

SEO Report for <https://www.savoryspiceshop.com/>

81 / 100

SEO SCORE

37 / 49

PASSED CHECKS

9 / 49

FAILED CHECKS

3 / 49

WARNINGS

COMMON SEO ISSUES

Meta Title

- ✓ The meta title of your page has a length of 54 characters. Most search engines will truncate meta titles to 70 characters.

→ Buy Spices, Seasonings and Herbs Online | Savory Spice

Meta Description

- ✓ The meta description of your page has a length of 158 characters. Most search engines will truncate meta descriptions to 160 characters.

→ Savory Spice Shop has the freshest herbs and spices! Buy spices from the best online spice shop at savoryspiceshop.com. Free shipping for all orders over \$35!

Google Search Results Preview

- ⓘ [Buy Spices, Seasonings and Herbs Online | Savory Spice](https://www.savoryspiceshop.com)
<https://www.savoryspiceshop.com>
Savory Spice Shop has the freshest herbs and spices! Buy spices from the best online spice shop at savoryspiceshop.com. Free shipping for all orders over \$35!

Most Common Keywords Test

- ⓘ There is likely no optimal keyword density (search engine algorithms have evolved beyond keyword density metrics as a significant ranking factor). It can be useful, however, to note which keywords appear most often on your page and if they reflect the intended topic of your page. More importantly, the keywords on your page should appear within natural sounding and grammatically correct copy.












→ gift - 21 times
→ spice - 17 times
→ sets - 16 times
→ spices - 11 times
→ savory - 9 times

Keyword Usage



- ⓘ Congratulations! You are using your keywords in your meta-tags, which help search engines to properly identify the topic of your page.












✓ Keyword(s) included in Title tag
✓ Keyword(s) included in Meta-Description tag

Keywords Cloud	<p> <i>i</i> account allpurpose asian assorted available baking blog books bottles bravo's burgers cards caribbean chef chicken cinnamon city club colorado contact containers cookbooks cooking curry denver discount eating email filmed franchise fresh garlic gift gifts graters greek grilling grinders herbs home indian italian january join kitchenware latin local location locations make martin mexican mile mills mission molly navigation offer onion order orders pepper policy pork products promoter questions racks read recipe recipes rewards salad sale salt salts sauces savory seafood season seasonings sets shop shot sign spark specialty Spice spices start steak stocking stocks store stuffers toggle used vanilla year year's </p>
Related Keywords	<p> <i>i</i> This URL is currently ranked in the top 20 organic Google listings for the search terms below: </p> <hr/> <ul style="list-style-type: none"> → harissa mix → spice gift basket → savory spice shop westfield → spices omaha → spice store encinitas
Competitor Domains	<p> <i>i</i> Some of the most relevant competitors for your domain are listed below: </p> <hr/> <ul style="list-style-type: none"> → thespicehouse.com → penzeys.com → worldspice.com → spicesinc.com → myspicesage.com
<h1> Headings Status	<p> <i>!</i> Your page contains many H1 tags. H1 tags should re-inforce the intended topic of your page to search engines - too many tags may make the topic less clear, or look like spam tactics. Consider using less than 5 H1 tags. The current H1 tags are listed below: </p> <hr/> <ul style="list-style-type: none"> → Fresh Ground Spices & Handcrafted Seasonings → Join Savory Rewards → Recipes → @savoryspiceshop → Blog → Our Mission, Our Purpose → 10% off Today
<h2> Headings Status	<p> <i>✓</i> Your page contains H2 headings. Their contents are listed below: </p> <hr/> <ul style="list-style-type: none"> → Banana Cacao Almond Smoothie → Greek Barley Salad
Robots.txt Test	<p> <i>✓</i> Congratulations! Your site uses a "robots.txt" file: https://www.savoryspiceshop.com/robots.txt </p>
Sitemap Test	<p> <i>✗</i> Your site lacks a sitemap file. Sitemaps can help robots index your content more thoroughly and quickly. Read more on Google's guidelines for implementing the sitemap protocol. </p>







Broken Links Test	 We found an unusually high number of links on your web page - 109 total links. Google has historically recommended that websites keep less than 100 links on a web page. While this recommendation has been phased out, an excessive number of links on a page can be indicative of a spammy web page or poor usability, and should be avoided. Congratulations! We have checked 100 links on this web page and none of them are broken.
SEO Friendly URL Test	 Congratulations! All links from your webpage are SEO friendly.
Image Alt Test	 Your webpage has 61 'img' tags and 57 of them are missing the required 'alt' attribute.
Inline CSS Test	 Your webpage is using 76 inline CSS styles!
Deprecated HTML Tags	 We found some HTML deprecated tags. You are advised to change these old tags with equivalent tags or proper CSS rules. → <u>: found 1 time
Google Analytics Test	 Congratulations! Your website is using the latest version of Google Analytics.
Favicon Test	 Congratulations! Your website appears to have a favicon. 
Backlinks Checker	 Your domain has 18,507 total backlinks from 1,588 referring domains . Some most recently found backlinks for your domain are listed below: → Checked on Dec 10, 2017: http://www.paralaptop.com/purpose/purpose-gifts → Checked on Dec 10, 2017: http://www.paralaptop.com/purpose/purpose-gifts → Checked on Dec 10, 2017: http://www.paralaptop.com/purpose/purpose-gifts → Checked on Dec 09, 2017: http://minneapolis-mn.chamb...30636-savory-spice-shop-inc → Checked on Dec 09, 2017: http://minneapolis-mn.chamb...30636-savory-spice-shop-inc
JS Error Checker	 Congratulations! There are no severe JavaScript errors on your web page.
Social Media Check	 Congratulations! Your website is connected successfully with social media using: Facebook ; Twitter ; Pinterest ;

SPEED OPTIMIZATIONS


HTML Page Size Test	 Congratulations! The size of your web page's HTML is 23.55 Kb and is under the average web page's HTML size of 33 Kb. Faster loading websites result in a better user experience, higher conversion rates, and generally better search engine rankings.
HTML Compression/GZIP Test	 Congratulations! Your page is successfully compressed using gzip compression on your code. Your HTML is compressed from 87.86 Kb to 23.55 Kb (73 % size savings) . This helps ensure a faster loading web page and improved user experience.

Site Loading Speed Test	 Your site loading time is around 2.96 seconds and this is under the average loading speed which is 5 seconds .
Page Objects	 Your page has more than 20 http requests, which can slow down page loading. You can try reducing http requests through various methods such as using text instead of images, using css sprites, using data URIs instead of images , or combining several external files together into one. <hr/> HTML Pages: 2; CSS Files: 8; Scripts: 26; Images: 66; Flash Files: 0;
Page Cache Test (Server Side Caching)	 Congratulations, you have a caching mechanism on your website. Caching helps speed page loading times as well as reduces server load.
Flash Test	 Congratulations! Your website does not include flash objects (an outdated technology that was sometimes used to deliver rich multimedia content). Flash content does not work well on mobile devices, and is difficult for crawlers to interpret.
Image Expires Tag Test	 Your site is not using expires headers for your images. An expires tag can help speed up the serving of your webpages for users that regularly visit your site and see the same images. Learn more about how to add expires headers to your images .
JS Minification Test	 Some of your website's JavaScript files are not minified! <hr/> → https://www.savoryspiceshop.com/assets/R...onsiveMultiLevelMenu/js/jquery.dlmenu.js → https://api.tagtray.com/v3/tagtray.js → https://www.savoryspiceshop.com/scripts/combined.js?1489175389 → https://code.jquery.com/ui/1.10.4/jquery-ui.js
CSS Minification Test	 Some of your website's CSS files are not minified! <hr/> → https://www.savoryspiceshop.com/css/combined.css?1504642881 → https://fonts.googleapis.com/css?family=Lato → https://code.jquery.com/ui/1.10.4/themes/ui-lightness/jquery-ui.css → https://www.savoryspiceshop.com/assets/R...sponsiveMultiLevelMenu/css/component.css → https://fonts.googleapis.com/css?family=Open+Sans
Nested Tables Test	 Congratulations, your page does not use nested tables. This speeds up page loading time and optimizes the user experience.
Frameset Test	 Congratulations! Your webpage does not use frames.
Doctype Test	 Congratulations! Your website has a doctype declaration: <hr/> → <code><!DOCTYPE html></code>
URL Redirects Checker	 Congratulations! Your URL doesn't have any redirects (which could potentially cause site indexation issues and site loading delays).

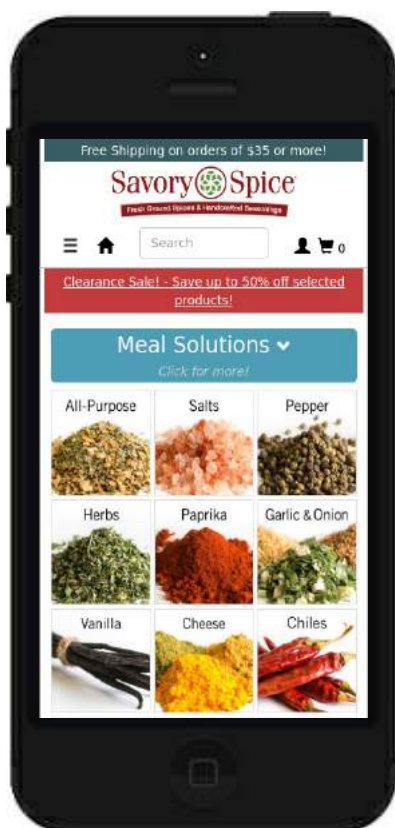
SERVER AND SECURITY

URL Canonicalization Test	 https://www.savoryspiceshop.com and https://savoryspiceshop.com resolve to the same URL.
HTTPS Test	 Your website is successfully using https, a secure communication protocol over the Internet. Note: if your site relies primarily on ad income, be aware that using https may be detrimental to ad earnings .
Safe Browsing Test	 This site is not currently listed as suspicious (no malware or phishing activity found).
Server Signature Test	 Your server signature is on. Turning off your server signature is generally a good idea from a security standpoint. Read more on how to turn off server signature and improve your website's security . <hr/> → Server: Apache/2.4.18 (Ubuntu)
Directory Browsing Test	 Congratulations! Your server has disabled directory browsing.
Plaintext Emails Test	 We found 1 email addresses in your page code. We advise you to protect email links in a way that hides them from the spam harvesters.

MOBILE USABILITY

Media Query Responsive Test	 Congratulations, your website uses media query technique, which is the base for responsive design functionalities.
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Mobile Snapshot



ADVANCED SEO

Microdata Schema Test



Your webpage doesn't take the advantages of HTML Microdata specifications in order to markup structured data. View Google's guide for [getting started with microdata](#).

Noindex Checker



Your webpage does not use the noindex meta tag. This means that your webpage will be read and indexed by search engines.

Canonical Tag Checker





Your page is using the canonical link tag. This tag specifies that the URL: <https://www.savoryspiceshop.com> is preferred to be used in search results. Please ensure that this specification is correct, as canonical tags are often hard-coded and may not always reflect the latest changes in a site's URL structure.

→ `<link rel="canonical" href="https://www.savoryspiceshop.com/" />`

Nofollow Checker



Your webpage does not use the nofollow meta tag. This means that search engines will crawl all links from your webpage.

Disallow Directive Checker	<div><div></div><div>Your robots.txt file disallow the search engines access to some parts of your website. You are advised to check carefully if the access to these resources or pages must be blocked.</div></div> <div><hr/></div> <div><div>→</div><div>Disallow: /payment</div></div> <div><div>→</div><div>Disallow: /singlepagecheckout</div></div> <div><div>→</div><div>Disallow: /scripts</div></div> <div><div>→</div><div>Disallow: /css</div></div> <div><div>→</div><div>Disallow: /seo</div></div> <div><div>→</div><div>Disallow: /admin</div></div> <div><div>→</div><div>Disallow: /cart/spices?*</div></div> <div><div>→</div><div>Disallow: /search/search-results*</div></div>
SPF records checker	<div><div></div><div>Congratulations! Your DNS server is using an SPF record. This SPF record is listed below:</div></div> <div><hr/></div> <div><div>→</div><div>v=spf1 include:emailsrvr.com ~all</div></div>