

Website review usps.com

Generated on May 12 2024 13:29 PM

The score is 52/100



SEO Content

	Title	Welcome USPS Length : 14 Perfect, your title contains between 10 and 70 characters.										
	Description	Welcome to USPS.com. Track packages, pay and print postage with Click-N-Ship, schedule free package pickups, look up ZIP Codes, calculate postage prices, and find everything you need for sending mail and shipping packages. Length : 222 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.										
	Keywords	USPS, Postal Service, Postal Store, buy stamps, free shipping supplies, informed delivery, mail previews, Click-N-Ship, online postage, track packages, hold mail, forward mail, free package pickup, postage calculator, ZIP Code Lookup, Find a Post Office Good, your page contains meta keywords.										
	Og Meta Properties	Good, your page take advantage of Og Properties. <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>url</td><td>https://www.usps.com/</td></tr><tr><td>type</td><td>article</td></tr><tr><td>title</td><td>Welcome USPS</td></tr><tr><td>image</td><td>https://www.usps.com/assets/images/welcome/usps-homepage.jpg</td></tr></tbody></table>	Property	Content	url	https://www.usps.com/	type	article	title	Welcome USPS	image	https://www.usps.com/assets/images/welcome/usps-homepage.jpg
Property	Content											
url	https://www.usps.com/											
type	article											
title	Welcome USPS											
image	https://www.usps.com/assets/images/welcome/usps-homepage.jpg											

SEO Content

		description Welcome to USPS.com. Track packages, pay and print postage with Click-N-Ship, schedule free package pickups, look up ZIP Codes, calculate postage prices, and find everything you need for sending mail and shipping packages.												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>10</td><td>30</td><td>0</td><td>0</td><td>0</td></tr></table> • [H1] USPS.com Home Page • [H2] See Incoming Mail in Your Email • [H2] See Incoming Mail in Your Email • [H2] Search or Track Packages • [H2] Featured USPS® Products & Services • [H2] USPS Stamps • [H2] Prepaid Supplies • [H2] Military Care Packages • [H2] Cards for Every Occasion • [H2] Novelty Gifts • [H2] USPS Updates • [H3] Tools • [H3] Learn About • [H3] • [H3] Tools • [H3] Learn About • [H3] Shop • [H3] Learn About • [H3] Tools • [H3] Learn About • [H3] • [H3] Tools • [H3] Learn About • [H3] • [H3] Click-N-Ship® • [H3] Stamps & Supplies • [H3] Buy Stamps • [H3] Informed Delivery® • [H3] PO Boxes™ • [H3] Calculate a Price • [H3] Hold Mail • [H3] ZIP Code™ Lookup • [H3] Change My Address • [H3] Schedule a Pickup • [H3] Official USPS Change of Address® Tool • [H3] Small Business Solutions • [H3] Schedule a Free Package Pickup • [H3] PO Box™ Online Services • [H3] Alert: Text & Email Scams • [H3] Requirements for European Union (EU) Countries • [H3] Jobs with USPS	H1	H2	H3	H4	H5	H6	1	10	30	0	0	0
H1	H2	H3	H4	H5	H6									
1	10	30	0	0	0									
	Images	We found 46 images on this web page. Good, most or all of your images have alt attributes.												

SEO Content

	Text/HTML Ratio	Ratio : 13% 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	Bad. Your links have query string.
	Underscores in the URLs	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 135 links including 2 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 3.7% Internal Links 96.3%

In-page links

Anchor	Type	Juice
Go to USPS.com Site Index.	Internal	Passing Juice
Skip to Main Content	Internal	Passing Juice
Skip All Utility Navigation	Internal	Passing Juice
English	External	Passing Juice
Espa&ntilde;ol	External	Passing Juice
Locations	Internal	Passing Juice
Support	Internal	Passing Juice

In-page links

Informed Delivery	Internal	Passing Juice
Register / Sign In	Internal	Passing Juice
Sign In	Internal	Passing Juice
Skip Quick Tools Links	Internal	Passing Juice
Quick Tools	Internal	Passing Juice
Skip Send Links	Internal	Passing Juice
Send	Internal	Passing Juice
Click-N-Ship	Internal	Passing Juice
Stamps & Supplies	Internal	Passing Juice
Calculate a Price	Internal	Passing Juice
Schedule a Pickup	Internal	Passing Juice
Tracking	Internal	Passing Juice
Sending Mail	Internal	Passing Juice
Sending Packages	Internal	Passing Juice
Insurance & Extra Services	Internal	Passing Juice
Shipping Restrictions	Internal	Passing Juice
Online Shipping	Internal	Passing Juice
Label Broker	Internal	Passing Juice
Custom Mail, Cards, & Envelopes	Internal	Passing Juice
Postage Prices	Internal	Passing Juice
Mail & Shipping Services	Internal	Passing Juice
Priority Mail Express	Internal	Passing Juice
Priority Mail	Internal	Passing Juice
USPS Ground Advantage	Internal	Passing Juice
First-Class Mail	Internal	Passing Juice
Military & Diplomatic Mail	Internal	Passing Juice
Redirecting a Package	Internal	Passing Juice
Money Orders	Internal	Passing Juice

In-page links

Filing a Claim	Internal	Passing Juice
Requesting a Refund	Internal	Passing Juice
Skip Receive Links	Internal	Passing Juice
Receive	Internal	Passing Juice
Intercept a Package	Internal	Passing Juice
Schedule a Redelivery	Internal	Passing Juice
Hold Mail	Internal	Passing Juice
Change of Address	Internal	Passing Juice
Rent or Renew PO Box	Internal	Passing Juice
Informed Delivery	Internal	Passing Juice
Forwarding Mail	Internal	Passing Juice
Mailbox Guidelines	Internal	Passing Juice
Mail for the Deceased	Internal	Passing Juice
Skip Shop Links	Internal	Passing Juice
Shop	Internal	Passing Juice
Stamps	Internal	Passing Juice
Shipping Supplies	Internal	Passing Juice
Cards & Envelopes	Internal	Passing Juice
Personalized Stamped Envelopes	Internal	Passing Juice
Collectors	Internal	Passing Juice
Gifts	Internal	Passing Juice
Business Supplies	Internal	Passing Juice
Returns & Exchanges	Internal	Passing Juice
Skip Business Links	Internal	Passing Juice
Business	Internal	Passing Juice
Calculate a Business Price	Internal	Passing Juice
Every Door Direct Mail	Internal	Passing Juice
Business Shipping	Internal	Passing Juice

In-page links

USPS Loyalty Program	Internal	Passing Juice
Shipping Consolidators	Internal	Passing Juice
Advertising with Mail	Internal	Passing Juice
Using EDDM	Internal	Passing Juice
Mailing & Printing Services	Internal	Passing Juice
Customized Direct Mail	Internal	Passing Juice
Political Mail	Internal	Passing Juice
Promotions & Incentives	Internal	Passing Juice
Informed Delivery Marketing	Internal	Passing Juice
Product Samples	Internal	Passing Juice
USPS Connect	Internal	Passing Juice
eCommerce	Internal	Passing Juice
Local	Internal	Passing Juice
Postage Options	Internal	Passing Juice
Verifying Postage	Internal	Passing Juice
Returns Services	Internal	Passing Juice
International Business Shipping	Internal	Passing Juice
Managing Business Mail	Internal	Passing Juice
Web Tools (APIs)	Internal	Passing Juice
Skip International Links	Internal	Passing Juice
International	Internal	Passing Juice
Calculate International Prices	Internal	Passing Juice
Print Customs Forms	Internal	Passing Juice
How to Send a Letter Internationally	Internal	Passing Juice
How to Send a Package Internationally	Internal	Passing Juice
International Shipping Restrictions	Internal	Passing Juice
Shipping Internationally Online	Internal	Passing Juice
International Insurance & Extra Services	Internal	Passing Juice

In-page links

Completing Customs Forms	Internal	Passing Juice
Military & Diplomatic Mail	Internal	Passing Juice
Sending Money Abroad	Internal	Passing Juice
Passports	Internal	Passing Juice
Comparing International Shipping Services	Internal	Passing Juice
Global Express Guaranteed	Internal	Passing Juice
Priority Mail Express International	Internal	Passing Juice
Priority Mail International	Internal	Passing Juice
First-Class Package International Service	Internal	Passing Juice
First-Class Mail International	Internal	Passing Juice
Filing an International Claim	Internal	Passing Juice
Requesting an International Refund	Internal	Passing Juice
Skip Help Links	Internal	Passing Juice
Help	Internal	Passing Juice
Finding Missing Mail	Internal	Passing Juice
PO BOXES	Internal	Passing Juice
PASSPORTS	Internal	Passing Juice
FREE BOXES	Internal	Passing Juice
Read more&nbsp;&rsquo;	Internal	Passing Juice
see our Service Alerts&nbsp;&rsquo;	Internal	Passing Juice
Stamps & Supplies	Internal	Passing Juice
Change My Address	Internal	Passing Juice
Shop Now	Internal	Passing Juice
Shop Now	Internal	Passing Juice
Shop Now	Internal	Passing Juice
Learn What You Need To Do	Internal	Passing Juice
Find Out More	Internal	Passing Juice
=	Internal	Passing Juice

In-page links

About USPS Home	Internal	Passing Juice
Newsroom	Internal	Passing Juice
Forms & Publications	Internal	Passing Juice
Government Services	Internal	Passing Juice
Business Customer Gateway	Internal	Passing Juice
Postal Inspectors	External	Passing Juice
Inspector General	External	Passing Juice
Postal Explorer	Internal	Passing Juice
National Postal Museum	External	Passing Juice
PostalPro	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
FOIA	Internal	Passing Juice
No FEAR Act/EEO Contacts	Internal	Passing Juice
Fair Chance Act	Internal	Passing Juice
Accessibility Statement	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	skip search shipping business mail delivery links international usps package
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
mail	29	✗	✓	✓	✓
usps	25	✓	✓	✓	✓
international	15	✗	✗	✗	✗
shipping	12	✗	✓	✓	✗

Keywords Consistency

skip

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Usability

	Url	Domain : usps.com Length : 8
	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 WINDOWS-1252.
	W3C Validity	Errors : 70 Warnings : 22
	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. Too bad, your website has too many CSS files (more than 4). Too bad, your website has too many JS files (more than 6).

Document

✓ 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.usps.com/sitemap.xml>



Robots.txt

<http://usps.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.