Website review
scandinaviantravel.com

The score is 55/100

SEO Content

✅	Title	**Luxury Scandinavian Experiences** Length : 31 Perfect, your title contains between 10 and 70 characters.
⚠️	Description	**Корейская косметика известных брендов** Length : 37 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
locale	en_US
type	website
title	Luxury Scandinavian Experiences - Scandinavian Travel
url	https://scandinaviantravel.com/
site_name	Scandinavian Travel
image	https://scandinaviantravel.com/wp-content/uploads/2019/08/robert-lukeman-zNN6ubHmruI-unsplash.jpg
image:width	2500
image:height	1513

Headings						
	H1	H2	H3	H4	H5	H6

SEO Content

		4	0	0	1	0	0
		• [H1] Luxury Scandinavian Travel • [H1] Experience Norway's Fjords • [H1] See the Northern Lights! • [H1] Learn more about Scandinavia • [H4] Custom Travel					

❌	Images	We found 5 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 : 22% Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
✅	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.
✅	In-page links	We found a total of 27 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
Destinations	Internal	Passing Juice

In-page links

Norway	Internal	Passing Juice
Sweden	Internal	Passing Juice
Denmark	Internal	Passing Juice
Finland	Internal	Passing Juice
Greenland	Internal	Passing Juice
Iceland	Internal	Passing Juice
Faroe Islands	Internal	Passing Juice
Custom Travel	Internal	Passing Juice
Our Story	Internal	Passing Juice
Our Team	Internal	Passing Juice
Testimonials	Internal	Passing Juice
Blog	Internal	Passing Juice
FAQs	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Map of Scandinavia	Internal	Passing Juice
Travel Agents	Internal	Passing Juice
Get in Touch	Internal	Passing Juice
Become a Partner	Internal	Passing Juice
Order a Brochure	Internal	Passing Juice
Learn More About Our Tours	Internal	Passing Juice
Learn more about Our Story here.	Internal	Passing Juice
Contact Us	Internal	Passing Juice
See more testimonials >	Internal	Passing Juice
	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Site Map	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	scandinavian **the** tours will **you** travel luxury **and** **our** custom

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
the	26	✖	✖	✖	✔
our	18	✖	✖	✖	✖
custom	15	✖	✖	✖	✔
and	14	✔	✖	✖	✔
you	11	✖	✖	✖	✖

Usability

	Url	Domain : scandinaviantravel.com Length : 22
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is ru.
	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 : 8 Warnings : 22
	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). ✔ 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. http://scandinaviantravel.com/sitemap.xml
	Robots.txt	http://scandinaviantravel.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics