







# Website review borngood.in

Generated on October 12 2023 12:33 PM

The score is 49/100



## SEO Content

	Title	Eco Friendly, Natural Home Cleaning Products   All Purpose Cleaners &ndash; BornGood  <b>Length : 85</b>  Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Description	A range of lab-tested, USDA certified and plant-based eco friendly home cleaning products to help you, your clothes and the environment. Born Good products are rooted in biodegradable ingredients that solve unique laundry needs while caring for our planet.  <b>Length : 256</b>  Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.												
	Og Meta Properties	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>site_name</td><td>BornGood</td></tr><tr><td>url</td><td>https://www.borngood.in/</td></tr><tr><td>title</td><td>Eco Friendly, Natural Home Cleaning Products   All Purpose Cleaners</td></tr><tr><td>type</td><td>website</td></tr><tr><td>description</td><td>A range of lab-tested, USDA certified and plant-based eco friendly home cleaning products to help you, your clothes and the environment. Born Good products are rooted in biodegradable ingredients that solve unique laundry needs while caring for our planet.</td></tr></tbody></table>	Property	Content	site_name	BornGood	url	https://www.borngood.in/	title	Eco Friendly, Natural Home Cleaning Products   All Purpose Cleaners	type	website	description	A range of lab-tested, USDA certified and plant-based eco friendly home cleaning products to help you, your clothes and the environment. Born Good products are rooted in biodegradable ingredients that solve unique laundry needs while caring for our planet.
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site_name	BornGood													
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## SEO Content

image	<a href="http://www.borngood.in/cdn/shop/files/BG-Logo.png?height=628&amp;pad_color=fff&amp;v=1664775562&amp;width=1200">http://www.borngood.in/cdn/shop/files/BG-Logo.png?height=628&amp;pad_color=fff&amp;v=1664775562&amp;width=1200</a>
image:secure_url	<a href="https://www.borngood.in/cdn/shop/files/BG-Logo.png?height=628&amp;pad_color=fff&amp;v=1664775562&amp;width=1200">https://www.borngood.in/cdn/shop/files/BG-Logo.png?height=628&amp;pad_color=fff&amp;v=1664775562&amp;width=1200</a>
image:width	1200
image:height	628





### Headings

H1	H2	H3	H4	H5	H6
1	14	48	0	0	0
<ul style="list-style-type: none"> <li>• [H1]</li> <li>• [H2] Your cart is empty</li> <li>• [H2] Shopping Cart 0</li> <li>• [H2] Subtotal</li> <li>• [H2] evergreen classics</li> <li>• [H2] Value 5 L packs</li> <li>• [H2] the good range</li> <li>• [H2] fresh picks</li> <li>• [H2] Fabric wrinkle remover</li> <li>• [H2] Concentrated Glass and Multi-Surface cleaner</li> <li>• [H2] toxins out, goodness in</li> <li>• [H2] the good feedback</li> <li>• [H2] follow us on instagram @borngoodofficial</li> <li>• [H2] the good blog</li> <li>• [H2] Also available at</li> <li>• [H3] all products</li> <li>• [H3] clothing care</li> <li>• [H3] household cleaners</li> <li>• [H3] concentrate cleaners</li> <li>• [H3] kitchen cleaners</li> <li>• [H3] eco-friendly packs</li> <li>• [H3] Concentrated Liquid Laundry Detergent-1 L Bottle (100 Loads)</li> <li>• [H3] Glass And Multi-Surface Cleaner Concentrate-Starter Kit (makes 1 Litre)</li> <li>• [H3] Tap And Shower Cleaner Concentrate-Starter Kit (makes 1 Litre)</li> <li>• [H3] Eco-Friendly Toilet Bowl Cleaner Liquid-500ml Bottle x 2</li> <li>• [H3] Fragrance Liquid Laundry Detergent-Brazilian Rosewood / 5L Can</li> <li>• [H3] Fragrance Liquid Laundry Detergent-Japanese Cypress / 5L Can</li> <li>• [H3] Disinfectant Floor Cleaner Liquid-5L Can</li> <li>• [H3] Plant-Based Dishwash Gel-500ml Bottle &amp; 1L Refill</li> <li>• [H3] Anti Microbial Liquid Detergent for Activewear-5 L Can</li> <li>• [H3] Plant-Based Fabric Conditioner-5L Can</li> <li>• [H3] Colour Protect Liquid Detergent for Dark Clothes-5L Can</li> <li>• [H3] Concentrated Liquid Laundry Detergent</li> <li>• [H3] Fabric Wrinkle Remover</li> <li>• [H3] Fragrance Liquid Laundry Detergent</li> </ul>					

## SEO Content

		<ul style="list-style-type: none"><li>• [H3] Plant-Based Fabric Conditioner</li><li>• [H3] Fabric Stain Remover</li><li>• [H3] Colour Protect Liquid Detergent for Dark Clothes</li><li>• [H3] Anti Microbial Liquid Detergent for Activewear</li><li>• [H3] Floor Cleaner Liquid Concentrate</li><li>• [H3] Eco-Friendly Toilet Bowl Cleaner Liquid</li><li>• [H3] Glass And Multi-Surface Cleaner Concentrate</li><li>• [H3] Tap And Shower Cleaner Concentrate</li><li>• [H3] Air Freshener (Closets &amp; Cars)</li><li>• [H3] Gadget Cleaner And Disinfectant</li><li>• [H3] Disinfectant Floor Cleaner Liquid</li><li>• [H3] Plant-Based Dishwash Gel</li><li>• [H3] Home Cleaning Combo Packs-Pet Parent Kit</li><li>• [H3] Home Cleaning Combo Packs-Minis Kit</li><li>• [H3] Home Cleaning Combo Packs-Baby Bumper Kit</li><li>• [H3] Home Cleaning Combo Packs-Concentrate Starter Kit</li><li>• [H3] Home Cleaning Combo Packs-Household Cleaning Kit</li><li>• [H3] Home Cleaning Combo Packs-Clothing Care Kit</li><li>• [H3] Rukaiya Kanchwala</li><li>• [H3] Gayatri Tampi</li><li>• [H3] Nanditha Gopal</li><li>• [H3] Arpitha Shetty</li><li>• [H3] Natural Pest Control 101: Born Good's Playbook for a Critter-Free Castle!</li><li>• [H3] A Foodie's Best Friend: Embrace Your Foodie Lifestyle with Born Good's Stain Remover and Liquid Detergent</li><li>• [H3] The Significance of a Clean Home for a Happy Relationship</li><li>• [H3] Cleaning Up After Pets: Tips and Products for a Fresh and Clean Home</li><li>• [H3] Pet Smells Be Gone! The Ultimate Guide to Pet-Friendly Odor Elimination</li><li>• [H3] Grout Cleaning Made Easy: The Power of an Eco-friendly Floor Disinfectant</li></ul>
	Images	<p>We found 89 images on this web page.</p> <p>79 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>7%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

## 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 54 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">Continue shopping</a>	Internal	Passing Juice
<a href="#">Log in</a>	Internal	Passing Juice
<a href="#">All Products</a>	Internal	Passing Juice
<a href="#">Trial Pack (Set of 4)</a>	Internal	Passing Juice
<a href="#">Clothing Care</a>	Internal	Passing Juice
<a href="#">Concentrated Detergent</a>	Internal	Passing Juice
<a href="#">Instant Wrinkle Remover</a>	Internal	Passing Juice
<a href="#">Fragrance Detergents</a>	Internal	Passing Juice
<a href="#">Anti Microbial Detergent</a>	Internal	Passing Juice
<a href="#">Colour Protect Detergent</a>	Internal	Passing Juice
<a href="#">Fabric Conditioner</a>	Internal	Passing Juice
<a href="#">Stain Remover</a>	Internal	Passing Juice
<a href="#">Household Cleaners</a>	Internal	Passing Juice
<a href="#">Concentrated Floor Cleaner</a>	Internal	Passing Juice
<a href="#">Toilet Bowl Cleaner</a>	Internal	Passing Juice

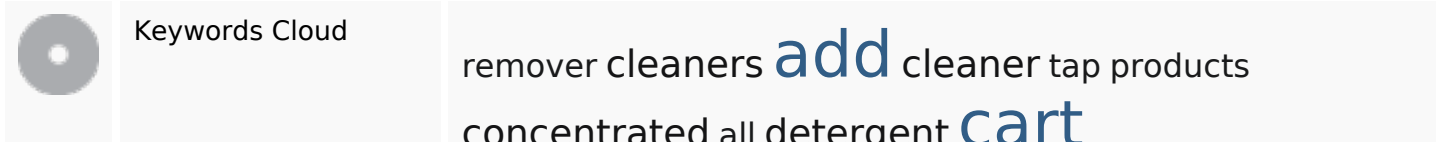
## In-page links

<a href="#">Concentrated Glass &amp; Surface Cleaner</a>	Internal	Passing Juice
<a href="#">Concentrated Tap &amp; Shower Cleaner</a>	Internal	Passing Juice
<a href="#">Concentrated Air Freshener</a>	Internal	Passing Juice
<a href="#">Gadget Cleaner &amp; Disinfectant</a>	Internal	Passing Juice
<a href="#">Air Freshener (Closets &amp; Cars)</a>	Internal	Passing Juice
<a href="#">Floor Cleaner</a>	Internal	Passing Juice
<a href="#">Kitchen Cleaners</a>	Internal	Passing Juice
<a href="#">Dishwash Gel</a>	Internal	Passing Juice
<a href="#">Concentrate Cleaners</a>	Internal	Passing Juice
<a href="#">Eco-friendly Packs</a>	Internal	Passing Juice
<a href="#">Value Combo Packs</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Beyond the Bottle</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Contact Us</a>	Internal	Passing Juice
<a href="#">The Good Blog</a>	Internal	Passing Juice
<a href="#">Concentrated Liquid Laundry Detergent-1 L Bottle (100 Loads)</a>	Internal	Passing Juice
<a href="#">Glass And Multi-Surface Cleaner Concentrate-Starter Kit (makes 1 Litre)</a>	Internal	Passing Juice
<a href="#">Tap And Shower Cleaner Concentrate-Starter Kit (makes 1 Litre)</a>	Internal	Passing Juice
<a href="#">Eco-Friendly Toilet Bowl Cleaner Liquid-500ml Bottle x 2</a>	Internal	Passing Juice
<a href="#">Fragrance Liquid Laundry Detergent-Brazilian Rosewood / 5L Can</a>	Internal	Passing Juice
<a href="#">Fragrance Liquid Laundry Detergent-Japanese Cypress / 5L Can</a>	Internal	Passing Juice
<a href="#">Disinfectant Floor Cleaner Liquid-5L Can</a>	Internal	Passing Juice
<a href="#">Plant-Based Dishwash Gel-500ml Bottle &amp; 1L Refill</a>	Internal	Passing Juice
<a href="#">Anti Microbial Liquid Detergent for Activewear-5 L Can</a>	Internal	Passing Juice
<a href="#">Plant-Based Fabric Conditioner-5L Can</a>	Internal	Passing Juice

## In-page links

<a href="#">Colour Protect Liquid Detergent for Dark Clothes-5L Can</a>	Internal	Passing Juice
<a href="#">Home Cleaning Combo Packs-Pet Parent Kit</a>	Internal	Passing Juice
<a href="#">Home Cleaning Combo Packs-Minis Kit</a>	Internal	Passing Juice
<a href="#">Home Cleaning Combo Packs-Baby Bumper Kit</a>	Internal	Passing Juice
<a href="#">Home Cleaning Combo Packs-Concentrate Starter Kit</a>	Internal	Passing Juice
<a href="#">Home Cleaning Combo Packs-Household Cleaning Kit</a>	Internal	Passing Juice
<a href="#">Home Cleaning Combo Packs-Clothing Care Kit</a>	Internal	Passing Juice
<a href="#">We Are Eco-friendly</a>	Internal	Passing Juice
<a href="#">Shipping Policy</a>	Internal	Passing Juice
<a href="#">Refund Policy</a>	Internal	Passing Juice
<a href="#">Terms of Service</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice

## SEO Keywords



## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
add	32				
cart	32				
concentrated	11				
cleaner	9				
cleaners	7				

## Usability

Url	Domain : borngood.in Length : 11
Favicon	Great, your website has a favicon.
Printability	Great. We have found a Print-Friendly CSS.
Language	Good. Your declared language is en.
Dublin Core	This page does not take advantage of Dublin Core.

## Document

Doctype	XHTML 1.0 Transitional
Encoding	Perfect. Your declared charset is UTF-8.
W3C Validity	Errors : 6 Warnings : 4
Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.

## Document

### 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



## Optimization

XML Sitemap

Great, your website has an XML sitemap.

<https://www.borngood.in/sitemap.xml>

Robots.txt

<http://borngood.in/robots.txt>

Great, your website has a robots.txt file.

Analytics

Great, your website has an analytics tool.

Google Analytics