



## Review of Thatssmooth.com

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#### Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

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#### **Iconography**

🕜 Good

• • • Hard to solve

• Little tough to solve

8

Errors Easy to solve

0

Not Important

To Improve

No action necessary



## **Search Engine Optimization**



ThatsSmoooth | Luxury Grooming For Men Of Color

**Length:** 55 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



Experience the ultimate grooming solution for multiculturals: Latinos, Black, and other men of color with wavy and curly textured hair. Our premium, all-natural, multi-purpose suite of shaving and beard grooming formulations improves your skin, and beard condition while ensuring irritation-free, razor bump-free shave.

**Length:** 319 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

Meta Keywords

No Keywords



Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.



## Google Preview

## ThatsSmoooth | Luxury Grooming For Men Of Color

#### thatssmooth.com/

Experience the ultimate grooming solution for multiculturals: Latinos, Black, and other men of color with wavy and curly textured hair. Our premium, all-natural, multi-purpose suite of shaving and beard grooming formulations improves your skin, and beard condition while ensuring irritation-free, razor bump-free shave.

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.



<h1></h1>	<h2></h2>	<h3></h3>	<h4></h4>	<h5></h5>	<h6></h6>
2	108	40	16	12	5

- <H2> Luxury cream that detoxes, and hydrates preventing bumps & irritation </H2>
- <H2> Streamlined shave and skincare system </H2>
- <H2> Tailored to handle textured, wavy, and curly hair with precision and care. </H2>
- <H2> Tailored for Textured Hair to prevent ingrown hairs and irritation. </H2>
- <H2> Protective Barrier: Creates a shield between your skin and razor, preventing razor burn and irritation. </H2>
- <H2> Deep Hydration: Infused with natural oils to lock in moisture, leaving skin silky and smooth. No synthetic additives. </H2>
- <H2> Soothes & Heals: Calms irritation, redness, and inflammation—perfect for post-shave recovery </H2>
- <H2> Anti-Aging Power: Fights free radicals, boosts collagen, and reduces fine lines & wrinkles </H2>
- <H2> Tailored Specifically for men with wavy, curly, and thick-textured hair. </H2>
- <H2> All-in-One Solution: Combines shaving and skincare into one powerful system. </H2>
- <H2> All-natural, anti-aging formulas leave your skin smooth, nourished, and looking fresh. </H2>
- <H2> Tailored for textured hair, ensuring a smoother, itch-free grooming experience </H2> <H2> Combines cleansing, exfoliating, moisturizing, and conditioning into one powerful system </H2>
- <H2> Prevents flaking: Conditions and strengthens for fuller, healthier beard growth. </H2>
- <H2> All-in-One Grooming Solution: Combines shaving and skincare into one powerful system, simplifying your daily routine. </H2>
- <H2> Designed for men with wavy, curly, or thick-textured hair, ensuring a bump and irritation-free shaving experience. </H2>
- <H2> Luxury Meets Function: A premium razor, shaving brush, and a 3-month supply of skin-improving products, offering both elegance and effectiveness.
- <H2> Bump-Free Shaving Eliminates tugging & ingrown hairs for irritation-free results </H2>
- <H2> Effortless Glide Closed comb design ensures smoother, safer strokes </H2>
- <H2> Superior Control Knurled non-slip handle for a steady grip </H2>
- <H2> Ultra-Soft synthetic silvertip bristles delivers a rich, creamy lather for a barber shop-like experience. </H2>
- <H2> Effectively lifts facial hair, preventing ingrown hairs and razor bumps. </H2>



- <H2> A knurled, non-slip handle and quick-drying synthetic fibers perfect for travel. </H2>
- <H2> Razor is engineered for coarse, curly, and wavy textured hair, to deliver a bump and irritation-free shave. </H2>
- <H2> The Silvertip Synthetic Brush creates a rich, protective lather lifts hair and exfoliates skin. </H2>
- <H2> Created for men who demand tools that perform, look sharp, and represent excellence. </H2>
- <H2> Command Attention. Softens coarse textures, giving your beard brilliance, strength, and presence—without the heavy buildup. </H2>
- <H2> Nourishes More Than Just Hair—Feeds the Skin Beneath. Natural oils and conditioner to lock in moisture and prevent flaking. Keeps your skin healthy and your beard legendary. </H2>
- <H2> Made for the Man Who Moves With Intention. This formula ensures your beard stays smooth, groomed, and unapologetically you.
- <H2> One powerful step—three serious benefits. Cleanses, exfoliates, and conditions in one shot! </H2>
- <H2> Nourishing botanicals hydrates your beard while cleaning it for growth and grooming. </H2>
- <H2> Natural exfoliants unclog pores and lift dead skin. Keeps beard and face smooth, clear, and bump-free. </H2>
- <H2> Platinum-coated for effortless glide—these blades tackle thick curls and coarse textures without hesitation. </H2>
- <H2> Bump-Free Starts Here These blades reduce irritation, and prevents ingrown hairs. </H2>
- <H2> Crafted for the Culture Designed by and for multicultural men who understand your texture. </H2>
- <H2> Full description </H2>
- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Why ThatsSmoooth </H2>
- <H2> Full description </H2>
- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Why ThatsSmoooth </H2>
- <H2> Full description </H2>
- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Full Ingredients </H2>
- <H2> Why ThatsSmoooth? </H2>
- <H2> Full description </H2>
- <H2> Key Features </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> How To Use </H2>
- <H2> Best Used With </H2>
- <H2> Why ThatsSmoooth </H2>
- <H2> Full description </H2>
- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Why ThatsSmoooth </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Full description </H2>
- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Why ThatsSmoooth? </H2>
- <H2> Full description </H2>
- <H2> How To Use </H2>
- <H2> Why ThatsSmoooth? </H2>
- <H2> Best Used With </H2>
- <H2> Full description </H2>



- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Why ThatsSmoooth? </H2>
- <H2> Full description </H2>
- <H2> Key Ingredients </H2>
- <H2> How To Use </H2>
- <H2> Full Ingredients </H2>
- <H2> Best Used With </H2>
- <H2> Frequently Asked Questions </H2>
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- <H2> Key Ingredients </H2>
- <H2> Best Used With </H2>
- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Full description </H2>
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- <H2> Frequently Asked Questions </H2>
- <H2> Why ThatsSmoooth? </H2>
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- <H2> How To Use </H2>
- <H2> Frequently Asked Questions </H2>
- <H2> Why ThatsSmoooth? </H2>
- <H2> Full description </H2>
- <H2> Your cart is empty </H2>
- <H2> Estimated total </H2>
- <H2> Country/region </H2>
- <H2> Language </H2>
- <H2> Best Sellers </H2>
- <H2> Our Top Collections </H2>
- <H2> MADE FOR THE MAN WHO OWNS WHO HE IS </H2>
- <H2> GROOMING OUR WAY </H2>
- <H2> Guarantees </H2>
- <H2> Country/region </H2>
- <H2> Language </H2>
- <H3> SAVE 10% ON THIS BUNDLE </H3>
- <H3> Q: What makes the Synthetic Silvertip Badger Shave Brush unique? </H3>
- <H3> Q: Is this brush suitable for sensitive skin? </H3>
- <H3> Q: How does the brush handle compare to others? </H3>
- <H3> Q: How do I use the brush for the best results? </H3>
- <H3> Q: Can I travel with this brush? </H3>
- <H3> Q: How does this brush compare to natural badger hair brushes? </H3>
- <H3> Shine, Nourish, and Condition for the Culture </H3>
- <H3> FREE US SHIPPING | INTERNATIONAL SHIPPING AVAILABLE
- <H3> Classic 2 Piece Safety Razor </H3>
- <H3> SAVE 10% ON THIS BUNDLE </H3>
- <H3> What's Inside: </H3>
- <H3> Benefits </H3>
- <H3> Complete Skincare Grooming Bundle </H3>
- <H3> Complete Skincare Grooming Bundle </H3>
- <H3> Premium Natural Shaving Products Set </H3>
- <H3> Premium Natural Shaving Products Set </H3>
- <H3> Premium Natural Skin & Beard Products Set </H3> <H3> Premium Natural Skin & Beard Products Set </H3>
- <H3> Premium Natural Complete Shaving System </H3>
- <H3> Premium Natural Complete Shaving System </H3>
- <H3> Classic Razor & Brush Bundle </H3>



<H3> CLASSIC SHAVING </H3> <H3> CLASSIC SHAVING </H3> <H3> BEARD CARE </H3> <H3> BEARD CARE </H3> <H3> GROOMING KITS </H3> <H3> GROOMING KITS </H3> <H3> ACCESSORIES </H3> <H3> ACCESSORIES </H3> < H3> Tap Circle To Join our Free Smoooth Rewards Program. Earn Free Points. Earn Money Towards Future Purchases. < H3> <H3> Dilemma: Razor Bumps or Acne? Know the Differen... </H3> <H3> Dilemma: Razor Bumps or Acne? Know the Differen... </H3> <H3> The Essential Grooming Guide For The MultiCultu... </H3> <H3> The Essential Grooming Guide For The MultiCultu... </H3> <H3> THE BEST: Shaving Products that 100% Body Textu... </H3> <H3> THE BEST: Shaving Products that 100% Body Textu... </H3> <H4> Essential Beard Grooming for Multicultural Men of Color </H4> <H4> Premium Natural 3-in-1 Beard & Facial Wash </H4> <H4> Premium Conditioning Natural Beard Oil </H4> <H4> </H4> <H4> • Premium Natural Pre-Shave Oil(Aceiete Premio Natural Para Antes Del Afeitado) </H4> <H4> • Premium Natural 3n1 Shaving Cream (3en1 Crema Premio De Afeitar Natural) </H4> <H4> • Classic Two-Piece Single Blade Safety Razor (Rasurador Clásico Con Navaja De Doble Filo) </H4> <H4> • Super-Soft Synthetic Badger Shave Brush (Brocha De Afeitar Super-Suave De Pelo Tejón Sintética) </H4> <H4> • Premium Natural 3 in 1 Exfoliating Beard & Facial Wash (Lavado Exfoliante Para La Barba Y La Cara) </H4> <H4> Say Goodbye to Frustration: Your Grooming Game Just Leveled Up </H4> <H4> William B - Verified Buyer </H4> <H4> OUR PROMISE </H4> <H4> We'll elevate your shaving and grooming standard by improving your skin's condition and appearance. Our products are made with only the best natural ingredients: free from parabens, phthalates, sulfates, and synthetic fragrances. </H4> <H4> Stay Updated </H4> <H4> Ouick Links </H4> <H4> Follow-us on social media! </H4> <H5> Product Details </H5> <H5> Best Used With </H5> <H5> Classic 2 Piece Safety Razor </H5> <H5> Synthetic Silvertip Badger Shave Brush </H5> <H5> Synthetic Silvertip Badger Shave Brush </H5> <H5> Classic 2 Piece Safety Razor </H5> <H5> Synthetic Silvertip Badger Shave Brush </H5> <H5> Country/region </H5> <H5> WE DESERVE PRODUCTS THAT ACTUALLY PERFORM. FULL STOP.Multicultural men of color - we know your energy hits different. You make moves, you have plans and you do it all with your own style - but you can't rock it with razor bumps, lousy skin, or scraggly, unkept beards. </H5> < 145 Created to cater to the unique needs of men who rock coils, waves and texture; our full line of products are proven, not just promised - to elevate your grooming experience by eliminating time wasted with tools that don't work, and products not made with your hair texture or melanated skin being top of mind. </H5> <H5> Whether your look is a full beard, clean shave or the perfect shape up - we feel you because we are you we've got your face covered. </H5> <H6> As Featured In </H6> <H6> Also Available At </H6> <H6> Secure Checkout </H6> <H6> Fast Shipping </H6> <H6> Easy Returns </H6>

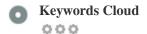
<H3> Classic Razor & Brush Bundle </H3>



Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

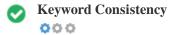






This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.



Keywords	Freq	Title	Desc	<h></h>
skin	88	×	•	•
natural	83	×	~	~
beard	83	×	✓	<b>*</b>
shaving	74	×	✓	<b>*</b>
premium	60	×	✓	<b>*</b>
grooming	57	✓	✓	<b>*</b>
razor	57	×	✓	<b>*</b>
hair	48	×	✓	<b>*</b>
products	35	×	×	<b>*</b>
shave	33	×	<b>✓</b>	<b>*</b>
just	32	×	×	<b>*</b>
apply	31	×	×	×
full	30	×	×	<b>*</b>
brush	28	×	×	~
synthetic	24	×	×	<b>*</b>

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.





We found 37 images on this web page **×** 26 ALT attributes are empty or missing.

//thatssmoooth.com/cdn/shop/products/CFD67A12-34EF-4EAA-8CFD-65829CF96DDB.jpg?v=1754691787

//thatssmoooth.com/cdn/shop/products/CFD67A12-34EF-4EAA-8CFD-65829CF96DDB.jpg?v=1754691787

//thatssmoooth.com/cdn/shop/files/IMG\_4036\_-\_Edited.jpg?v=1753376811

 $//thatssmoooth.com/cdn/shop/files/TS\_Hero\_Banner\_Hi\_Res\_MM\_with\_Complete\_Shaving\_System\_Kit\_Split\_Image\_with\_Brown\_Skin\_Wavy\_Beard\_Model.png?v=1745239500\&width=3840$ 

//thatssmoooth.com/cdn/shop/files/TS\_Hero\_Banner2\_MM\_with\_Complete\_Shaving\_System\_Kit\_Split\_Image\_with\_Title\_\_CTA.png?v=//thatssmoooth.com/cdn/shop/files/media-logo10\_c11eb6d5-59b9-41bb-950c-b9c751f7c633.png?v=1714457647

//thatssmoooth.com/cdn/shop/files/Abc\_logo\_2000x2000.PNG1.png?v=1714455192

//thatssmoooth.com/cdn/shop/files/media-logo3.png?v=1682679126

//thatssmoooth.com/cdn/shop/files/CBS\_logo\_2272x1704.PNG6.png?v=1714455176

//thatssmoooth.com/cdn/shop/files/Fox\_logo.svg?v=1711637537

//thatssmoooth.com/cdn/shop/files/media-logo4.png?v=1682679239

//thatssmoooth.com/cdn/shop/products/9B623F1A-D7E8-4132-87D3-4C39F2BB149C\_1\_102\_o.jpg?v=1639865959&width=533

//thatssmoooth.com/cdn/shop/files/TS\_Shaving\_Products\_Set\_Enhanced.png?v=1753617386&width=533

//thatssmoooth.com/cdn/shop/files/TS\_Skin\_Beard\_Products\_Set\_Split\_image\_Bald\_Brownskin\_Bearded\_Model\_Enhanced.png?v=175
2207/328 0 131. 522
//thatssmoooth.com/cdn/shop/files/TS\_CompleteShavingSystemKit\_Brand\_Color\_s\_Banner\_Logo.jpg?v=1753376160&width=533
//thatssmoooth.com/cdn/shop/files/IMG-1457.png?v=1753832421&width=533

 $// thats smooth.com/cdn/shop/files/MM\_DarkBackground\_Face\_On\_Complete-Shaving-System-Kit4.png? v=1743708433 \& width=1500 and the state of the stat$ 

//thatssmoooth.com/cdn/shop/files/belk-logo-3A31E518B9-seeklogo.com.png?v=1665094173

https://cdn.shopify.com/s/files/1/0522/9901/files/refer1.jpg?v=1682935732

 $// thatss moooth.com/cdn/shop/files/credit-card\_1.png? v=1744395830 \& width=1206 \\$ 

// thatss moooth.com/cdn/shop/files/delivery-truck.png?v=1744395894&width=1206

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.





HTML to Text Ratio is: 9.72%

Text content size 67074 bytes Total HTML size 690409 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 674 KB to 119 KB (82.3 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.



No your domain IP 23.227.38.36 does not redirect to thatssmooth.com

To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite

Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

Great, you are not using underscores (these\_are\_underscores) in your URLs

Great, you are not using ?underscores (these\_are\_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



Good, you have XML Sitemap file! http://thatssmoooth.com/sitemap.xml

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Good, you have Robots.txt file! http://thatssmoooth.com/robots.txt

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Perfect, no Iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

O Domain Registration

Exactly how many years and months

Domain Age: 9 Years, 92 Days

Created Date: 4th-Jul-2016

Updated Date: 20th-Jul-2025

Expiry Date: 4th-Jul-2026

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.





Indexed pages in search engines

0 Page(s

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Number of backlinks to your website

0 Backlink(s

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site. Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



## **Usability**



http://thatssmoooth.com
Length: 12 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.



#### 672 KB (World Wide Web average is 320 Kb)

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

**O** Load Time

0.21 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language

Good, you have declared your language Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.



Domain Availability

Domains (TLD)	Status
thatssmoooth.net	Available
thatssmoooth.org	Already Registered
thatssmoooth.biz	Already Registered
thatssmoooth.us	Available
thatssmoooth.info	Already Registered

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status	
thatsmoth.com	Available	
rhatssmoooth.com	Available	
fhatssmoooth.com	Available	
ghatssmoooth.com	Available	
hhatssmoooth.com	Available	

Register the various typos of your domain to protect your brand from cybersquatters.



Email address has been found in plain text!

We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Safe Browsing

The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.

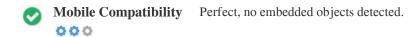


#### **Mobile**



Oh No! This page is not mobile-friendly. Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.



Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.



# Mobile View

The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.



## **Technologies**



Server IP	<b>Server Location</b>	Service Provider
23.227.38.36	Not Available	Not Available

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your visitors.

Search engines take the geolocation of a server into account as well as the server speed.



Tips for authoring fast-loading HTML pages:

- \* Too bad, your website has too many CSS files.
- X Too bad, your website has too many JavaScript files.
- Perfect, your website doesn't use nested tables.
- \* Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.



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.



#### Your Web Page doctype is HTML 5

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index.

Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.



## **Social**



Your social media status







Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.



### **Visitors**

Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

Popularity at	None
Regional Rank	None

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth \$10 USD

Just a estimated worth of your website based on Alexa Rank.





We found a total of 48 links including both internal & external links of your site

Anchor	Type	Follow
ThatsSmoooth Premium Natural Beard Oil	Internal Links	Dofollow
Premium Natural 3 in 1 Shaving Cream (3 en 1 Crema De Afeitar Premio Natural)	Internal Links	Dofollow
Premium Natural Pre-Shave Oil (Aceite Natural Para Antes Del Afeitado)	Internal Links	Dofollow
Premium Natural 3n1 Shaving Cream (3en1 Crema de Afeitar Natural)	Internal Links	Dofollow
Premium Natural 3n1 Aftershave Balm (3en1 Balsamo Natural Para Despues Del Afeitado)	Internal Links	Dofollow
Synthetic Silvertip Badger Shave Brush (Broche De Afeitar Super-Suave De Pelo Tejón Sintética)	Internal Links	Dofollow
Premium Natural 3 in 1 Exfoliating Beard & Facial Wash (Lavado Exfoliante Para La Barba Y La Cara)	Internal Links	Dofollow
Continue shopping	Internal Links	Dofollow
Log in	Internal Links	Dofollow
shipping	Internal Links	Dofollow
OUR STORY	Internal Links	Dofollow
BEST SELLERS	Internal Links	Dofollow
SHAVING	Internal Links	Dofollow
BEARD CARE	Internal Links	Dofollow
GROOMING KITS	Internal Links	Dofollow
INVEST	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Cart	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Complete Skincare Grooming Bundle	Internal Links	Dofollow
Premium Natural Shaving Products Set	Internal Links	Dofollow
Premium Natural Skin & Beard Products Set	Internal Links	Dofollow
Premium Natural Complete Shaving System	Internal Links	Dofollow
Classic Razor & Brush Bundle	Internal Links	Dofollow
ACCESSORIES	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Dilemma: Razor Bumps or Acne? Know the Differen	Internal Links	Dofollow
The Essential Grooming Guide For The MultiCultu	Internal Links	Dofollow
THE BEST: Shaving Products that 100% Body Textu	Internal Links	Dofollow
View all	Internal Links	Dofollow
8665355070	Internal Links	Dofollow
OUR LOCATIONS	Internal Links	Dofollow
DELIVERY & RETURNS	Internal Links	Dofollow
CONTACT US	Internal Links	Dofollow
PRIVACY POLICY	Internal Links	Dofollow
TERMS OF SERVICE	Internal Links	Dofollow
MESSAGE TO OUR MULTICULTURAL PEOPLE	Internal Links	Dofollow
FREQUENTLY ASKED QUESTIONS	Internal Links	Dofollow
REVIEWS	Internal Links	Dofollow
INGREDIENTS	Internal Links	Dofollow
REFUND POLICY	Internal Links	Dofollow
ThatsSmoooth	Internal Links	Dofollow
X (Twitter)	External Links	Dofollow
Facebook	External Links	Dofollow



Instagram External Links Dofollow YouTube External Links Dofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

