Website review
apps.apple.com

Generated on April 19 2024 01:59 AM

The score is 46/100

SEO Content

✓	Title	App Store - Apple **Length : 17** Perfect, your title contains between 10 and 70 characters.
✓	Description	The App Store gives people around the world a safe and trusted place to discover apps that meet our high standards for privacy, security, and content. **Length : 150** 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://www.apple.com/v/app-store/b/images/meta/og__c59t0pflacq6.png?202404161246
title	App Store
description	The App Store gives people around the world a safe and trusted place to discover apps that meet our high standards for privacy, security, and content.
url	https://www.apple.com/app-store/
locale	en_US
site_name	Apple
type	website

Headings						
	H1	**H2**	**H3**	**H4**	**H5**	**H6**

SEO Content

1	9	44	0	0	0

- [H1] App Store
- [H2] The apps you love.From a place you can trust.
- [H2] Designed for discovery.
- [H2] Privacy and security.Built into everything we do.
- [H2] Dedicated to trust and safety.
- [H2] Hardware and software. Powering amazing experiences together by design.
- [H2] Download with confidence.
- [H2] Check out what's happening on the App Store.
- [H2] News about the App Store.
- [H2] Apple Footer
- [H3] Stories and collections that inform, help, and inspire. Updated daily.
- [H3] Over 20K stories and counting.
- [H3] Curated by experts. Handpicked for you.
- [H3] Explore in-app events like movie premieres, gaming competitions, and livestreams.
- [H3] Discover amazing apps with a rich search experience.
- [H3] 1.8M apps available worldwide.
- [H3] 175 storefronts in over 40 languages.
- [H3] Over 150 expert editors worldwide.
- [H3] Get the details on every app.
- [H3] Security for every app. At every level.
- [H3] 100% of apps are automatically screened for known malware.
- [H3] Over 16K apps use Apple health technologies like HealthKit, CareKit, and ResearchKit designed to protect patient privacy.
- [H3] You choose what data to share. And with whom.
- [H3] Over 215K submissions rejected last year for violating privacy guidelines.
- [H3] Apps can't pull your data from other apps.
- [H3] Apps must adhere to our guidelines.
- [H3] Every week, over 500 dedicated experts around the world review over 100K apps.
- [H3] Over 1M submissions rejected for objectionable, harmful, unsafe, or illegal content.
- [H3] You should never have to worry about inappropriate content.
- [H3] No surprise purchases.
- [H3] Every day, moderators review worldwide App Store charts for quality and accuracy.
- [H3] In 2020, we removed over 80M user reviews that were considered spam.
- [H3] We have removed over 2.3M apps because they haven't been updated or don't work on our latest OS releases.
- [H3] Apps help unlock the full potential of your Apple devices.
- [H3] We help app developers take advantage of our latest hardware technologies.
- [H3] Make any app yours. Instantly.
- [H3] Over 900K apps have secure payment technologies like Apple Pay and StoreKit for goods and services.
- [H3] Purchase safely and securely.
- [H3] Problem with an app? Easily report it from the App Store.

SEO Content

- [H3] Need a refund? AppleCare has your back.
- [H3] More than 4B apps distributed each day from data centers running on 100% renewable energy.
- [H3] Over 195 local payment methods and 45 currencies supported.
- [H3]
- [H3] Shop and Learn Shop and Learn
- [H3] Apple Wallet Apple Wallet
- [H3] Account Account
- [H3] Entertainment Entertainment
- [H3] Apple Store Apple Store
- [H3] For Business For Business
- [H3] For Education For Education
- [H3] For Healthcare For Healthcare
- [H3] For Government For Government
- [H3] Apple Values Apple Values
- [H3] About Apple About Apple

❌	Images	We found 96 images on this web page. 96 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 : **0%** 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	Bad. Your links have query string.
❌	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 75 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 1.33% External Links : Passing Juice 5.33%

SEO Links

Internal Links 93.33%

In-page links

Anchor	Type	Juice
App Store	Internal	Passing Juice
Developing for the App Store	Internal	Passing Juice
Visit the Today tab	Internal	Passing Juice
Learn more about the App Store Review Guidelines	External	noFollow
Visit the App Store	Internal	Passing Juice
Visit the App Store	Internal	Passing Juice
Store	Internal	Passing Juice
Mac	Internal	Passing Juice
iPad	Internal	Passing Juice
iPhone	Internal	Passing Juice
Watch	Internal	Passing Juice
Vision	Internal	Passing Juice
AirPods	Internal	Passing Juice
TV & Home	Internal	Passing Juice
AirTag	Internal	Passing Juice
Accessories	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Wallet	Internal	Passing Juice
Apple Card	Internal	Passing Juice
Apple Pay	Internal	Passing Juice
Apple Cash	Internal	Passing Juice
Manage Your Apple ID	External	Passing Juice
Apple Store Account	Internal	Passing Juice
iCloud.com	External	Passing Juice

In-page links

Apple One	Internal	Passing Juice
Apple TV+	Internal	Passing Juice
Apple Music	Internal	Passing Juice
Apple Arcade	Internal	Passing Juice
Apple Fitness+	Internal	Passing Juice
Apple News+	Internal	Passing Juice
Apple Podcasts	Internal	Passing Juice
Apple Books	Internal	Passing Juice
Find a Store	Internal	Passing Juice
Genius Bar	Internal	Passing Juice
Today at Apple	Internal	Passing Juice
Group Reservations	Internal	Passing Juice
Apple Camp	Internal	Passing Juice
Apple Store App	Internal	Passing Juice
Certified Refurbished	Internal	Passing Juice
Apple Trade In	Internal	Passing Juice
Financing	Internal	Passing Juice
Carrier Deals at Apple	Internal	Passing Juice
Order Status	Internal	Passing Juice
Shopping Help	Internal	Passing Juice
Apple and Business	Internal	Passing Juice
Shop for Business	Internal	Passing Juice
Apple and Education	Internal	Passing Juice
Shop for K-12	Internal	Passing Juice
Shop for College	Internal	Passing Juice
Apple in Healthcare	Internal	Passing Juice
Health on Apple Watch	Internal	Passing Juice
Health Records on iPhone	Internal	Passing Juice

In-page links

Shop for Government	Internal	Passing Juice
Shop for Veterans and Military	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Education	Internal	Passing Juice
Environment	Internal	Passing Juice
Inclusion and Diversity	Internal	Passing Juice
Privacy	Internal	Passing Juice
Racial Equity and Justice	Internal	Passing Juice
Supply Chain	Internal	Passing Juice
Newsroom	Internal	Passing Juice
Apple Leadership	Internal	Passing Juice
Career Opportunities	Internal	Passing Juice
Investors	External	Passing Juice
Ethics & Compliance	Internal	Passing Juice
Events	Internal	Passing Juice
Contact Apple	Internal	Passing Juice
other retailer	External	Passing Juice
United States	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
Sales and Refunds	Internal	Passing Juice
Legal	Internal	Passing Juice
Site Map	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	near footer more store shop ways apple retailer call app store

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
apple	4	✔	✖	✖	✔
footer	1	✖	✖	✖	✔
app store	1	✖	✖	✖	✔
more	1	✖	✖	✖	✔
ways	1	✖	✖	✖	✖

Usability

	Url	Domain : apps.apple.com Length : 14
✔	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 : 381 Warnings : 136
	Email Privacy	Great no email address has been found in plain text!

Document

✓		
✓	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.
		https://apps.apple.com/assets/sitemaps/custom_sitemap_apps.xml
		https://apps.apple.com/sitemaps_apps_index_charts_1.xml
		https://apps.apple.com/sitemaps_apps_index_app_1.xml
		https://apps.apple.com/sitemaps_apps_index_story_1.xml
✓	Robots.txt	http://apps.apple.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

Optimization

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.