Website Analysis: blurb.com

Generated on June 17 2025 06:35 AM

The score is 62/100

SEO Content

⚠️	Title	Create, Print & Sell Professional-Quality Books, Magazines & More | Blurb Length : 73 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Blurb is your one-stop shop for self-publishing professional books, magazines and more with user-friendly tools, global distribution and premium book printing services. Length : 168 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
url	https://www.blurb.com/
locale	en
title	Create, Print & Sell Professional-Quality Books, Magazines & More | Blurb
image	https://assets.blurb.com/pages/website-assets/blurb-fb-asset-1200x630-9c66292b697d6dff5cad436c1bb6404e7d02beec15705958cb80b44da7b41b09.jpg
type	website
site_name	Blurb

SEO Content

	Headings						
		H1	H2	H3	H4	H5	H6
		4	16	4	1	4	0

- [H1] Bring your creative vision to life
- [H1] Save 25% on trade books*
- [H1] Bring your creative vision to life
- [H1] Bring your creative vision to life
- [H2]
- [H2]
- [H2]
- [H2]
- [H2]
- [H2]
- [H2]
- [H2] Design your book, your way
- [H2] Ready to get started?
- [H2] What book formats can I create with Blurb?
- [H2] How do I create my own book with Blurb?
- [H2] How do I self-publish a book with Blurb?
- [H2] How much does it cost to self-publish a book?
- [H2] How long does it take to produce and ship my book?
- [H2] Does Blurb offer volume pricing?
- [H3] RABE x BIRCH
- [H3] Stefan Bucher
- [H3] Hike Oregon
- [H3] Frequently Asked Questions
- [H4] Frequently Asked Questions
- [H5] Blurb BookWright
- [H5] Blurb plugin for Adobe InDesign
- [H5] Blurb Presets for Adobe Photoshop Lightroom Classic
- [H5] Blurb PDF Uploader

	Images	We found 20 images on this web page. Good, most or all of your images have alt attributes
	Text/HTML Ratio	Ratio : 20% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

SEO Links

	URL Rewrite	Good. Your links looks friendly!

SEO Links

✅		
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 52 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
Products	Internal	Passing Juice
Photo Books	Internal	Passing Juice
Layflat Books	Internal	Passing Juice
Trade Books	Internal	Passing Juice
Magazines	Internal	Passing Juice
Notebooks	Internal	Passing Juice
Wall Art	Internal	Passing Juice
Pricing	Internal	Passing Juice
Shipping Calculator	Internal	Passing Juice
Design Tools	Internal	Passing Juice
BookWright	Internal	Passing Juice
PDF To Book	Internal	Passing Juice
Adobe InDesign	Internal	Passing Juice
Adobe Lightroom	Internal	Passing Juice
Adobe Photoshop	Internal	Passing Juice
iOS App	Internal	Passing Juice

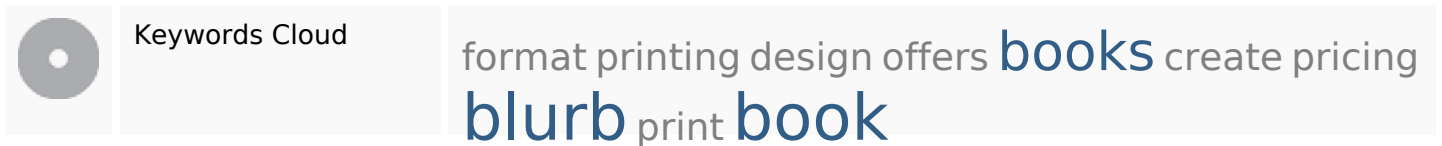# In-page links

BookWright Templates	Internal	Passing Juice
Sell & Self-Publish	Internal	Passing Juice
Blurb Bookstore	Internal	Passing Juice
Amazon	Internal	Passing Juice
Ingram	Internal	Passing Juice
Large Order Services	Internal	Passing Juice
API Printing	Internal	Passing Juice
Bookstore	Internal	Passing Juice
All Categories	Internal	Passing Juice
Photography	Internal	Passing Juice
Portfolios	Internal	Passing Juice
Cookbooks	Internal	Passing Juice
Travel	Internal	Passing Juice
Biographies & Memoirs	Internal	Passing Juice
Children's Books	Internal	Passing Juice
Business & Economics	Internal	Passing Juice
Literature & Fiction	Internal	Passing Juice
Resources	Internal	Passing Juice
Overview	Internal	Passing Juice
Start Project	Internal	Passing Juice
My Dashboard	Internal	Passing Juice
Get started	Internal	Passing Juice
Learn more	Internal	Passing Juice
What book formats can I create with Blurb?	Internal	Passing Juice
How do I create my own book with Blurb?	Internal	Passing Juice
How do I self-publish a book with Blurb?	Internal	Passing Juice
How much does it cost to self-publish a book?	Internal	Passing Juice
How long does it take to produce and ship my book?	Internal	Passing Juice

In-page links

Does Blurb offer volume pricing?	Internal	Passing Juice
portfolios	Internal	Passing Juice
novels and poetry books	Internal	Passing Juice
Back to top	Internal	Passing Juice
pricing page	Internal	Passing Juice
print-on-demand	Internal	Passing Juice
-	Internal	Passing Juice

SEO Keywords

Keywords Cloud	format printing design offers **books** create pricing **blurb** print **book**

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
book	57	✔	✖	✔	✔
blurb	54	✔	✖	✔	✔
books	44	✔	✖	✔	✔
printing	17	✖	✖	✔	✖
design	16	✖	✖	✖	✔

Usability

Url	Domain : blurb.com Length : 9	
Favicon	Great, your website has a favicon.	
Printability	We could not find a Print-Friendly CSS.	
Language	Good. Your declared language is en.	

Usability

✓		
✗	Dublin Core	This page does not take advantage of Dublin Core.

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 9 Warnings : 22
✓	Email Privacy	Great no email address has been found in plain text!
✗	Deprecated HTML	

Deprecated tags	Occurrences
<u>	2

Deprecated HTML tags are HTML tags that are no longer used. It is recommended that you remove or replace these HTML tags because they are now obsolete.

◉	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.

http://blurb.com/sitemap.xml |
|---|---|---|
| | Robots.txt | http://blurb.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. |