






# Website review apple.com

Generated on May 07 2026 18:05 PM




The score is 54/100





## SEO Content

	<p>Title</p>	<p>Apple</p> <p>Length : 5</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>																
	<p>Description</p>	<p>Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.</p> <p>Length : 172</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>																
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>																
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1382 1481 2063"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>image</td> <td>https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202604211141</td> </tr> <tr> <td>title</td> <td>Apple</td> </tr> <tr> <td>description</td> <td>Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.</td> </tr> <tr> <td>url</td> <td>https://www.apple.com/</td> </tr> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>site_name</td> <td>Apple</td> </tr> <tr> <td>type</td> <td>website</td> </tr> </tbody> </table>	Property	Content	image	https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202604211141	title	Apple	description	Discover the innovative world of Apple and shop everything iPhone, iPad, Apple Watch, Mac, and Apple TV, plus explore accessories, entertainment, and expert device support.	url	https://www.apple.com/	locale	en_US	site_name	Apple	type	website
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## SEO Content

	Headings	H1 1	H2 5	H3 17	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"><li>• [H1] Apple</li><li>• [H2] Mother's Day</li><li>• [H2] iPhone</li><li>• [H2] Apple Watch Series 11</li><li>• [H2] Endless entertainment.</li><li>• [H2] Apple Footer</li><li>• [H3] Apple Watch</li><li>• [H3] MacBook Neo</li><li>• [H3] Apple Business</li><li>• [H3] iPad Air</li><li>• [H3] Apple Trade In</li><li>• [H3] Apple Card</li><li>• [H3] Shop and Learn Shop and Learn</li><li>• [H3] Apple Wallet Apple Wallet</li><li>• [H3] Account Account</li><li>• [H3] Entertainment Entertainment</li><li>• [H3] Apple Store Apple Store</li><li>• [H3] For Business For Business</li><li>• [H3] For Education For Education</li><li>• [H3] For Healthcare For Healthcare</li><li>• [H3] For Government For Government</li><li>• [H3] Apple Values Apple Values</li><li>• [H3] About Apple About Apple</li></ul>					
	Images	We found 153 images on this web page. Good, most or all of your images have alt attributes.					
	Text/HTML Ratio	Ratio : 2% 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	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.					

## SEO Links

	In-page links	We found a total of 82 links including 0 link(s) to files
	Statistics	External Links : noreferrer noopener 0% External Links : Passing Juice 1.22% Internal Links 98.78%

### In-page links

Anchor	Type	Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Shop iPhone</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Apply now</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="https://support.apple.com/kb/HT209218">support.apple.com/kb/HT209218</a>	Internal	Passing Juice
<a href="#">Mac</a>	Internal	Passing Juice
<a href="#">iPad</a>	Internal	Passing Juice
<a href="#">Watch</a>	Internal	Passing Juice
<a href="#">Vision</a>	Internal	Passing Juice

## In-page links

<a href="#">AirPods</a>	Internal	Passing Juice
<a href="#">TV &amp; Home</a>	Internal	Passing Juice
<a href="#">AirTag</a>	Internal	Passing Juice
<a href="#">Accessories</a>	Internal	Passing Juice
<a href="#">Gift Cards</a>	Internal	Passing Juice
<a href="#">Wallet</a>	Internal	Passing Juice
<a href="#">Apple Pay</a>	Internal	Passing Juice
<a href="#">Apple Cash</a>	Internal	Passing Juice
<a href="#">Manage Your Apple Account</a>	Internal	Passing Juice
<a href="#">Apple Store Account</a>	Internal	Passing Juice
<a href="#">iCloud.com</a>	External	Passing Juice
<a href="#">Apple One</a>	Internal	Passing Juice
<a href="#">Apple TV</a>	Internal	Passing Juice
<a href="#">Apple Music</a>	Internal	Passing Juice
<a href="#">Apple Arcade</a>	Internal	Passing Juice
<a href="#">Apple Fitness+</a>	Internal	Passing Juice
<a href="#">Apple News+</a>	Internal	Passing Juice
<a href="#">Apple Podcasts</a>	Internal	Passing Juice
<a href="#">Apple Books</a>	Internal	Passing Juice
<a href="#">App Store</a>	Internal	Passing Juice
<a href="#">Find a Store</a>	Internal	Passing Juice
<a href="#">Genius Bar</a>	Internal	Passing Juice
<a href="#">Today at Apple</a>	Internal	Passing Juice
<a href="#">Group Reservations</a>	Internal	Passing Juice
<a href="#">Apple Camp</a>	Internal	Passing Juice
<a href="#">Apple Store App</a>	Internal	Passing Juice
<a href="#">Certified Refurbished</a>	Internal	Passing Juice
<a href="#">Financing</a>	Internal	Passing Juice

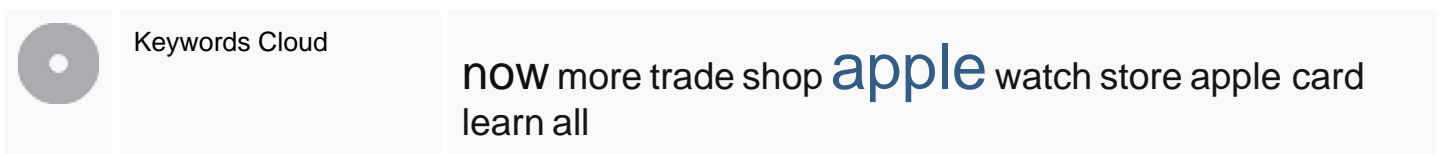
## In-page links

<a href="#">Carrier Deals at Apple</a>	Internal	Passing Juice
<a href="#">Order Status</a>	Internal	Passing Juice
<a href="#">Shopping Help</a>	Internal	Passing Juice
<a href="#">Apple and Business</a>	Internal	Passing Juice
<a href="#">Shop for Business</a>	Internal	Passing Juice
<a href="#">Apple and Education</a>	Internal	Passing Juice
<a href="#">Shop for K-12</a>	Internal	Passing Juice
<a href="#">Shop for College</a>	Internal	Passing Juice
<a href="#">Apple and Healthcare</a>	Internal	Passing Juice
<a href="#">Apple and Government</a>	Internal	Passing Juice
<a href="#">Shop for Veterans and Military</a>	Internal	Passing Juice
<a href="#">Shop for State and Local Employees</a>	Internal	Passing Juice
<a href="#">Shop for Federal Employees</a>	Internal	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Education</a>	Internal	Passing Juice
<a href="#">Environment</a>	Internal	Passing Juice
<a href="#">Inclusion and Diversity</a>	Internal	Passing Juice
<a href="#">Privacy</a>	Internal	Passing Juice
<a href="#">Racial Equity and Justice</a>	Internal	Passing Juice
<a href="#">Supply Chain Innovation</a>	Internal	Passing Juice
<a href="#">Newsroom</a>	Internal	Passing Juice
<a href="#">Apple Leadership</a>	Internal	Passing Juice
<a href="#">Career Opportunities</a>	Internal	Passing Juice
<a href="#">Investors</a>	Internal	Passing Juice
<a href="#">Ethics &amp; Compliance</a>	Internal	Passing Juice
<a href="#">Events</a>	Internal	Passing Juice
<a href="#">Contact Apple</a>	Internal	Passing Juice
<a href="#">other retailer</a>	Internal	Passing Juice

## In-page links

<a href="#">United States</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">Sales and Refunds</a>	Internal	Passing Juice
<a href="#">Legal</a>	Internal	Passing Juice
<a href="#">Site Map</a>	Internal	Passing Juice

## SEO Keywords




## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
apple	35	✓	✗	✓	✓
now	17	✗	✗	✗	✗
shop	11	✗	✗	✓	✓
store	10	✗	✗	✗	✓
more	10	✗	✗	✗	✗












## Usability

	Url	Domain : apple.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.
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## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 217 Warnings : 108
	Email Privacy	Great no email address has been found in plain text!
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap.
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## Optimization



		<p><a href="https://www.apple.com/shop/sitemap.xml">https://www.apple.com/shop/sitemap.xml</a></p> <p><a href="https://www.apple.com/autopush/sitemap/sitemap-index.xml">https://www.apple.com/autopush/sitemap/sitemap-index.xml</a></p> <p><a href="https://www.apple.com/newsroom/sitemap.xml">https://www.apple.com/newsroom/sitemap.xml</a></p> <p><a href="https://www.apple.com/retail/sitemap/sitemap.xml">https://www.apple.com/retail/sitemap/sitemap.xml</a></p> <p><a href="https://www.apple.com/today/sitemap-index.xml">https://www.apple.com/today/sitemap-index.xml</a></p>
	Robots.txt	<p><a href="http://apple.com/robots.txt">http://apple.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>