

# website <http://www.duesouthoutfitters.com/>

Items	Findings
Branding	Color Typography Images Privacy Policy, TOS, Refund Policy, Pricing, Payment process, Trial, Faq Contact Us
Design	Above The Fold White Space Call To action Navigation Color Flaw
Coding	Sub Heading Canonicalisation Sitemap.XML Permalink Robots.txt Navigation
Usability	Grammer & Spelling Words Choosing Readability
Content	Quality (Uniqueness, Lenght, Presentation, Error Free) Consistency ALT Tag & File name
Keywords	Keyword Usages
On Page SEO	Page Title Keyword in URL Meta Tilte Meta Description Internal Links Blog links
Social Media	Social Shares Social Accounts Activeness on Profiles
Mobile	Responsiveness
Internal Duplication	Internal Duplicate Content Ratio (using siteliner tool)
Loading Speed	Mobile/Desktop
Incomplete Page	Little content or Under construction Page



## Comment

it is not ok.you have used a logo with website colour  
it is not ok.you have used same letter if visitor see looking good  
its ok.but you used more good image  
there is no privacy.you must used  
yes

there is not..you have used it  
yes there are many white space.  
yes ,but you must used colour change  
you must use colour for all link

no you must use sub heading in content  
there is no..you used developer to fixed it  
you used php.so google can't crwal you.you must use wordpress  
you have this  
used robot allowed on your site,  
Suggest

you have copied content  
use a standard language  
you have to change this

there have many copy content..please change your content  
you must change  
used this

used minimum .20 and maximum .50

yes,looks good  
better,used without date  
looks good  
looks good  
yes  
yes

no,used it  
no,used it please  
no

gd

yes,there have duplicate link

all good

2 page

2 brpken link