







# 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 1444 1481 2049"> <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 |

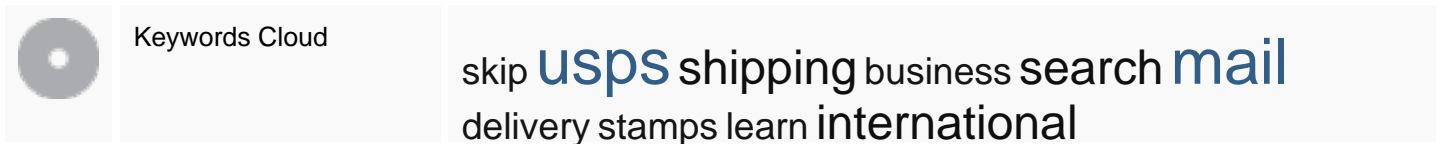
## In-page links

|   |          |               |
|---|----------|---------------|
| <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<br>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. |
|---|-------------|---|

## Document

|   |                 |  |
|---|-----------------|--|
|    | Doctype         | HTML 5   |
|    | Encoding        | Perfect. Your declared charset is WINDOWS-1252.  |
|    | W3C Validity    | Errors : 76<br>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> |
|---|---------------------|--|

## Optimization

|  |             |   |
|--|-------------|---|
|  | XML Sitemap | Great, your website has an XML sitemap. |
|--|-------------|---|

## 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><br>Great, your website has a robots.txt file. |
|  | Analytics  | Great, your website has an analytics tool.<br><a href="#">Google Tag Manager</a>                                  |