Website review
gilroyplazadental.com

The score is 72/100

SEO Content

✓	Title	Dentist Gilroy, CA 95020 | Rupinder Purewal, DDS **Length : 48** Perfect, your title contains between 10 and 70 characters.
✓	Description	Dentist Rupinder Purewal, DDS is accepting new dental patients in Gilroy, CA 95020. Call (408) 847-4111 to request an appointment. **Length : 130** 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
type	website
title	Dentist Gilroy, CA 95020 | Rupinder Purewal, DDS
description	Dentist Rupinder Purewal, DDS is accepting new dental patients in Gilroy, CA 95020. Call (408) 847-4111 to request an appointment.
url	https://www.gilroyplazadental.com/

○	Headings	

H1	H2	H3	H4	H5	H6
3	27	15	0	0	0

- [H1] Gilroy Plaza Dental
- [H1] Family dentistry in Gilroy, CA
- [H1] Family dentistry in Gilroy, CA
- [H2] Your family dentist in Gilroy, CA
- [H2] We have taken the following measures for patient safety:
- [H2] Family dentistry in Gilroy, CA

SEO Content

- [H2] Cosmetic Dentistry
- [H2] Dental Emergencies
- [H2] Schedule your dental appointment today!
- [H2] New Patient Offer
- [H2] Invisalign Offer
- [H2] Whitening for PPO Patients
- [H2] Deep Cleaning
- [H2] Crowns
- [H2] Dental Services For The Whole Family
- [H2] Family dentistry in Gilroy, CA
- [H2] Cosmetic Dentistry
- [H2] Dental Emergencies
- [H2] Meet Dr. Purewal
- [H2] Financing
- [H2] Insurance
- [H2] Meet Dr. Purewal
- [H2] Financing
- [H2] Insurance
- [H2] A Lifetime of Healthy Teeth
- [H2] Dental Services For Optimal Oral Health
- [H2] Our new state-of-the-art office features an open layout and the latest in dental technology.
- [H2] Office Location
- [H2] Quick Links
- [H2] Stay Connected
- [H3] COVID-19 Office Message
- [H3] We accept all Insured and Non-Insured patients
- [H3] $75 for Cleaning and Oral Exam
- [H3] $2499 For 1 Year of Treatment
- [H3] Free At-home Teeth Whitening for all PPO Patients
- [H3] $399 for Cash Patients
- [H3] $599 for Cash Patients
- [H3] General
- [H3] Cosmetic
- [H3] Restorative
- [H3] Dental Implants
- [H3] General
- [H3] Cosmetic
- [H3] Restorative
- [H3] Dental Implants

	Images	We found 22 images on this web page.
		Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : **23%**
		Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

✓	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 25 links including 0 link(s) to files
○	Statistics	External Links : noFollow 0% External Links : Passing Juice 4% Internal Links 96%

In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Meet Dr. Purewal	Internal	Passing Juice
Cleaning & Prevention	Internal	Passing Juice
Cosmetic Procedures	Internal	Passing Juice
Restorative Procedures	Internal	Passing Juice
Dental Implants	Internal	Passing Juice
Tooth Extractions	Internal	Passing Juice
Pediatric Dentistry	Internal	Passing Juice
Smile Gallery	Internal	Passing Juice
Videos	Internal	Passing Juice
Office Tour	Internal	Passing Juice

In-page links

New Patient Forms	Internal	Passing Juice
Office Policies	Internal	Passing Juice
Common Questions	Internal	Passing Juice
Dental Links	Internal	Passing Juice
Patient Testimonials	Internal	Passing Juice
Emergency Care	Internal	Passing Juice
Review Us	Internal	Passing Juice
Location	Internal	Passing Juice
First Visit	Internal	Passing Juice
Contact Us	Internal	Passing Juice
Map & Directions	Internal	Passing Juice
Dental Services	Internal	Passing Juice
Patient Center	Internal	Passing Juice
Dental website design	External	Passing Juice

SEO Keywords

○	Keywords Cloud	gilroy dental dentistry smile services purewal all patient cosmetic office

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
dental	26	✖	✖	✔	✔
patient	8	✖	✖	✔	✔
office	8	✖	✖	✖	✔
gilroy	6	✔	✖	✔	✔
purewal	6	✔	✖	✔	✔

Usability

	Url	Domain : gilroyplazadental.com Length : 21
	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 : 0 Warnings : 0
	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	✔ Excellent, your website doesn't use nested tables. ✖ Too bad, your website is using inline styles. ✔ Great, your website has few CSS files. ✔ Perfect, your website has few JavaScript files. ✔ 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.gilroyplazadental.com/sitemap.xml

	Robots.txt	http://gilroyplazadental.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.