Website review
shopnovelity.com

The score is 45/100

SEO Content

⚠️	Title	Shopnovelity - Discover Unique Items and Join Taichi Fitness Classes – shopnovelity
		Length : 90
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Discover unique items at Shopnovelity and join our Taichi Fitness Classes. Stay fit with pregnancy-safe workouts, prenatal workouts, and workout during pregnancy.
		Length : 162
		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
site_name	shopnovelity
url	https://shopnovelity.com/
title	Shopnovelity - Discover Unique Items and Join Taichi Fitness Classes
type	website
description	Discover unique items at Shopnovelity and join our Taichi Fitness Classes. Stay fit with pregnancy-safe workouts, prenatal workouts, and workout during pregnancy.

SEO Content

		image	http://cdn.shopify.com/s/files/1/0686/9087/0549/files/shopnovelity.com_d0899379-6d37-400a-a48a-e321b8ae9a80.png?v=1686836970
		image:secure_url	https://cdn.shopify.com/s/files/1/0686/9087/0549/files/shopnovelity.com_d0899379-6d37-400a-a48a-e321b8ae9a80.png?v=1686836970
		image:width	500
		image:height	500

	Headings	

H1	H2	H3	H4	H5	H6
1	3	8	0	0	0

- [H1]
- [H2] Item added to your cart
- [H2] Country/region
- [H2] Country/region
- [H3] Prenatal Fitness Course Video
- [H3] Prenatal Fitness Course Video
- [H3] Self-massage with a Roller Video
- [H3] Self-massage with a Roller Video
- [H3] Taichi - Theory and Breathing Video (P.1)
- [H3] Taichi - Theory and Breathing Video (P.1)
- [H3] Taichi Part 2 Video - Initial Form
- [H3] Taichi Part 2 Video - Initial Form

	Images	We found 9 images on this web page. 4 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 : **3%** 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	Perfect! No underscores detected in your URLs.

SEO Links

	URLs	
	In-page links	We found a total of 13 links including 0 link(s) to files
	Statistics	External Links : noFollow 7.69% External Links : Passing Juice 0% Internal Links 92.31%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
View my cart	Internal	Passing Juice
Prenatal Fitness Course Video	Internal	Passing Juice
Self-massage with a Roller Video	Internal	Passing Juice
Taichi - Theory and Breathing Video (P.1)	Internal	Passing Juice
Taichi Part 2 Video - Initial Form	Internal	Passing Juice
shopnovelity	Internal	Passing Juice
Powered by Shopify	External	noFollow
Refund policy	Internal	Passing Juice
Privacy policy	Internal	Passing Juice
Terms of service	Internal	Passing Juice
Shipping policy	Internal	Passing Juice
Contact information	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	usd video fitness regular taichi form initial price unit sale

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
price	16	✖	✖	✖	✖
usd	12	✖	✖	✖	✖
sale	12	✖	✖	✖	✖
video	8	✖	✖	✖	✔
regular	8	✖	✖	✖	✖

Usability

	Url	Domain : shopnovelity.com Length : 16
✖	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	Great. We have found 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 : 33 Warnings : 4
✔	Email Privacy	Great no email address has been found in plain text!

Document

	Deprecated HTML	Deprecated tags	Occurrences
❌		<s>	4

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		
⬤		✔ 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).	
		✔ Perfect, your website takes advantage of gzip.	

Mobile

	Mobile Optimization		
⬤		✖ Apple Icon	
		✔ Meta Viewport Tag	
		✔ Flash content	

Optimization

	XML Sitemap	Great, your website has an XML sitemap.
✔		https://shopnovelity.com/sitemap.xml
✔	Robots.txt	http://shopnovelity.com/robots.txt
		Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool.
		Google Analytics