







Website Analysis: wowcosmetics.co.za

Generated on June 16 2025 20:40 PM






The score is 45/100







SEO Content

	Title	Home - WOW. Cosmetics Length : 21 Perfect, your title contains between 10 and 70 characters.																				
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.																				
	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. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_US</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>Home - WOW. Cosmetics</td></tr><tr><td>description</td><td>Browse Our Products Browse Our Categories [woocatslider id=&#8221;56654&#8243;] Follow Us On Instagram [insta-gallery id=&#8221;0&#8243;][trustindex no-registration=google]</td></tr><tr><td>url</td><td>https://wowcosmetics.co.za/</td></tr><tr><td>site_name</td><td>WOW. Cosmetics</td></tr><tr><td>image</td><td>https://wowcosmetics.co.za/wp-content/uploads/2020/09/leaves-bg.jpg</td></tr><tr><td>image:width</td><td>1920</td></tr><tr><td>image:height</td><td>1080</td></tr></tbody></table>	Property	Content	locale	en_US	type	website	title	Home - WOW. Cosmetics	description	Browse Our Products Browse Our Categories [woocatslider id=”56654″] Follow Us On Instagram [insta-gallery id=”0″][trustindex no-registration=google]	url	https://wowcosmetics.co.za/	site_name	WOW. Cosmetics	image	https://wowcosmetics.co.za/wp-content/uploads/2020/09/leaves-bg.jpg	image:width	1920	image:height	1080
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SEO Content

		image:type	image/jpeg				
	Headings	H1	H2	H3	H4	H5	H6
		1	11	0	0	1	0
		<ul style="list-style-type: none"> • [H1] supplier of cosmetic Goods • [H2] Nationwide Shipping • [H2] BEST QUALITY • [H2] Best Offers • [H2] Secure Payments • [H2] Browse Our Products • [H2] Browse Our Categories • [H2] Follow Us On Instagram • [H2] ABOUT US • [H2] PRODUCT CATEGORIES • [H2] SITE LINKS • [H2] SEARCH PRODUCTS • [H5] Quality Products 					
	Images	<p>We found 27 images on this web page.</p> <p>3 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>					
	Text/HTML Ratio	<p>Ratio : 6%</p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>					
	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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 42 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 2.38%

SEO Links

Internal Links 97.62%

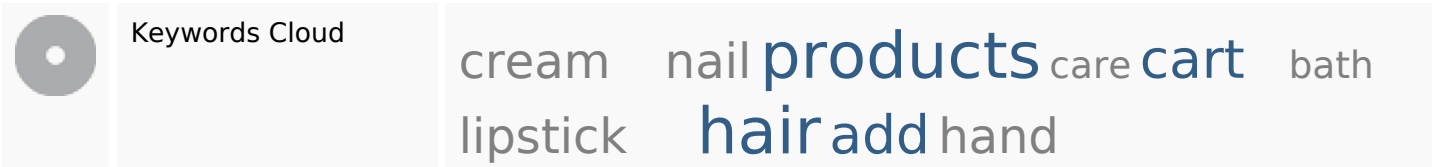
In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Home	Internal	Passing Juice
Online Shopping	Internal	Passing Juice
About	Internal	Passing Juice
Contact	Internal	Passing Juice
B2B Trade Login	External	Passing Juice
BATH MESH BACK 817106	Internal	Passing Juice
Add to cart	Internal	noFollow
Hair Roller 589810 5cmW x 10.5cmL 2pc	Internal	Passing Juice
Add to cart	Internal	noFollow
Hair Roller 589803 VELCRO WITH CLIP 2.5cm 3pc	Internal	Passing Juice
Add to cart	Internal	noFollow
Hair Roller 589797 VELCRO 4cmW x 10.5cmL 2pc	Internal	Passing Juice
Add to cart	Internal	noFollow
Hair Roller 589780 VELCRO 2.0cm 6pc	Internal	Passing Juice
Add to cart	Internal	noFollow
STORAGE BOX 592209 20X20X11CM	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 433278	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 433278	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 433278	Internal	Passing Juice

In-page links

Add to cart	Internal	noFollow
HAND CREAM 433278	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 433278	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 312255 AVOCADO	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 312255 PEACH	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 312255 STRAWBERRY	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 312255 ORANGE	Internal	Passing Juice
Add to cart	Internal	noFollow
HAND CREAM 312255 BLUE	Internal	Passing Juice
Add to cart	Internal	noFollow
B2B Trade Login	Internal	Passing Juice
Privacy Policy &#8211; B2C (Retail)	Internal	Passing Juice
Refund &#038; Returns Policy &#8211; B2C (Retail)	Internal	Passing Juice
Shipping Policy &#8211; B2C (Retail)	Internal	Passing Juice

SEO Keywords








Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
hair	25	✖	✖	✖	✖









Keywords Consistency

products	20	✗	✗	✗	✓
cart	17	✗	✗	✗	✗
add	16	✗	✗	✗	✗
nail	12	✗	✗	✗	✗

Usability

	Url	Domain : wowcosmetics.co.za Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.
	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 : 2 Warnings : 3
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div>  Excellent, your website doesn't use nested tables. </div> <div>  Too bad, your website is using inline styles. </div>

Document

- ✖ Too bad, your website has too many CSS files (more than 4).
- ✔ Perfect, your website has few JavaScript files.
- ✖ Too bad, your website does not take advantage of gzip.

Mobile



Mobile Optimization

- ✖ Apple Icon
- ✔ Meta Viewport Tag
- ✔ Flash content

Optimization



XML Sitemap

Great, your website has an XML sitemap.

https://wowcosmetics.co.za/sitemap_index.xml



Robots.txt

<http://wowcosmetics.co.za/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.