Website review
stoneisland.com

Generated on May 09 2022 12:08 PM

The score is 49/100

SEO Content

⚠️	Title	Stone Island Official Site | Research and technology applied to material
		Length : 72
		Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	Stone Island Official Site. Shop Clothing and Accessories from the Spring Summer_'022 Collection online. Secure payment and worldwide shipping.
		Length : 143
		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
image	https://cdn3.yoox.biz/cloud/stonewp/uploads/2022/05/HpDesktop_1840x785_211005_StoneIsland_Bard_Ali_131.jpg
title	Stone Island Official Site | Research and technology applied to material
url	https://www.stoneisland.com/cz
type	website
site_name	Stone Island Official Site | Research and technology applied to material
description	Stone Island Official Site. Shop Clothing and Accessories from the Spring Summer_'022 Collection online. Secure payment and worldwide shipping.

SEO Content

◉	Headings	**H1** 1	**H2** 13	**H3** 6	**H4** 0	**H5** 0	**H6** 0

- [H1] Stone Island - Online Store
- [H2] Do you want to be updated on Stone Island?
- [H2] menu
- [H2] COTTON RIPSTOP OFF-DYE OVD
- [H2] RASO GOMMATO COVER COLORATO BIO40TH ANNIVERSARY SPECIAL EDITION
- [H2] NYLON METAL-TC IN ECONYL®
- [H2] 7619 SHADOW PROJECTSPRING SUMMER_'022
- [H2] SHADOW PROJECT SS '022_VIDEO
- [H2] PIATTINA 82/22_40TH ANNIVERSARY
- [H2] AGGRESSIVE GOMMATO
- [H2] COLLECTION VIDEO SS_'022
- [H2] STONE ISLAND: STORIA
- [H2] Search in:
- [H2] Bottom of page
- [H3] Subscribe to our Newsletter
- [H3] Customer Care
- [H3] Corporate
- [H3] Follow us on
- [H3] Legal Area
- [H3] Label ultimi avvisi

✖	Images	We found 13 images on this web page. 1 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 : **1%** 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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.

SEO Links

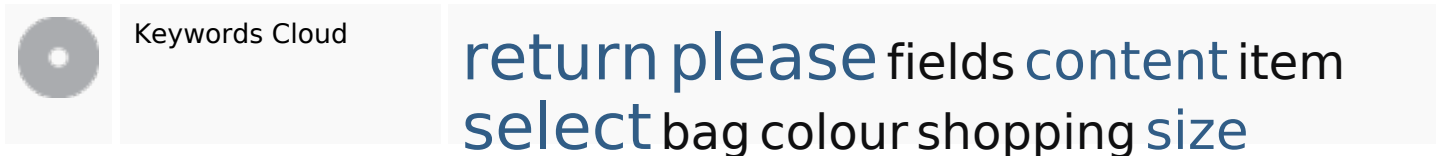|	In-page links	We found a total of 24 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 0%
		Internal Links 100%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
YES	Internal	Passing Juice
dedicated area	Internal	Passing Juice
Authenticity	Internal	Passing Juice
Store Locator	Internal	Passing Juice
ENTER	Internal	Passing Juice
ENTER	Internal	Passing Juice
ENTER	Internal	Passing Juice
PRODUCTS	Internal	Passing Juice
LOOKBOOK	Internal	Passing Juice
ENTER	Internal	Passing Juice
ENTER	Internal	Passing Juice
VIEW	Internal	Passing Juice
ENTER	Internal	Passing Juice
authenticity	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Size Guide	Internal	Passing Juice
Headquarters	Internal	Passing Juice
Sales & Distribution	Internal	Passing Juice
Careers	Internal	Passing Juice

In-page links

Site map	Internal	Passing Juice
Legal Area	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice

SEO Keywords

Keywords Cloud	return please fields content item select bag colour shopping size

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
select	5	✖	✖	✖	✖
return	4	✖	✖	✖	✖
please	4	✖	✖	✖	✖
content	3	✖	✖	✖	✖
size	3	✖	✖	✖	✖

Usability

	Url	Domain : stoneisland.com Length : 15
	Favicon	Great, your website has a favicon.
	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.

Usability

Document

✔	Doctype	HTML 5
✔	Encoding	Perfect. Your declared charset is UTF-8.
✘	W3C Validity	Errors : 15 Warnings : 15
✔	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. ✔ 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	Great, your website has an XML sitemap. https://www.stoneisland.com/sitemap_af_stoneisland.xml https://www.stoneisland.com/sitemap_at_stoneisland.xml

Optimization

https://www.stoneisland.com/sitemap_au_stoneisland.xml

https://www.stoneisland.com/sitemap_be_stoneisland.xml

https://www.stoneisland.com/sitemap_bg_stoneisland.xml

https://www.stoneisland.com/sitemap_ca_stoneisland.xml

https://www.stoneisland.com/sitemap_ch_stoneisland.xml

https://www.stoneisland.com/sitemap_cn_stoneisland.xml

https://www.stoneisland.com/sitemap_cz_stoneisland.xml

https://www.stoneisland.com/sitemap_de_stoneisland.xml

https://www.stoneisland.com/sitemap_dk_stoneisland.xml

https://www.stoneisland.com/sitemap_ee_stoneisland.xml

https://www.stoneisland.com/sitemap_es_stoneisland.xml

https://www.stoneisland.com/sitemap_fi_stoneisland.xml

https://www.stoneisland.com/sitemap_fr_stoneisland.xml

https://www.stoneisland.com/sitemap_gr_stoneisland.xml

https://www.stoneisland.com/sitemap_hk_stoneisland.xml

https://www.stoneisland.com/sitemap_hr_stoneisland.xml

https://www.stoneisland.com/sitemap_hu_stoneisland.xml

https://www.stoneisland.com/sitemap_id_stoneisland.xml

https://www.stoneisland.com/sitemap_il_stoneisland.xml

https://www.stoneisland.com/sitemap_in_stoneisland.xml

https://www.stoneisland.com/sitemap_it_stoneisland.xml

https://www.stoneisland.com/sitemap_jp_stoneisland.xml

https://www.stoneisland.com/sitemap_kr_stoneisland.xml

https://www.stoneisland.com/sitemap_lt_stoneisland.xml

https://www.stoneisland.com/sitemap_lu_stoneisland.xml

https://www.stoneisland.com/sitemap_lv_stoneisland.xml

https://www.stoneisland.com/sitemap_my_stoneisland.xml

https://www.stoneisland.com/sitemap_nl_stoneisland.xml

https://www.stoneisland.com/sitemap_no_stoneisland.xml

https://www.stoneisland.com/sitemap_nz_stoneisland.xml

https://www.stoneisland.com/sitemap_pl_stoneisland.xml

Optimization

		https://www.stoneisland.com/sitemap_pt_stoneisland.xml
		https://www.stoneisland.com/sitemap_ro_stoneisland.xml
		https://www.stoneisland.com/sitemap_ru_stoneisland.xml
		https://www.stoneisland.com/sitemap_se_stoneisland.xml
		https://www.stoneisland.com/sitemap_sg_stoneisland.xml
		https://www.stoneisland.com/sitemap_si_stoneisland.xml
		https://www.stoneisland.com/sitemap_sk_stoneisland.xml
		https://www.stoneisland.com/sitemap_th_stoneisland.xml
		https://www.stoneisland.com/sitemap_tr_stoneisland.xml
		https://www.stoneisland.com/sitemap_tw_stoneisland.xml
		https://www.stoneisland.com/sitemap_ua_stoneisland.xml
		https://www.stoneisland.com/sitemap_us_stoneisland.xml
		https://www.stoneisland.com/sitemap_za_stoneisland.xml
✅	Robots.txt	http://stoneisland.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.