







# Website review apple.com

Generated on January 17 2026 09:05 AM






The score is 55/100




## 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 1384 1481 2063"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <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>image</td> <td>https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202110180743</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>site_name</td> <td>Apple</td> </tr> </tbody> </table>	Property	Content	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	image	https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202110180743	type	website	site_name	Apple
Property	Content																	
title	Apple																	
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image	https://www.apple.com/ac/structured-data/images/open_graph_logo.png?202110180743																	
type	website																	
site_name	Apple																	




## SEO Content

	Headings	H1 1	H2 7	H3 17	H4 0	H5 0	H6 0
		<ul style="list-style-type: none"><li>• [H1] Apple</li><li>• [H2] iPhone</li><li>• [H2] Apple Watch Series 11</li><li>• [H2] iPad Air</li><li>• [H2] Scan code with iPhone or iPad.</li><li>• [H2] Endless entertainment.</li><li>• [H2] More from Apple.Watch the latest brand films from Apple.</li><li>• [H2] Apple Footer</li><li>• [H3] MacBook Pro 14"</li><li>• [H3] Apple Watch Ultra 3</li><li>• [H3] AirPods Pro 3</li><li>• [H3] Apple Fitness Plus</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 76 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 87 links including 0 link(s) to files
	Statistics	<p>External Links : noreferrer noopener 0%</p> <p>External Links : Passing Juice 1.15%</p> <p>Internal Links 98.85%</p>

## In-page links

Anchor	Type	Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Shop iPhone</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Buy</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Try it free</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">&amp;nbsp;</a>	Internal	Passing Juice
<a href="#">Apply now</a>	Internal	Passing Juice

## In-page links

<a href="#">Apply now</a>	Internal	Passing Juice
<a href="#">here</a>	Internal	noreferrer noopener
<a href="https://support.apple.com/kb/HT209218">support.apple.com/kb/HT209218</a>	Internal	Passing Juice
<a href="#">Store</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
<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 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

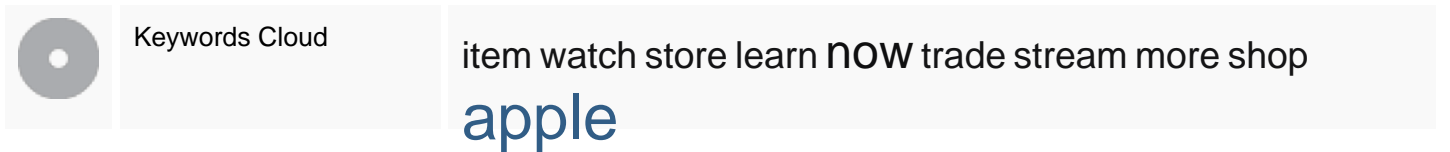
## In-page links

<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
<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

## In-page links

<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
<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	39	✓	✗	✓	✓
now	21	✗	✗	✗	✗
watch	13	✗	✗	✓	✓
more	13	✗	✗	✗	✓
learn	12	✗	✗	✗	✓


## 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.
	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 : 242 Warnings : 113
	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 data-bbox="555 197 751 235">✘ Apple Icon</li><li data-bbox="555 264 850 302">✔ Meta Viewport Tag</li><li data-bbox="555 331 788 369">✔ Flash content</li></ul>
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## Optimization

	XML Sitemap	<p data-bbox="539 584 1034 618">Great, your website has an XML sitemap.</p> <ul style="list-style-type: none"><li data-bbox="555 663 1042 696"><a href="https://www.apple.com/shop/sitemap.xml">https://www.apple.com/shop/sitemap.xml</a></li><li data-bbox="555 723 1270 757"><a href="https://www.apple.com/autopush/sitemap/sitemap-index.xml">https://www.apple.com/autopush/sitemap/sitemap-index.xml</a></li><li data-bbox="555 784 1107 817"><a href="https://www.apple.com/newsroom/sitemap.xml">https://www.apple.com/newsroom/sitemap.xml</a></li><li data-bbox="555 844 1142 878"><a href="https://www.apple.com/retail/sitemap/sitemap.xml">https://www.apple.com/retail/sitemap/sitemap.xml</a></li><li data-bbox="555 904 1123 938"><a href="https://www.apple.com/today/sitemap-index.xml">https://www.apple.com/today/sitemap-index.xml</a></li></ul>
	Robots.txt	<p data-bbox="539 983 852 1016"><a href="http://apple.com/robots.txt">http://apple.com/robots.txt</a></p> <p data-bbox="539 1050 1015 1084">Great, your website has a robots.txt file.</p>
	Analytics	<p data-bbox="539 1120 635 1153">Missing</p> <p data-bbox="539 1184 1230 1218">We didn't detect an analytics tool installed on this website.</p> <p data-bbox="539 1249 1485 1346">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>