Website review
substack.com

Generated on March 28 2025 23:20 PM

The score is 50/100

SEO Content

✓	Title	Home | Substack **Length : 15** Perfect, your title contains between 10 and 70 characters.
✓	Description	Discover and discuss great writing with the world's smartest readers on Substack. **Length : 81** Great, your meta description contains between 70 and 160 characters.
✗	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
url	https://substack.com/home
type	article
title	Home | Substack
description	Discover and discuss great writing with the world's smartest readers on Substack.
image	https://substackcdn.com/image/fetch/w_400,c_limit,f_auto,q_auto:good,fl_progressive:steep/https%3A%2F%2Fsubstack.com%2Fimg%2Freader%2Fnotes-thumbnail.jpg
image:width	400
image:height	400

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

SEO Content

⚪		
✅	Images	We found 0 images on this web page. Good, most or all of your images have alt attributes.
❌	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	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 1 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 100% Internal Links 0%

In-page links

Anchor	Type	Juice
turn on JavaScript	External	Passing Juice

SEO Keywords

	Keywords Cloud
⊙	unblock turn please javascript get home app correctly run site

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
app	2	✖	✖	✖	✔
home	2	✔	✖	✖	✖
javascript	2	✖	✖	✖	✖
get	2	✖	✖	✖	✖
site	1	✖	✖	✖	✖

Usability

	Url	Domain : substack.com Length : 12
✔	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.

Document

❌	W3C Validity	Errors : 20 Warnings : 122
✅	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). ✖ Too bad, your website does not take advantage of gzip.

Mobile

⚪	Mobile Optimization	✔ Apple Icon ✔ Meta Viewport Tag ✔ Flash content

Optimization

✅	XML Sitemap	Great, your website has an XML sitemap. https://substack.com/sitemap.xml https://substack.com/news_sitemap.xml
✅	Robots.txt	http://substack.com/robots.txt 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.

Optimization