







# Website review usps.com

Generated on January 17 2026 00:08 AM

The score is 62/100



## SEO Content

	<p>Title</p>	<p>Welcome   USPS</p> <p>Length : 14</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<p>Description</p>	<p>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.</p> <p>Length : 222</p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	<p>Keywords</p>	<p>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</p> <p>Good, your page contains meta keywords.</p>												
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1447 1481 2047"> <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> <tr> <td>description</td> <td>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.</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	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.
Property	Content													
url	https://www.usps.com/													
type	article													
title	Welcome   USPS													
image	https://www.usps.com/assets/images/welcome/usps-homepage.jpg													
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.													





# SEO Content

## Headings





H1	H2	H3	H4	H5	H6
1	21	49	0	0	0

- [H1] USPS.com Home Page
- [H2] Online Shipping Made Easy
- [H2] Online Shipping Made Easy
- [H2] Search or Track Packages
- [H2] Featured USPS® Products & Services
- [H2] USPS Stamps
- [H2] Prepaid Supplies
- [H2] Free Supplies
- [H2] Prepaid Supplies
- [H2] Sustainable Supplies
- [H2] Priority Mail Supplies
- [H2] Free Supplies
- [H2] Scales & Accessories
- [H2] SpongeBob SquarePants
- [H2] Holiday Cards
- [H2] Military Shipping Supplies
- [H2] Baby Wild Animal Notecards
- [H2] Mr. ZIP™ Products
- [H2] Celebrate 250 Years of USPS
- [H2] Goodnight Moon Writing Kit
- [H2] Patriotic Stamp Flannel Fleece Throw Blanket
- [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] Lunar New Year: Year of the Horse Forever® Stamps
- [H3] Mail Your Tax Return
- [H3] Need a New Passport?
- [H3] Informed Delivery® at Your Fingertips
- [H3] Small Business Solutions
- [H3] Moving Soon?
- [H3] Upcoming USPS Holidays
- [H3] Alert: Text & Email Scams

## SEO Content

		<ul style="list-style-type: none"> <li>• [H3] New Requirements for Packages Sent Internationally</li> <li>• [H3] Jobs with USPS</li> <li>• [H3] Postmarks</li> <li>• [H3] Alert: Text &amp; Email Scams</li> <li>• [H3] New Requirements for Packages Sent Internationally</li> <li>• [H3] Change of Address Security Enhancements</li> <li>• [H3] Change of Address Security Enhancements</li> <li>• [H3] New Requirements for European Union (EU) Countries</li> <li>• [H3] Upcoming USPS Holidays</li> <li>• [H3] Upcoming USPS Holidays</li> <li>• [H3] Upcoming Price Change</li> <li>• [H3] Service Standard Changes</li> <li>• [H3] Board of Governors</li> <li>• [H3] Mail Suspension: Canada</li> <li>• [H3] Reminder: Mercury Is Nonmailable</li> <li>• [H3] New Prices</li> <li>• [H3] Coming Soon: USPS Ground Advantage</li> <li>• [H3] New Requirements for European Union (EU) Countries</li> </ul>
	Images	<p>We found 66 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : 6%</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	<p>Bad. Your links have query string.</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 141 links including 2 link(s) to files</p>
	Statistics	<p>External Links : noreferrer noopener 0%</p> <p>External Links : Passing Juice 4.26%</p>

## SEO Links

Internal Links 95.74%

### In-page links

Anchor	Type	Juice
<a href="#">Go to USPS.com Site Index.</a>	Internal	Passing Juice
<a href="#">Locations</a>	Internal	Passing Juice
<a href="#">Support</a>	Internal	Passing Juice
<a href="#">Informed Delivery</a>	Internal	Passing Juice
<a href="#">Register / Sign In</a>	Internal	Passing Juice
<a href="#">Sign In</a>	Internal	Passing Juice
<a href="#">Send</a>	Internal	Passing Juice
<a href="#">Click-N-Ship</a>	Internal	Passing Juice
<a href="#">Stamps &amp; Supplies</a>	Internal	Passing Juice
<a href="#">Calculate a Price</a>	Internal	Passing Juice
<a href="#">Schedule a Pickup</a>	Internal	Passing Juice
<a href="#">Tracking</a>	Internal	Passing Juice
<a href="#">Transit Time Map</a>	Internal	Passing Juice
<a href="#">Sending Mail</a>	Internal	Passing Juice
<a href="#">Sending Packages</a>	Internal	Passing Juice
<a href="#">Insurance &amp; Extra Services</a>	Internal	Passing Juice
<a href="#">Shipping Restrictions</a>	Internal	Passing Juice
<a href="#">Online Shipping</a>	Internal	Passing Juice
<a href="#">Ship to USPS Smart Locker</a>	External	Passing Juice
<a href="#">Label Broker</a>	Internal	Passing Juice
<a href="#">Custom Mail, Cards, &amp; Envelopes</a>	Internal	Passing Juice
<a href="#">Postage Prices</a>	Internal	Passing Juice
<a href="#">Mail &amp; Shipping Services</a>	Internal	Passing Juice
<a href="#">Priority Mail Express</a>	Internal	Passing Juice

## In-page links

<a href="#">Priority Mail</a>	Internal	Passing Juice
<a href="#">USPS Ground Advantage</a>	Internal	Passing Juice
<a href="#">First-Class Mail</a>	Internal	Passing Juice
<a href="#">Military &amp; Diplomatic Mail</a>	Internal	Passing Juice
<a href="#">Redirecting a Package</a>	Internal	Passing Juice
<a href="#">Money Orders</a>	Internal	Passing Juice
<a href="#">Filing a Claim</a>	Internal	Passing Juice
<a href="#">Requesting a Refund</a>	Internal	Passing Juice
<a href="#">Receive</a>	Internal	Passing Juice
<a href="#">Intercept a Package</a>	Internal	Passing Juice
<a href="#">Schedule a Redelivery</a>	Internal	Passing Juice
<a href="#">Hold Mail</a>	Internal	Passing Juice
<a href="#">Change of Address</a>	Internal	Passing Juice
<a href="#">Rent or Renew PO Box</a>	Internal	Passing Juice
<a href="#">Informed Delivery</a>	Internal	Passing Juice
<a href="#">Forwarding Mail</a>	Internal	Passing Juice
<a href="#">USPS Smart Lockers</a>	External	Passing Juice
<a href="#">Mailbox Guidelines</a>	Internal	Passing Juice
<a href="#">Mail for the Deceased</a>	Internal	Passing Juice
<a href="#">Shop</a>	Internal	Passing Juice
<a href="#">Stamps</a>	Internal	Passing Juice
<a href="#">Shipping Supplies</a>	Internal	Passing Juice
<a href="#">Cards &amp; Envelopes</a>	Internal	Passing Juice
<a href="#">Personalized Stamped Envelopes</a>	Internal	Passing Juice
<a href="#">Collectors</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">Business Supplies</a>	Internal	Passing Juice
<a href="#">Returns &amp; Exchanges</a>	Internal	Passing Juice

## In-page links

<a href="#">Business</a>	Internal	Passing Juice
<a href="#">Calculate a Business Price</a>	Internal	Passing Juice
<a href="#">Every Door Direct Mail</a>	Internal	Passing Juice
<a href="#">Business Shipping</a>	Internal	Passing Juice
<a href="#">Ground Advantage for Business</a>	Internal	Passing Juice
<a href="#">Ship to USPS Smart Locker</a>	External	Passing Juice
<a href="#">Advertising with Mail</a>	Internal	Passing Juice
<a href="#">Using EDDM</a>	Internal	Passing Juice
<a href="#">Mailing &amp; Printing Services</a>	Internal	Passing Juice
<a href="#">Customized Direct Mail</a>	Internal	Passing Juice
<a href="#">Political Mail</a>	Internal	Passing Juice
<a href="#">Promotions &amp; Incentives</a>	Internal	Passing Juice
<a href="#">Informed Delivery Marketing</a>	Internal	Passing Juice
<a href="#">USPS Connect</a>	Internal	Passing Juice
<a href="#">eCommerce</a>	Internal	Passing Juice
<a href="#">Local</a>	Internal	Passing Juice
<a href="#">Postage Options</a>	Internal	Passing Juice
<a href="#">Verifying Postage</a>	Internal	Passing Juice
<a href="#">Returns Services</a>	Internal	Passing Juice
<a href="#">Label Broker for Business</a>	Internal	Passing Juice
<a href="#">International Business Shipping</a>	Internal	Passing Juice
<a href="#">Managing Business Mail</a>	Internal	Passing Juice
<a href="#">USPS &amp; Web Tools APIs</a>	Internal	Passing Juice
<a href="#">International</a>	Internal	Passing Juice
<a href="#">Calculate International Prices</a>	Internal	Passing Juice
<a href="#">Look Up HS Codes</a>	Internal	Passing Juice
<a href="#">Print Customs Forms</a>	Internal	Passing Juice
<a href="#">How to Send a Letter Internationally</a>	Internal	Passing Juice

## In-page links

<a href="#">How to Send a Package Internationally</a>	Internal	Passing Juice
<a href="#">International Shipping Restrictions</a>	Internal	Passing Juice
<a href="#">Shipping Internationally Online</a>	Internal	Passing Juice
<a href="#">International Insurance &amp; Extra Services</a>	Internal	Passing Juice
<a href="#">Completing Customs Forms</a>	Internal	Passing Juice
<a href="#">Military &amp; Diplomatic Mail</a>	Internal	Passing Juice
<a href="#">Sending Money Abroad</a>	Internal	Passing Juice
<a href="#">Passports</a>	Internal	Passing Juice
<a href="#">Comparing International Shipping Services</a>	Internal	Passing Juice
<a href="#">Priority Mail Express International</a>	Internal	Passing Juice
<a href="#">Priority Mail International</a>	Internal	Passing Juice
<a href="#">First-Class Package International Service</a>	Internal	Passing Juice
<a href="#">First-Class Mail International</a>	Internal	Passing Juice
<a href="#">Filing an International Claim</a>	Internal	Passing Juice
<a href="#">Requesting an International Refund</a>	Internal	Passing Juice
<a href="#">Help</a>	Internal	Passing Juice
<a href="#">Finding Missing Mail</a>	Internal	Passing Juice
<a href="#">PO BOXES</a>	Internal	Passing Juice
<a href="#">PASSPORTS</a>	Internal	Passing Juice
<a href="#">FREE BOXES</a>	Internal	Passing Juice
<a href="#">Stamps &amp; Supplies</a>	Internal	Passing Juice
<a href="#">Change My Address</a>	Internal	Passing Juice
<a href="#">Learn more</a>	Internal	Passing Juice
<a href="#">Buy Now</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice

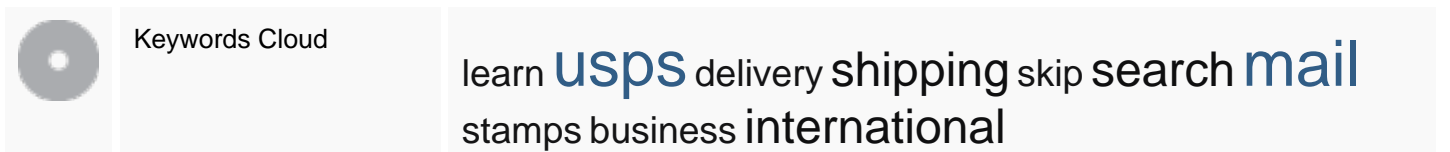
## In-page links

<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">Shop Now</a>	Internal	Passing Juice
<a href="#">See All Holidays</a>	Internal	Passing Juice
<a href="#">Learn What You Need To Do</a>	Internal	Passing Juice
<a href="#">Find Out More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn What You Need to Do</a>	Internal	Passing Juice
<a href="#">Proposed Prices</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">Learn More</a>	Internal	Passing Juice
<a href="#">View Full Price List</a>	Internal	Passing Juice
<a href="#">Learn More: USPS Ground Advantage</a>	Internal	Passing Juice
<a href="#">Learn What You Need To Do</a>	Internal	Passing Juice
-	Internal	Passing Juice
<a href="#">About USPS Home</a>	Internal	Passing Juice
<a href="#">Newsroom</a>	Internal	Passing Juice
<a href="#">USPS Service Updates</a>	Internal	Passing Juice
<a href="#">Forms &amp; Publications</a>	Internal	Passing Juice
<a href="#">Government Services</a>	Internal	Passing Juice
<a href="#">Rights &amp; Permissions</a>	Internal	Passing Juice
<a href="#">Business Customer Gateway</a>	Internal	Passing Juice
<a href="#">Postal Inspectors</a>	External	Passing Juice
<a href="#">Inspector General</a>	External	Passing Juice
<a href="#">Postal Explorer</a>	Internal	Passing Juice
<a href="#">National Postal Museum</a>	External	Passing Juice
<a href="#">PostalPro</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice

## In-page links

<a href="#">Terms of Use</a>	Internal	Passing Juice
<a href="#">FOIA</a>	Internal	Passing Juice
<a href="#">No FEAR Act/EEO Contacts</a>	Internal	Passing Juice
<a href="#">Fair Chance Act</a>	Internal	Passing Juice
<a href="#">Accessibility Statement</a>	Internal	Passing Juice

## SEO Keywords




## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
usps	35	✓	✓	✓	✓
mail	30	✗	✓	✓	✓
search	16	✗	✗	✗	✓
international	15	✗	✗	✗	✓
shipping	14	✗	✓	✓	✓












## 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.





## Usability

	Dublin Core	This page does not take advantage of Dublin Core.
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## Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is WINDOWS-1252.
	W3C Validity	Errors : 76 Warnings : 56
	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	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Too bad, your website has too many CSS files (more than 4).</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Perfect, your website takes advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap.
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## Optimization



		<a href="https://www.usps.com/sitemap.xml">https://www.usps.com/sitemap.xml</a>
	Robots.txt	<a href="http://usps.com/robots.txt">http://usps.com/robots.txt</a> Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. <a href="#">Google Tag Manager</a>