

# Shoes.com - SEO Checker

Analyzed URL: <http://shoes.com/>

## Overview of the SEO Check



Meta information

66%

Page quality

66%

Page structure

79%

Link structure

25%

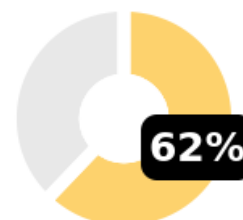
Server






54%

External factors

41%

## SEO Score



 Response time	 File size	 Words	 Media files	 Number of links
1.44 s	245.70 kB	656	6	246 internal / 3 external

## Search preview

[www.shoes.com > block.html](http://www.shoes.com/block.html)

**block**

Shoes.com


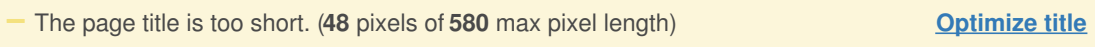
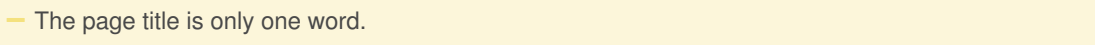


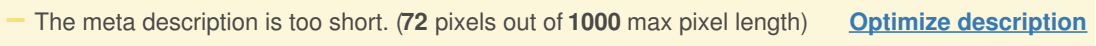

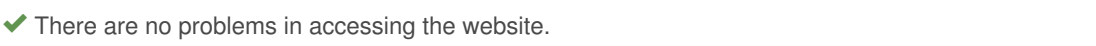












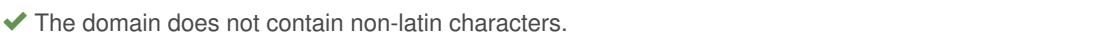
## Task list of SEO Improvements





**8 Tasks**

Add a H1 heading to this page.	Very important!
Improve the page response time.	Very important!
Try to reduce the number of used JavaScript files.	Very important!
Review and improve the page title.	Important!
Improve the text of the meta description.	Important!
Use good alternative descriptions (alt attributes) for your images.	Important!
Review and improve the heading structure.	Tip!
Promote your page in social networks.	Tip!

## Meta specifications

66% achieved

<b>Title</b>  <i>Critically important</i>	<div>block</div> <div>    </div>
<b>Meta description</b>  <i>Critically important</i>	<div>Shoes.com</div> <div>  </div>
<b>Crawlability</b>  <i>Critically important</i>	
<b>Canonical URL</b>  <i>Important</i>	<div>https://www.shoes.com/block.html</div> <div>  </div>
<b>Language</b>  <i>Somewhat important</i>	<div>Language detected in text: en</div> <div>Language defined in HTML: en</div> <div>Server location: Canada</div> <div>  </div>
<b>Alternate/Hreflang Links</b>  <i>Somewhat important</i>	
<b>Other meta tags</b>  <i>Somewhat important</i>	 
<b>Domain</b>  <i>Somewhat important</i>	  









<b>Page URL</b>  <i>Somewhat important</i>	<div>✗ There should not be dynamic parameters in the URL.</div> <div>✓ No session ID was found in the URL.</div> <div>✓ The URL does not have too many subdirectories.</div>
<b>Charset encoding</b>  <i>Somewhat important</i>	<div>✓ The charset encoding (<b>UTF-8</b>) is set correctly.</div>
<b>Doctype</b>  <i>Nice to have</i>	<div>✓ The doctype <b>HTML 5</b> is set correctly.</div> <div>✓ The doctype is placed at first in the HTML code.</div>
<b>Favicon</b>  <i>Nice to have</i>	<div>✓ The favicon is linked correctly.</div>

## Meta tags

Name	Value
X-Yottaa-Metrics	2621cc02836d/[290,272,-]
X-Yottaa-Optimizations	ob/0 si/26D1cc8d589f-1637090866-4552441628 tts/1634653683012 ti/550c587c2106b06b5100363b ai/550c587c2106b06b5100362d
profile.id	550c587c2106b06b5100362d
tod.id	550c587c2106b06b5100363b
profile.name	Default Profile
resource.version	v~4b.195a.0.0
adn.id	550c587c2106b06b5100362d
shard.size	Empty
cdn.hostname	//cdn-fsly.yottaa.net
viewport	width=device-width, initial-scale=1
description	Shoes.com
keywords	Shoes.com
lang	en
x-ua-compatible	ie=edge
charset	UTF-8

## Page quality

66% achieved

<b>Content</b>  <i>Critically important</i>	<ul style="list-style-type: none"> <li>✓ This page contains <b>656</b> words. That's ok.</li> <li>✓ <b>27%</b> of the text are stop words.</li> <li>✓ The page contains a listing, which indicates a good text layout.</li> <li>✓ <b>4</b> paragraphs were found on this page.</li> <li>✓ The text content is perfect.</li> <li>✓ No placeholders texts or images were found.</li> <li>✓ There are no duplicates on the site.</li> <li>✓ The average number of words per sentence of <b>13.25</b> words is good.</li> </ul>
<b>Frames</b>  <i>Critically important</i>	<ul style="list-style-type: none"> <li>✓ This page does not use a frameset.</li> </ul>
<b>Mobile optimization</b>  <i>Somewhat important</i>	<ul style="list-style-type: none"> <li>— No Apple touch icon is specified.</li> <li>— This page loads <b>17</b> JavaScript files. This may affect the load time negatively.</li> <li>✓ A viewport "<b>width=device-width, initial-scale=1</b>" is provided.</li> </ul>
<b>Bold and strong tags</b>  <i>Somewhat important</i>	<ul style="list-style-type: none"> <li>✓ The usage of strong and bold tags is perfect. We recommend the use of up to <b>13</b> tags for this page.</li> </ul>
<b>Image SEO</b>  <i>Somewhat important</i>	<ul style="list-style-type: none"> <li>— <b>6</b> images have no alt attribute. The content of alt attributes is used by search engines.</li> </ul>
<b>Social Networks</b>  <i>Nice to have</i>	<ul style="list-style-type: none"> <li>— There are only a few social sharing widgets on the page. Make your website popular in social networks with social sharing widgets.</li> </ul>
<b>Additional markup</b>  <i>Nice to have</i>	<ul style="list-style-type: none"> <li>✓ No additional page markup was found.</li> </ul>
<b>HTTPS</b>  <i>Somewhat important</i>	<ul style="list-style-type: none"> <li>✓ This website uses HTTPS to protect privacy and integrity of the exchanged data.</li> <li>✓ All included files are also transferred via HTTPS.</li> </ul>

## Media list

URL	Alt attribute	Title
...cat-megamenu-tile-w-0906.jpg?sw=40&q=100	No alt attribute provided	
...cat-megamenu-tile-m-0906.jpg?sw=40&q=100	No alt attribute provided	
...cat-megamenu-tile-k-0906.jpg?sw=40&q=100	No alt attribute provided	
...otw-megamenu-tile-111021.jpg?sw=40&q=100	No alt attribute provided	
...brary/default/dwf8f79fe2/yotta_human.png	No alt attribute provided	
...f70/Logos/shoes-logo-reverse-tagline.svg	No alt attribute provided	

## Page structure

79% achieved

<b>H1 heading</b> ● ● ● <i>Critically important</i>	✗ There is no H1 heading specified.
<b>Headings</b> ● ● ● <i>Important</i>	— The structure of headings is missing one or more levels. Do not skip heading levels.



## Heading structure

Heading level	Content
H2	PLEASE CONFIRM YOU ARE HUMAN
H2	Cookie Policy
H3	Your Account
H3	Customer Service
H3	About Shoes.com



## Link structure

25% achieved

<b>Internal links</b>  <i>Important</i>	<ul style="list-style-type: none"> <li>Some internal links have dynamic parameters. All internal URLs, which are not marked as nofollow, should not contain dynamic parameters.</li> <li>Some anchor texts are used more than once.</li> <li>1 links don't have an anchor text.</li> </ul> <ul style="list-style-type: none"> <li>The number of internal links is ok.</li> <li>None of the anchor texts is too long.</li> </ul>
<b>External links</b>  <i>Nice to have</i>	<ul style="list-style-type: none"> <li>There are 3 external links on this page.</li> </ul>

## Found links on this page

Link	Attributes	Anchor text
/block.html?url=Lz8=&uuid=34de...	Anchor	Skip to main content A-TITLE Skip to main content
/shipping.html		FREE STANDARD SHIPPING \$50+ A-TITLE Go to Shipping
/return-policy.html		60 DAY RETURNS A-TITLE Go to Shipping
https://www.shoes.com/		A-TITLE Shoes.com Home
https://www.shoes.com/women/		Women
/women/shoes/new-arrivals/		A-TITLE null
https://www.shoes.com/women/		All Women
/women/shoes/		Shoes
/women/shoes/		All Shoes
/women/shoes/new-arrivals/		New Arrivals
/women-shoes/boat-shoes/		Boat Shoes
/women-shoes/boots/		Boots/Booties
/women-shoes/clogs/		Clogs
/women/shoes/espadrilles/		Espadrilles
/women-shoes/flats/		Flats
/women-shoes/heels/		Heels

Link	Attributes	Anchor text
<a href="#">/women/shoes/loafers/</a>		Loafers
<a href="#">/women-shoes/mules/</a>		Mules
<a href="#">/women-shoes/oxfords/</a>		Oxfords
<a href="#">/women-shoes/platform-flatform/</a>		Platform/Flatform Shoes
<a href="#">/women/shoes/sandals/</a>		Sandals
<a href="#">/women/shoes/slingbacks/</a>		Slingbacks
<a href="#">/women-shoes/slip-ons/</a>		Slip-Ons
<a href="#">/women-shoes/slippers/</a>		Slippers
<a href="#">/women-shoes/sneakers/</a>		Sneakers
<a href="#">/women-shoes/wedges/</a>		Wedges
<a href="#">/women-shoes/work/</a>		Work Shoes
<a href="#">/women/activities/</a>		Activities
<a href="#">/women/activities/</a>		All Activities
<a href="#">/women/activities/new-arrivals/</a>	Text duplicate	New Arrivals
<a href="#">/women-activities/athletic/</a>		Athletic
<a href="#">/women-activities/casual/</a>		Casual
<a href="#">/women-activities/comfort/</a>		Comfort
<a href="#">/women-activities/dress-formal/</a>		Dress/Formal
<a href="#">/women-activities/foot-health-...</a>		Foot Health & Wellness
<a href="#">/women/activities/narrow-shoes/</a>		Narrow Shoes
<a href="#">/women-activities/outdoor/</a>		Outdoor
<a href="#">/women-activities/running/</a>		Running
<a href="#">/women-activities/walking/</a>		Walking
<a href="#">/women/activities/wide-shoes/</a>		Wide Shoes
<a href="#">/women/clothing-more/</a>		Clothing & More
<a href="#">/women/clothing-more/</a>		All Clothing & More
<a href="#">/women/clothing-more/new-arriv...</a>	Text duplicate	New Arrivals
<a href="#">/women/clothing-more/all-acces...</a>		All Accessories
<a href="#">/women/clothing-more/all-cloth...</a>		All Clothing
<a href="#">/women/clothing-more/backpacks/</a>		Backpacks

Link	Attributes	Anchor text
/women/clothing-more/bags/		Bags
/women/clothing-more/coats-jac...		Coats & Jackets
/women/clothing-more/handbags/...		Handbags/Purses
/women/clothing-more/hats/		Hats
/women/clothing-more/luggage/		Luggage
/women/clothing-more/travel-ac...		Travel Accessories
/women/clothing-more/socks/		Socks
/women/top-brands/		Top Brands
/women/top-brands/		All Top Brands
/women/top-brands/skechers/		Skechers
/women/top-brands/ugg/		UGG
/women/top-brands/sorel/		Sorel
/women/top-brands/dr.-martens/		Dr. Martens
/women/top-brands/crocs/		Crocs
/women/top-brands/birkenstock/		Birkenstock
/women/top-brands/clarks/		Clarks
/women/top-brands/dansko/		Dansko
/women/top-brands/new-balance/		New Balance
/women/top-brands/steve-madden/		Steve Madden
/women/top-brands/vionic/		Vionic
/women/top-brands/brooks/		Brooks
/women/top-brands/vans/		Vans
https://www.shoes.com/men/		Men
/men/shoes/new-arrivals/	Text duplicate	A-TITLE null
https://www.shoes.com/men/		All Men
https://www.shoes.com/men/shoes/	Text duplicate	Shoes
https://www.shoes.com/men/shoes/	Text duplicate	All Shoes
/men/shoes/new-arrivals/	Text duplicate	New Arrivals
/men/shoes/boat-shoes/	Text duplicate	Boat Shoes
/men-shoes/boots/		Boots/Chukka

Link	Attributes	Anchor text
<a href="/men/shoes/clogs/">/men/shoes/clogs/</a>	Text duplicate	Clogs
<a href="/men/shoes/loafers/">/men/shoes/loafers/</a>	Text duplicate	Loafers
<a href="/men/shoes/oxfords/">/men/shoes/oxfords/</a>	Text duplicate	Oxfords
<a href="/men/shoes/sandals/">/men/shoes/sandals/</a>	Text duplicate	Sandals
<a href="/men/shoes/slip-ons/">/men/shoes/slip-ons/</a>	Text duplicate	Slip-Ons
<a href="/men-shoes/slippers/">/men-shoes/slippers/</a>	Text duplicate	Slippers
<a href="/men-shoes/sneakers/">/men-shoes/sneakers/</a>	Text duplicate	Sneakers
<a href="/men-shoes/work/">/men-shoes/work/</a>	Text duplicate	Work Shoes
<a href="/men/activities/">/men/activities/</a>	Text duplicate	Activities
<a href="/men/activities/">/men/activities/</a>	Text duplicate	All Activities
<a href="/men/activities/new-arrivals/">/men/activities/new-arrivals/</a>	Text duplicate	New Arrivals
<a href="/men-activities/athletic/">/men-activities/athletic/</a>	Text duplicate	Athletic
<a href="/men-activities/casual/">/men-activities/casual/</a>	Text duplicate	Casual
<a href="/men/activities/comfort/">/men/activities/comfort/</a>	Text duplicate	Comfort
<a href="/men-activities/dress-formal/">/men-activities/dress-formal/</a>	Text duplicate	Dress/Formal
<a href="/men-activities/foot-health-wellness/">/men-activities/foot-health-we...</a>	Text duplicate	Foot Health & Wellness
<a href="/men/activities/narrow-shoes/">/men/activities/narrow-shoes/</a>	Text duplicate	Narrow Shoes
<a href="/men-activities/outdoor/">/men-activities/outdoor/</a>	Text duplicate	Outdoor
<a href="/men-activities/running/">/men-activities/running/</a>	Text duplicate	Running
<a href="/men-activities/walking/">/men-activities/walking/</a>	Text duplicate	Walking
<a href="/men/activities/wide-shoes/">/men/activities/wide-shoes/</a>	Text duplicate	Wide Shoes
<a href="/men-activities/work/">/men-activities/work/</a>		Work
<a href="/men-clothing-more/">/men-clothing-more/</a>	Text duplicate	Clothing & More
<a href="/men-clothing-more/">/men-clothing-more/</a>	Text duplicate	All Clothing & More
<a href="/men-clothing-more/accessories/">/men-clothing-more/accessories/</a>	Text duplicate	All Accessories
<a href="/men-clothing-more/clothing/">/men-clothing-more/clothing/</a>	Text duplicate	All Clothing
<a href="/men-clothing-more/backpacks/">/men-clothing-more/backpacks/</a>	Text duplicate	Backpacks
<a href="/men/clothing-more/bags/">/men/clothing-more/bags/</a>	Text duplicate	Bags
<a href="/men-clothing-more/coats-jackets/">/men-clothing-more/coats-jackets/</a>	Text duplicate	Coats & Jackets
<a href="/men-clothing-more/hats/">/men-clothing-more/hats/</a>	Text duplicate	Hats

Link	Attributes	Anchor text
/men/clothing-more/luggage/	Text duplicate	Luggage
/men/clothing-more/travel-acce...	Text duplicate	Travel Accessories
/men/clothing-more/new-arrivals/	Text duplicate	New Arrivals
/men/clothing-more/socks/	Text duplicate	Socks
/men/top-brands/	Text duplicate	Top Brands
/men/top-brands/	Text duplicate	All Top Brands
/men/top-brands/clarks/	Text duplicate	Clarks
/men/top-brands/brooks/	Text duplicate	Brooks
/men/top-brands/timberland/		Timberland
/men/top-brands/florsheim/		Florsheim
/men/top-brands/keen/		Keen
/men/top-brands/merrell/		Merrell
/men/top-brands/new-balance/	Text duplicate	New Balance
/men/top-brands/rockport/		Rockport
/men/top-brands/skechers/	Text duplicate	Skechers
/men/top-brands/dr.-martens/	Text duplicate	Dr. Martens
/men/top-brands/vans/	Text duplicate	Vans
/men/top-brands/ugg/	Text duplicate	UGG
https://www.shoes.com/kids/		Kids
/kids/shoes/new-arrivals/	Text duplicate	A-TITLE null
https://www.shoes.com/kids/		All Kids
https://www.shoes.com/kids/shoes/	Text duplicate	Shoes
https://www.shoes.com/kids/shoes/	Text duplicate	All Shoes
/kids/shoes/new-arrivals/	Text duplicate	New Arrivals
/kids/shoes/boat-shoes/	Text duplicate	Boat Shoes
/kids-shoes/boots/		Boots
/kids-shoes/boots/		All Boots
/kids/shoes/boots/chelsea-boots/		Chelsea Boots
/kids/shoes/clogs/	Text duplicate	Clogs
/kids-shoes/light-up-shoes/		Light Up Shoes

Link	Attributes	Anchor text
/kids-shoes/mary-janes/		Mary Janes
/kids/shoes/oxfords/	Text duplicate	Oxfords
/kids-shoes/sandals/	Text duplicate	Sandals
/kids-shoes/slip-ons/	Text duplicate	Slip-Ons
/kids-shoes/slippers/	Text duplicate	Slippers
/kids-shoes/sneakers/	Text duplicate	Sneakers
/kids/activities/	Text duplicate	Activities
/kids/activities/	Text duplicate	All Activities
/kids/activities/accessories/		Accessories
/kids/activities/athletic/	Text duplicate	Athletic
/kids/activities/comfort/	Text duplicate	Comfort
/kids/activities/infants-and-t...		Infants and Toddlers
/kids/activities/outdoor/	Text duplicate	Outdoor
/kids/activities/rain-gear/		Rain Gear
/kids/activities/water/		Water
/kids/activities/hats/	Text duplicate	Hats
/kids/top-brands/	Text duplicate	Top Brands
/kids/top-brands/	Text duplicate	All Top Brands
/kids/top-brands/crocs/	Text duplicate	Crocs
/kids/top-brands/dr.-martens/	Text duplicate	Dr. Martens
/kids/top-brands/keds/		Keds
/kids/top-brands/keen/	Text duplicate	Keen
/kids/top-brands/new-balance/	Text duplicate	New Balance
/kids/top-brands/skechers/	Text duplicate	Skechers
/kids/top-brands/sperry/		Sperry
/kids/top-brands/stride-rite/		Stride Rite
/kids/top-brands/ugg/	Text duplicate	UGG
/kids/top-brands/vans/	Text duplicate	Vans
https://www.shoes.com/brands/		Brands
https://www.shoes.com/brands/		All Brands

Link	Attributes	Anchor text
<a href="#">/brands/asics/</a>		ASICS
<a href="#">/brands/bearpaw/</a>		Bearpaw
<a href="#">/brands/birkenstock/</a>	Text duplicate	Birkenstock
<a href="#">/brands/bogs/</a>		Bogs
<a href="#">/brands/brooks/</a>	Text duplicate	Brooks
<a href="#">/brands/clarks/</a>	Text duplicate	Clarks
<a href="#">/brands/crocs/</a>	Text duplicate	Crocs
<a href="#">/brands/danner/</a>		Danner
<a href="#">/brands/dansko/</a>	Text duplicate	Dansko
<a href="#">/brands/dr-martens/</a>	Text duplicate	Dr. Martens
<a href="#">/brands/drew/</a>		Drew
<a href="#">/brands/earth-origins/</a>		Earth Origins
<a href="#">/brands/easy-spirit/</a>		Easy Spirit
<a href="#">/brands/ecco/</a>		ECCO
<a href="#">/brands/keds/</a>	Text duplicate	Keds
<a href="#">/brands/keen/</a>		KEEN
<a href="#">/brands/koolaburra-by-ugg/</a>		Koolaburra by UGG
<a href="#">/brands/merrell/</a>	Text duplicate	Merrell
<a href="#">/brands/minnetonka/</a>		Minnetonka
<a href="#">/brands/naot/</a>		Naot
<a href="#">/brands/new-balance/</a>	Text duplicate	New Balance
<a href="#">/brands/olukai/</a>		OluKai
<a href="#">/brands/propet/</a>		Propet
<a href="#">/brands/rockport/</a>	Text duplicate	Rockport
<a href="https://www.shoes.com/brands/sas/">https://www.shoes.com/brands/sas/</a>		SAS
<a href="#">/brands/saucony/</a>		Saucony
<a href="#">/brands/skechers/</a>	Text duplicate	Skechers
<a href="#">/brands/sorel/</a>	Text duplicate	Sorel
<a href="#">/brands/sperry-top-sider/</a>		Sperry Top-Sider
<a href="#">/brands/timberland/</a>	Text duplicate	Timberland

Link	Attributes	Anchor text
/brands/timberland-pro/		Timberland PRO
/brands/twisted-x/		Twisted X
https://www.shoes.com/brands/ugg/	Text duplicate	UGG
/brands/vans/	Text duplicate	Vans
/brands/vionic/	Text duplicate	Vionic
https://www.shoes.com/sale/		Sale
/sale/deal-of-the-week/	Text duplicate	A-TITLE null
https://www.shoes.com/sale/		All Sale
https://www.shoes.com/sale/women/		Women's Sale
https://www.shoes.com/sale/women/		All Women's Sale
/sale/womens-sale/shoes/	Text duplicate	Shoes
/sale/womens-sale/activities/	Text duplicate	Activities
/sale/womens-sale/clothing-more/	Text duplicate	Clothing & More
https://www.shoes.com/sale/men/		Men's Sale
https://www.shoes.com/sale/men/		All Men's Sale
/sale/mens-sale/shoes/	Text duplicate	Shoes
/sale/mens-sale/activities/	Text duplicate	Activities
/sale/mens-sale/clothing-more/	Text duplicate	Clothing & More
https://www.shoes.com/sale/kids/		Kids' Sale
https://www.shoes.com/sale/kids/		All Kids' Sale
/sale/kids-sale/activities/	Text duplicate	Activities
/sale/kids-sale/shoes/	Text duplicate	Shoes
/sale/clothing/		Clothing Sale
/sale/deal-of-the-week/		Deal of the Week
/on/demandware.store/Sites-sho...		No Text
https://www.shoes.com/login/		Login A-TITLE Login
https://www.shoes.com/login/	Text duplicate	Login A-TITLE Login
https://www.shoes.com/cart/		A-TITLE View Cart



Link	Attributes	Anchor text
<a href="https://www.shoes.com/cart/">https://www.shoes.com/cart/</a>	Text duplicate	A-TITLE View Cart
<a href="/marketing-campaigns/save-now/...">/marketing-campaigns/save-now/...</a>		Code SAVE30 Gets 30% OFF* Your Order
<a href="/marketing-campaigns/save-now/...">/marketing-campaigns/save-now/...</a>		SHOP NOW
<a href="/sale/limited-time-offers/new-...">/sale/limited-time-offers/new-...</a>		Up to 70% off Clearance - Brand New Markdowns!
<a href="/sale/limited-time-offers/new-...">/sale/limited-time-offers/new-...</a>		SHOP SALE
<a href="https://www.perimeterx.com/why...">https://www.perimeterx.com/why...</a>	External	Why Was I Blocked
<a href="https://www.shoes.com/account/">https://www.shoes.com/account/</a>		My Account A-TITLE Go to My Account
<a href="/order-history/">/order-history/</a>		Check Order A-TITLE Go to Check Order
<a href="/my-shoes-rewards.html">/my-shoes-rewards.html</a>		Rewards A-TITLE Go to Rewards
<a href="https://www.shoes.com/gift-card/">https://www.shoes.com/gift-card/</a>		Gift Cards A-TITLE Gift Cards
<a href="/customer-service/payment.html">/customer-service/payment.html</a>		Payment A-TITLE Payment Options
<a href="/customer-service/contact-us.html">/customer-service/contact-us.html</a>		Contact Us A-TITLE Go to Contact Us
<a href="/return-policy.html">/return-policy.html</a>		Returns A-TITLE Go to Returns
<a href="https://www.shoes.com/faq.html">https://www.shoes.com/faq.html</a>		FAQ A-TITLE Go to FAQ
<a href="/privacy.html">/privacy.html</a>		Privacy Policy A-TITLE Go to Privacy
<a href="https://www.shoes.com/terms.html">https://www.shoes.com/terms.html</a>		Terms & Conditions A-TITLE Go to Terms
<a href="/exclusions-terms-conditions.html">/exclusions-terms-conditions.html</a>		Exclusions A-TITLE Go to Exclusions
<a href="/about-us.html">/about-us.html</a>		Who We Are A-TITLE Go to About Us
<a href="/careers.html">/careers.html</a>		Careers A-TITLE Go to Careers
<a href="/inclusion-and-diversity.html">/inclusion-and-diversity.html</a>		Inclusion & Diversity A-TITLE Inclusion & Diversity
<a href="/customer-service/customer-rev...">/customer-service/customer-rev...</a>		Reviews A-TITLE Reviews

Link	Attributes	Anchor text
<a href="/coupons.html">/coupons.html</a>		Coupons A-TITLE Coupons
<a href="https://www.facebook.com/shoes...">https://www.facebook.com/shoes...</a>	New window External	A-TITLE Go to Facebook
<a href="https://www.instagram.com/shoe...">https://www.instagram.com/shoe...</a>	New window External	A-TITLE Go to Instagram
<a href="/privacy.html">/privacy.html</a>		More Information A-TITLE Go to Privacy Policy

## Server configuration

54% achieved





<b>HTTP redirects</b> ● ● ● <i>Critically important</i>	<p><b>This page redirects to "https://www.shoes.com/block.html?url=Lz8%3D&amp;uuid=34dead17-479e-11ec-8ddf-755557444c6f&amp;vid"</b></p> <p>✓ The redirect of URLs with www and non-www subdomain is configured correctly.</p>
<b>HTTP header</b> ● ● ● <i>Important</i>	<p>✓ No X-Powered HTTP header is sent.</p> <p>✓ This page uses GZip for compressed data transmission.</p>
<b>Performance</b> ● ● ● <i>Somewhat important</i>	<p>✗ The page response time is slow (<b>1.44</b> seconds). The response time should be less than 0.4 seconds. Slow websites are bad for search engine bots and also result in bad user experience.</p> <p>— This page loads <b>17</b> JavaScript files. This may affect the load time negatively.</p> <p>✓ This page only loads <b>3</b> CSS files. That's ok.</p> <p>✓ The file size of the HTML document is fine (<b>246</b> kB).</p>

## HTTP Response Header

Name	Value
date	Wed, 17 Nov 2021 12:02:16 GMT
content-type	text/html; charset=UTF-8
content-length	59732
connection	keep-alive
set-cookie	70 Characters
set-cookie	245 Characters
set-cookie	41 Characters
set-cookie	39 Characters
set-cookie	135 Characters
x-dw-request-base-id	1SG-eEfvIGEBAAB_
content-security-policy	frame-ancestors 'self'
x-xss-protection	1; mode=block
x-content-type-options	nosniff
pragma	no-cache
expires	Thu, 01 Dec 1994 16:00:00 GMT
vary	accept-encoding
cf-cache-status	DYNAMIC
expect-ct	max-age=604800, report-uri="https://report-uri.cloudflare.com/cdn-cgi/beacon/expect-ct"
cf-ray	6af8cf2248f82aa5-ORD
cache-control	no-cache, no-store, must-revalidate
x-yottaa-os	200
x-yottaa-optimizations	ob/1000 si/26D1cc8d589f-1637090866-4552441628 tts/1634653683012 ti/550c587c2106b06b5100363b ai/550c587c2106b06b5100362d tm/0
content-encoding	gzip
age	0
x-yottaa-metrics	2621cc02836d/[304,272,-] 26D1cc8d589f/[-,337.190]
statuscode	200
http_version	HTTP/1.1

## External factors

41% achieved

<b>Blacklists</b>  <i>Critically important</i>	<ul style="list-style-type: none"> <li>✓ This website is not classified "for adult only".</li> <li>✓ This website is not listed on the Shallalist.</li> </ul>
<b>Backlinks</b>  <i>Critically important</i>	<ul style="list-style-type: none"> <li>— This page has only a few links from other websites.</li> <li>— This page only has backlinks from <b>1 referring domains</b>.</li> <li>— This page only has <b>1 backlinks</b>.</li> <li>— This page only has few backlinks from <b>1 different ip addresses</b>.</li> <li>✓ This page is referenced by wikipedia.</li> </ul>
<b>Facebook popularity</b>  <i>Somewhat important</i>	<ul style="list-style-type: none"> <li>— The page has <b>0</b> shares, comments and likes on Facebook.</li> </ul>
<b>Listed on Webwiki</b>  <i>Nice to have</i>	<ul style="list-style-type: none"> <li>✓ This website is listed on Webwiki.</li> </ul>

## Links from Wikipedia

- [GDS – International Shoe Fair](#)
- [Karl Vögele AG](#)
- [Rohde Shoes](#)

## Robots.txt

```
# All spiders are allowed to access all static resources
User-agent: *
Disallow: */Search-ShowAjax*
Disallow: /search?q=*
Disallow: /cart
Disallow: /on/demandware.store/Sites-shoes-Site/en_US/Search-ShowAjax?cgid=*

Sitemap: https://www.shoes.com/sitemap_index.xml
Sitemap: https://www.shoes.com/sitemap_0.xml
Sitemap: https://www.shoes.com/sitemap_1.xml
Sitemap: https://www.shoes.com/sitemap_2.xml
Sitemap: https://www.shoes.com/sitemap_3.xml
```

## Most important keywords

Following keywords were found. You can check the keyword optimization of this page for each keyword.

Keyword	Result
Shoes	58%
Block	48%
Women Shoes	46%
Shoes Boots	46%
Kids Shoes	46%
Shoes New	46%
Wide Shoes	46%
HUMAN	40%
SAVE30	39%
PLEASE	38%