Website review snow.com

Generated on April 19 2024 02:01 AM

The score is 43/100

SEO Content

✓	Title	**Ski Resort Vacations | Snow.com** **Length : 31** Perfect, your title contains between 10 and 70 characters.
✓	Description	Discover top ski resorts across North America and dive into winter adventure on a ski vacation. Resorts, lodging, ski school, and winter rentals, the exper **Length : 155** 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
description	Discover top ski resorts across North America and dive into winter adventure on a ski vacation. Resorts, lodging, ski school, and winter rentals, the exper
image	https://scene7.vailresorts.com/is/image/vailresorts/Snow_HP_Hero%20copy
url	https://www.snow.com/
title	Ski Resort Vacations | Snow.com

○	Headings	

H1	H2	H3	H4	H5	H6
1	22	11	1	1	4

- [H1] All Access. All Mountain. All Snow.
- [H2] Section Title Regions
- [H2] Section Title Featured
- [H2] Section Title Occasions

SEO Content

- [H2] Section Title Lodging
- [H2] Section Title Lift Access
- [H2] Section Title Essentials
- [H2] Section Title Snow Skills
- [H2] Sign In To Your Epic Account
- [H2] Create An Epic Account
- [H2] Sign In To Your Epic Account
- [H2] Create An Epic Account
- [H2] 2024/25 PASSES ON SALE NOW , opens in a new window
- [H2] The Best Ski Resorts in Colorado , opens in a new window
- [H2] Spring Skiing is Here , opens in a new window
- [H2] Behind-the-Scenes Tips
- [H2] Families
- [H2] Explore Regions
- [H2] Need Assistance?
- [H2]
- [H2] YOUR SESSION HAS EXPIRED DUE TO INACTIVITY
- [H2] YOUR SESSION HAS EXPIRED DUE TO INACTIVITY
- [H2] YOUR SESSION WILL EXPIRE IN 10 MINUTES
- [H3] How To Use Ski Poles
- [H3] 6 TIPS TO TAKE YOUR SKIING TO THE NEXT LEVEL
- [H3] 11 Tips for Skiing the Trees Without Fear
- [H3] When Can Kids Learn to Ski or Snowboard?
- [H3] Family Things to Do in Colorado in Winter
- [H3] How To Keep Kids Warm on the Slopes
- [H3] Rockies
- [H3] West
- [H3] Midwest
- [H3] East Coast
- [H3] Canada
- [H4] Latest Snow Stories
- [H5] Destination Highlight: Whistler Blackcomb
- [H6] Forgot Username?
- [H6] Forgot Password?
- [H6] Forgot Username?
- [H6] Forgot Password?

	Images	We found 51 images on this web page. 15 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 : **4%** 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	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!
✗	**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 63 links including 1 link(s) to files
●	**Statistics**	External Links : noFollow 0%
		External Links : Passing Juice 11.11%
		Internal Links 88.89%

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice
Destinations	Internal	Passing Juice
Rockies	Internal	Passing Juice
West	Internal	Passing Juice
East Coast	Internal	Passing Juice
Midwest	Internal	Passing Juice
Canada	Internal	Passing Juice
Colorado	Internal	Passing Juice
Tahoe	Internal	Passing Juice
Vermont	Internal	Passing Juice
Planning	Internal	Passing Juice
Getaways	Internal	Passing Juice
Friends Trips	Internal	Passing Juice
Family Trips	Internal	Passing Juice
Season	Internal	Passing Juice
Weddings	Internal	Passing Juice

In-page links

Lodging Deals	Internal	Passing Juice
Meetings & Events	Internal	Passing Juice
RockResorts	Internal	Passing Juice
Tickets	Internal	Passing Juice
Passes	External	Passing Juice
Ski & Snowboard	Internal	Passing Juice
Gear Guides	Internal	Passing Juice
Beginner Tips	Internal	Passing Juice
Performance	Internal	Passing Juice
Get Updates	Internal	Passing Juice
Lodging Deals	Internal	Passing Juice
Pass Benefits	Internal	Passing Juice
Epic Day Pass	Internal	Passing Juice
Epic Pass	Internal	Passing Juice
Terms and Conditions	External	Passing Juice
Forgot Password?	Internal	Passing Juice
Create Account	Internal	Passing Juice
Close Search	External	Passing Juice
Regions	Internal	Passing Juice
Learn more	External	Passing Juice
Explore Skiing in Canada	Internal	Passing Juice
Best Ski Resorts near NYC	Internal	Passing Juice
Learn More	Internal	Passing Juice
East Coast Skiing for Beginners	Internal	Passing Juice
Plan the Perfect Colorado Ski Trip	Internal	Passing Juice
Learn More	Internal	Passing Juice
10 Iconic Trails at Vail	Internal	Passing Juice
Learn More	Internal	Passing Juice

In-page links

Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	External	Passing Juice
-	External	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
-	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Learn More	Internal	Passing Juice
Employment	External	Passing Juice
Terms of Use	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Cancellation Policy	Internal	Passing Juice

SEO Keywords

⊙ Keywords Cloud	east title essentials snow rockies search section west featured pass

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
section	4	✖	✖	✖	✔

Keywords Consistency

title	4	✖	✖	✖	✔
search	4	✖	✖	✖	✖
featured	3	✖	✖	✖	✔
essentials	3	✖	✖	✖	✔

Usability

	Url	Domain : snow.com Length : 8
✔	Favicon	Great, your website has a favicon.
✔	Printability	Great. We have found 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	You have not specified the document's charset. Use this free meta tags generator to declare document's charset.
✖	W3C Validity	Errors : 103 Warnings : 18
✖	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	

Deprecated tags	Occurrences
<center>	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.

Document

	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://www.snow.com/sitemap.xml
✔	Robots.txt	http://snow.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.