H3] +30 pt [H3] 26% [H3] 50% [H3] We increased our NPS to 79 since implementing Shipup; 50% above the industry average [H3] Shipup allows us to build our own post-purchase experience and to unify it for all our customers across our 11 delivery carriers. [H3] Shipup has allowed us to easily track orders and monitor delivery partners' performance, ensuring we are providing the best possible customer end experience. [H3] With Shipup, we now control the entire customer experience, from click to possession and beyond. [H3] APIs [H3] 150 [H3] 70 [H4] How to Enhance eCommerce Delivery Date Estimates [H4] How Withings increased its ROI by 350% with Shipup [H4] What is Google Vertex AI and how can it enhance eCommerce Estimated Delivery Dates?
❌	Images	We found 124 images on this web page. 122 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 : **6%** 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 Content

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 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.13% Internal Links 96.88%

In-page links

Anchor	Type	Juice
en savoir plus	Internal	Passing Juice
Pricing	Internal	Passing Juice
Customer Stories	Internal	Passing Juice
Denmark	Internal	Passing Juice
Book a demo	Internal	Passing Juice
Learn more	Internal	Passing Juice
Boost your engagement	Internal	Passing Juice
Improve your support team efficiency	Internal	Passing Juice
Unlock new revenue channels	Internal	Passing Juice
Maximize customer loyalty	Internal	Passing Juice
Read the story	Internal	Passing Juice
Discover more customer references	Internal	Passing Juice

In-page links

Track & Communicate	Internal	Passing Juice
Customer Support	Internal	Passing Juice
Ops & Analytics	Internal	Passing Juice
Smart Delivery Estimate	Internal	Passing Juice
Feedback	Internal	Passing Juice
Claim Management	Internal	Passing Juice
Return Management	Internal	Passing Juice
Help Center	Internal	Passing Juice
Developers Documentation	Internal	Passing Juice
Status Page	Internal	Passing Juice
Platforms & Integrations	Internal	Passing Juice
Shipup vs Aftership	Internal	Passing Juice
Shipup vs Narvar	Internal	Passing Juice
Shipup vs Parcellab	Internal	Passing Juice
Our Partners	Internal	Passing Juice
Contact	Internal	Passing Juice
Tech & Product Blog	External	Passing Juice
Careers	Internal	Passing Juice
Privacy policy	Internal	Passing Juice
Legal notice	Internal	Passing Juice

SEO Keywords

Keywords Cloud	customers ecommerce delivery support customer discover increase shipup how experience

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
delivery	21	✖	✖	✖	✔
shipup	17	✔	✖	✖	✔
customer	17	✖	✖	✖	✔
discover	9	✖	✖	✖	✖
how	9	✖	✖	✖	✔

Usability

	Url	Domain : shipup.co Length : 9
✔	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 : 0 Warnings : 0
✔	Email Privacy	Great no email address has been found in plain text!

Document

✅	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. ✔ Great, your website has few CSS files. ✖ 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	Missing Your website does not have an XML sitemap - this can be problematic. 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.
✅	Robots.txt	http://shipup.co/robots.txt Great, your website has a robots.txt file.
✅	Analytics	Great, your website has an analytics tool. Google Analytics