



Website review apple.com

Generated on January 17 2026 00:05 AM

The score is 55/100



SEO Content

	Title	Apple Length : 5 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.																
	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. Length : 172 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.																
	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. <table><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
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SEO Content

	Headings	H1 1 H2 7 H3 17 H4 0 H5 0 H6 0
		• [H1] Apple • [H2] iPhone • [H2] Apple Watch Series 11 • [H2] iPad Air • [H2] Scan code with iPhone or iPad. • [H2] Endless entertainment. • [H2] More from Apple.Watch the latest brand films from Apple. • [H2] Apple Footer • [H3] MacBook Pro 14" • [H3] Apple Watch Ultra 3 • [H3] AirPods Pro 3 • [H3] Apple Fitness Plus • [H3] Apple Trade In • [H3] Apple Card • [H3] Shop and Learn Shop and Learn • [H3] Apple Wallet Apple Wallet • [H3] Account Account • [H3] Entertainment Entertainment • [H3] Apple Store Apple Store • [H3] For Business For Business • [H3] For Education For Education • [H3] For Healthcare For Healthcare • [H3] For Government For Government • [H3] Apple Values Apple Values • [H3] About Apple About Apple
	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	External Links : noreferrer noopener 0% External Links : Passing Juice 1.15% Internal Links 98.85%

In-page links

Anchor	Type	Juice
&nbsp;	Internal	Passing Juice
Shop iPhone	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Buy	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Buy	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Buy	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Buy	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Buy	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Buy	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Try it free	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
&nbsp;	Internal	Passing Juice
Apply now	Internal	Passing Juice

In-page links

Apply now	Internal	Passing Juice
here	Internal	noreferrer noopener
support.apple.com/kb/HT209218	Internal	Passing Juice
Store	Internal	Passing Juice
Mac	Internal	Passing Juice
iPad	Internal	Passing Juice
Watch	Internal	Passing Juice
Vision	Internal	Passing Juice
AirPods	Internal	Passing Juice
TV & Home	Internal	Passing Juice
AirTag	Internal	Passing Juice
Accessories	Internal	Passing Juice
Gift Cards	Internal	Passing Juice
Wallet	Internal	Passing Juice
Apple Pay	Internal	Passing Juice
Apple Cash	Internal	Passing Juice
Manage Your Apple Account	Internal	Passing Juice
Apple Store Account	Internal	Passing Juice
iCloud.com	External	Passing Juice
Apple One	Internal	Passing Juice
Apple TV	Internal	Passing Juice
Apple Music	Internal	Passing Juice
Apple Arcade	Internal	Passing Juice
Apple News+	Internal	Passing Juice
Apple Podcasts	Internal	Passing Juice
Apple Books	Internal	Passing Juice
App Store	Internal	Passing Juice
Find a Store	Internal	Passing Juice

In-page links

Genius Bar	Internal	Passing Juice
Today at Apple	Internal	Passing Juice
Group Reservations	Internal	Passing Juice
Apple Camp	Internal	Passing Juice
Apple Store App	Internal	Passing Juice
Certified Refurbished	Internal	Passing Juice
Financing	Internal	Passing Juice
Carrier Deals at Apple	Internal	Passing Juice
Order Status	Internal	Passing Juice
Shopping Help	Internal	Passing Juice
Apple and Business	Internal	Passing Juice
Shop for Business	Internal	Passing Juice
Apple and Education	Internal	Passing Juice
Shop for K-12	Internal	Passing Juice
Shop for College	Internal	Passing Juice
Apple and Healthcare	Internal	Passing Juice
Apple and Government	Internal	Passing Juice
Shop for Veterans and Military	Internal	Passing Juice
Shop for State and Local Employees	Internal	Passing Juice
Shop for Federal Employees	Internal	Passing Juice
Accessibility	Internal	Passing Juice
Education	Internal	Passing Juice
Environment	Internal	Passing Juice
Inclusion and Diversity	Internal	Passing Juice
Privacy	Internal	Passing Juice
Racial Equity and Justice	Internal	Passing Juice
Supply Chain Innovation	Internal	Passing Juice
Newsroom	Internal	Passing Juice

In-page links

Apple Leadership	Internal	Passing Juice
Career Opportunities	Internal	Passing Juice
Investors	Internal	Passing Juice
Ethics & Compliance	Internal	Passing Juice
Events	Internal	Passing Juice
Contact Apple	Internal	Passing Juice
other retailer	Internal	Passing Juice
United States	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice
Terms of Use	Internal	Passing Juice
Sales and Refunds	Internal	Passing Juice
Legal	Internal	Passing Juice
Site Map	Internal	Passing Juice

SEO Keywords



Keywords Cloud

learn now store watch stream apple trade item shop more

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	 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).  Perfect, your website takes advantage of gzip.

Mobile

	Mobile Optimization	 Apple Icon  Meta Viewport Tag  Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. https://www.apple.com/shop/sitemap.xml https://www.apple.com/autopush/sitemap/sitemap-index.xml https://www.apple.com/newsroom/sitemap.xml https://www.apple.com/retail/sitemap/sitemap.xml https://www.apple.com/today/sitemap-index.xml
	Robots.txt	http://apple.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.