



Review of Thechristmastreefirm.co.uk

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Introduction

This report provides a review of the key factors that influence the SEO and usability of your website.

The homepage rank is a grade on a 100-point scale that represents your Internet Marketing Effectiveness. The algorithm is based on 70 criteria including search engine data, website structure, site performance and others. A rank lower than 40 means that there are a lot of areas to improve. A rank above 70 is a good mark and means that your website is probably well optimized.

Internal pages are ranked on a scale of A+ through E and are based on an analysis of nearly 30 criteria.

Our reports provide actionable advice to improve a site's business objectives.

Please contact us for more information.

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Search Engine Optimization

Usability

Mobile

Technologies

Visitors

Social

Link Analysis

Iconography

🗸 Good

Hard to solve

•• Little tough to solve

X

Errors

• Easy to solve

0

Not Important

To Improve

No action necessary

Search Engine Optimization



Christmas tree sales in Cambridgeshire & Bedfordshire | The Christmas Tree Firm

Length: 84 character(s)

Ideally, your title tag should contain between 10 and 70 characters (spaces included).

Make sure your title is explicit and contains your most important keywords.

Be sure that each page has a unique title.



The Christmas Tree Firm provide the best Christmas tree sales service in Cambridgeshire & Bedfordshire, offering a wide range of event equipment. Contact us today!

Length: 163 character(s)

Meta descriptions contains between 100 and 300 characters (spaces included).

It allow you to influence how your web pages are described and displayed in search results.

Ensure that all of your web pages have a unique meta description that is explicit and contains your most important keywords (these appear in bold when they match part or all of the user's search query).

A good meta description acts as an organic advertisement, so use enticing messaging with a clear call to action to maximize click-through rate.

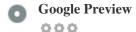
Meta Keywords

No Keywords

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines what the topic of the page is.

However, google can't use meta keywords.





<u>Christmas tree sales in Cambridgeshire & Bedfordshire | The Christmas Tree</u> <u>Firm</u>

thechristmastreefirm.co.uk/

The Christmas Tree Firm provide the best Christmas tree sales service in Cambridgeshire & Bedfordshire, offering a wide range of event equipment. Contact us today!

This is an example of what your Title Tag and Meta Description will look like in Google search results.

While Title Tags & Meta Descriptions are used to build the search result listings, the search engines may create their own if they are missing, not well written, or not relevant to the content on the page.

Title Tags and Meta Descriptions are cut short if they are too long, so it's important to stay within the suggested character limits.



<H1> <H2> <H3> <H4> <H5> <H6> <H6> <

<H1> Welcome to The Christmas Tree Firm </H1>

<H1> Order a Real Non Drop Christmas tree straight to your door this Christmas! </H1>

<H2> Free delivery from the Farm straight to your door in Cambridgeshire and Bedfordshire. Offering delivery to some location in Essex, Suffolk, Norfolk and Lincolnshire. </H2>

<H2> Take a look at some of our Popular Products </H2>

<H2> View some of our Customer Testimonials </H2>

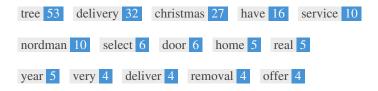
<H4> "20 years of saving lives, together. Thank you for your support! It's thanks to your support that we have been able to save lives for the past 20 years. We simply wouldn't exist if it wasn't for the people who have raised awareness and donated their time, energy and money since the year 2000. Together we save lives." </H4>

Use your keywords in the headings and make sure the first level (H1) includes your most important keywords. Never duplicate your title tag content in your header tag.

While it is important to ensure every page has an H1 tag, never include more than one per page. Instead, use multiple H2 - H6 tags.

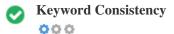






This Keyword Cloud provides an insight into the frequency of keyword usage within the page.

It's important to carry out keyword research to get an understanding of the keywords that your audience is using. There are a number of keyword research tools available online to help you choose which keywords to target.



Keywords	Freq	Title	Desc	<h></h>
tree	53	~	~	~
delivery	32	×	×	~
christmas	27	*	*	~
have	16	×	×	~
service	10	×	✓	×
nordman	10	×	×	×
select	6	×	×	×
door	6	×	×	~
home	5	×	×	×
real	5	×	×	~
year	5	×	×	~
very	4	×	×	~
deliver	4	×	×	~
removal	4	×	×	×
offer	4	×	✓	-

This table highlights the importance of being consistent with your use of keywords.

To improve the chance of ranking well in search results for a specific keyword, make sure you include it in some or all of the following: page URL, page content, title tag, meta description, header tags, image alt attributes, internal link anchor text and backlink anchor text.



We found 13 images on this web page **X** 8 ALT attributes are empty or missing.

/theme/filigree.svg
/userfiles/kate-middleton-buying-a-real-christmas-tree.jpg
/userfiles/5-stars.png
/userfiles/air-ambulance-in-partnership-with-the-christmas-tree-firm.jpg
/theme/filigree.svg
/theme/filigree.svg
UA-109703947-1

Alternative text is used to describe images to give the search engine crawlers (and the visually impaired).

Also, more information to help them understand images, which can help them to appear in Google Images search results.



HTML to Text Ratio is: 18.72%

Text content size 8823 bytes Total HTML size 47123 bytes

Code to text ratio represents the percentage of actual text on a web page compared to the percentage of HTML code, and it is used by search engines to calculate the relevancy of a web page.

A higher code to text ratio will increase your chances of getting a better rank in search engine results.



Wow! It's GZIP Enabled.

✓ Your webpage is compressed from 46 KB to 15 KB (68.4 % size savings)

Gzip is a method of compressing files (making them smaller) for faster network transfers.

It allows to reduce the size of web pages and any other typical web files to about 30% or less of its original size before it transfer.



To check this for your website, enter your IP address in the browser and see if your site loads with the IP address.

Ideally, the IP should redirect to your website's URL or to a page from your website hosting provider.

If it does not redirect, you should do an htaccess 301 redirect to make sure the IP does not get indexed.

URL Rewrite

Good, all URLs look clean and friendly

Your site's URLs contain unnecessary elements that make them look complicated.

A URL must be easy to read and remember for users. Search engines need URLs to be clean and include your page's most important keywords.

Clean URLs are also useful when shared on social media as they explain the page's content.

Underscores in the URLs

Oh no, you are using underscores (these_are_underscores) in your URLs

000

Great, you are not using ?underscores (these_are_underscores) in your URLs.

While Google treats hyphens as word separators, it does not for underscores.





Great, a redirect is in place to redirect traffic from your non-preferred domain.

Redirecting requests from a non-preferred domain is important because search engines consider URLs with and without "www" as two different websites.



Good, you have XML Sitemap file! http://thechristmastreefirm.co.uk/sitemap.xml

A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.

We recommend that you generate an XML sitemap for your website and submit it to both Google Search Console and Bing Webmaster Tools. It is also good practice to specify your sitemap's location in your robots.txt file.



Good, you have Robots.txt file! http://thechristmastreefirm.co.uk/robots.txt

A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.

You can check for errors in your robots.txt file using Google Search Console (formerly Webmaster Tools) by selecting 'Robots.txt Tester' under 'Crawl'. This also allows you to test individual pages to make sure that Googlebot has the appropriate access.



Perfect, no embedded objects has been detected on this page

Embedded Objects such as Flash. It should only be used for specific enhancements.

Although Flash content often looks nicer, it cannot be properly indexed by search engines.

Avoid full Flash websites to maximize SEO.

Iframe

Oh no, iframe content has been detected on this page

Frames can cause problems on your web page because search engines will not crawl or index the content within them.

Avoid frames whenever possible and use a NoFrames tag if you must use them.

Domain Registration

000

Exactly how many years and months

Domain Age: 7 Years, 293 Days

Created Date: 31st-Oct-2017

Updated Date: 1st-Oct-2024

Expiry Date: 31st-Oct-2025

Domain age matters to a certain extent and newer domains generally struggle to get indexed and rank high in search results for their first few months (depending on other associated ranking factors). Consider buying a second-hand domain name.

Do you know that you can register your domain for up to 10 years? By doing so, you will show the world that you are serious about your business.





Indexed pages in search engines

0 Page(s)

This is the number of pages that we have discovered on your website.

A low number can indicate that bots are unable to discover your webpages, which is a common cause of a bad site architecture & internal linking, or you're unknowingly preventing bots and search engines from crawling & indexing your pages.



Number of backlinks to your website

0 Backlink(s)

Backlinks are links that point to your website from other websites. They are like letters of recommendation for your site. Since this factor is crucial to SEO, you should have a strategy to improve the quantity and quality of backlinks.



Usability



http://thechristmastreefirm.co.uk

Length: 20 characters

Keep your URLs short and avoid long domain names when possible.

A descriptive URL is better recognized by search engines.

A user should be able to look at the address bar and make an accurate guess about the content of the page before reaching it (e.g., http://www.mysite.com/en/products).



(ii) Great, your website has a favicon.

Favicons improve a brand's visibility.

As a favicon is especially important for users bookmarking your website, make sure it is consistent with your brand.

Custom 404 Page Great, your website has a custom 404 error page.

When a visitor encounters a 404 File Not Found error on your site, you're on the verge of losing the visitor that you've worked so hard to obtain through the search engines and third party links.

Creating your custom 404 error page allows you to minimize the number of visitors lost that way.

Two of the main reasons for an increase in page size are images and JavaScript files.

Page size affects the speed of your website; try to keep your page size below 2 Mb.

Tip: Use images with a small size and optimize their download with gzip.

Load Time

0.83 second(s)

Site speed is an important factor for ranking high in Google search results and enriching the user experience.

Resources: Check out Google's developer tutorials for tips on how to to make your website run faster.

Language

Good, you have declared your language Declared Language: English

Make sure your declared language is the same as the language detected by Google

Also, define the language of the content in each page's HTML code.

Domain Availability

Domains (TLD)	Status
thechristmastreefirm.com	Available
thechristmastreefirm.net	Available
thechristmastreefirm.org	Already Registered
thechristmastreefirm.biz	Already Registered
thechristmastreefirm.us	Available

Register the various extensions of your domain to protect your brand from cybersquatters.

Typo Availability

Domains (TLD)	Status	
thechristmastrefirm.uk	Available	
rhechristmastreefirm.uk	Available	
fhechristmastreefirm.uk	Available	
ghechristmastreefirm.uk	Available	
hhechristmastreefirm.uk	Available	

Register the various typos of your domain to protect your brand from cybersquatters.



We don't recommend adding plain text/linked email addresses to your webpages.

As malicious bots scrape the web in search of email addresses to spam. Instead, consider using a contact form.

Safe Browsing

The website is not blacklisted and looks safe to use.

Safe Browsing to identify unsafe websites and notify users and webmasters so they can protect themselves from harm.



Mobile



Oh No! This page is not mobile-friendly. Your mobile friendly score is 0/100

Mobile Friendliness refers to the usability aspects of your mobile website, which Google uses as a ranking signal in mobile search results.

Mobile Compatibility Bad, embedded objects detected.

Embedded Objects such as Flash, Silverlight or Java. It should only be used for specific enhancements.

But avoid using Embedded Objects, so your content can be accessed on all devices.

Mobile View

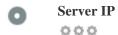
The number of people using the Mobile Web is huge; over 75 percent of consumers have access to smartphones. ??

Your website should look nice on the most popular mobile devices.

Tip: Use an analytics tool to track mobile usage of your website.



Technologies



Server IP	Server Location
78.136.6.76	United States Hide IP AddressShow Full IP Address Information Lookup ar AddressLookup Frequently Asked Questions (FAQ)What is IPV4?IPv4 star connect to the internet by using a unique address. This address is usually she 203.0.113.181). It has been around for a while but there is a new system call IPV6?IPv6 stands for Internet Protocol version 6. It is the latest internet add addresses, eight groups of four hexadecimal numbers separated by colons (Face of the colons).

Your server's IP address has little impact on your SEO. Nevertheless, try to host your website on a server which is geographically close to your Search engines take the geolocation of a server into account as well as the server speed.



Tips for authoring fast-loading HTML pages:

- * Too bad, your website has too many CSS files.
- * Too bad, your website has too many JavaScript files.
- ✓ Perfect, your website doesn't use nested tables.
- * Too bad, your website is using inline styles.

Website speed has a huge impact on performance, affecting user experience, conversion rates and even rankings.

???By reducing page load-times, users are less likely to get distracted and the search engines are more likely to reward you by ranking your pages higher in the SERPs.

Conversion rates are far higher for websites that load faster than their slower competitors.



Perfect, We 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.

The Doctype is used to instruct web browsers about the document type being used.

For example, what version of HTML the page is written in.

Declaring a doctype helps web browsers to render content correctly.

W3C Validity

W3C not validated

W3Cis a consortium that sets web standards.

Using valid markup that contains no errors is important because syntax errors can make your page difficult for search engines to index. Run the W3C validation service whenever changes are made to your website's code.

Encoding

Great, language/character encoding is specified: UTF-8

Specifying language/character encoding can prevent problems with the rendering of special characters.



Social



Your social media status







Social data refers to data individuals create that is knowingly and voluntarily shared by them.

Cost and overhead previously rendered this semi-public form of communication unfeasible.

But advances in social networking technology from 2004-2010 has made broader concepts of sharing possible.

Visitors

Traffic Rank

No Global Rank

A low rank means that your website gets a lot of visitors.

Your Alexa Rank is a good estimate of the worldwide traffic to your website, although it is not 100 percent accurate.

Visitors Localization

Your website is popular on following countries:

000

No data available

We recommend that you book the domain names for the countries where your ??website is popular.

This will prevent potential competitors from registering these domains and taking advantage of your reputation in such countries.

Estimated Worth

\$60 USD

000

Just a estimated worth of your website based on Alexa Rank.



We found a total of 65 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
View All Products	Internal Links	Dofollow
All Christmas Trees	Internal Links	Dofollow
Premium Nordman Fir	Internal Links	Dofollow
Standard Nordman Fir	Internal Links	Dofollow
Norway Spruce Tree	Internal Links	Dofollow
Christmas Tree Stands	Internal Links	Dofollow
Holly Wreaths & Accessories	Internal Links	Dofollow
Delivery Service	Internal Links	Dofollow
Recycle & Removal Service	Internal Links	Dofollow
About Us	Internal Links	Dofollow
Tree Care Tip's	Internal Links	Dofollow
FAQs	Internal Links	Dofollow
Feedback	Internal Links	Dofollow
Basket	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Christmas Trees	Internal Links	Dofollow
Feedback	Internal Links	Dofollow
Christmas Tree Stands	Internal Links	Dofollow
Tree Care Tip's	Internal Links	Dofollow
Norway Spruce 6ft-7ft	Internal Links	Dofollow
Standard Nordman Fir 4-5ft	Internal Links	Dofollow
Standard Nordman Fir 5-6ft	Internal Links	Dofollow
Premium Nordman Fir 11ft - 12ft	Internal Links	Dofollow
When the tree arrived (Dec 1st) it was beautifully green and lush - seriously I have never seen such a lush Christmas tree! Now it's Dec 31st and Sorrel Pindar	Internal Links	Dofollow
The tress are beautiful. They are very good quality fur. And they last for ages. And the service is fast and very reliable and the women who is to Caitlin Shirly Ann	Internal Links	Dofollow
This was my first time having a real tree and I am so pleased with both the tree itself and the friendly, helpful service received. I would to and kiri wilson lee	Internal Links	Dofollow
Splendid tree, hadn't used the Firm before but definitely use them again next year! Meg Hewett	Internal Links	Dofollow
The trees, fab customer service and very friendly jolly people. was advised when the tree we selected was cut how to care for the tree.value for Sonia Oakley	Internal Links	Dofollow
Love love love my tree! Great service and fabulous quality. Thankyou Christmas Tree Firm emma moat	Internal Links	Dofollow
My beautiful Christmas tree. Second year running I have been delighted with my tree and ease of ordering. Always delivered on time. Marilyn Morgan	Internal Links	Dofollow
Fabulous tree, great friendly service. I have used them for the second time this year and will continue to do so. Reliable and value for money. Sheryl Lewis	Internal Links	Dofollow
Absolutely delighted, 1st class service , lady even helped me put it in the stand & secured it outside for me . Beautiful tree Alyson Taylor Gray	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
Real Christmas Tree delivery Bedford	Internal Links	Dofollow
Real Christmas Tree Delivery Biggleswade	Internal Links	Dofollow



Real Christmas Tree Delivery Brandon	Internal Links	Dofollow
Real Christmas Tree Delivery Bury St Edmunds	Internal Links	Dofollow
Real Christmas Tree Delivery Cambourne	Internal Links	Dofollow
Real Christmas Tree delivery Cambridge	Internal Links	Dofollow
Real Christmas Tree Delivery Chatteris	Internal Links	Dofollow
Real Christmas Tree delivery cottenham	Internal Links	Dofollow
Real Christmas Tree delivery Ely	Internal Links	Dofollow
Real Christmas Tree delivery histon	Internal Links	Dofollow
Real Christmas Tree Delivery Huntingdon	Internal Links	Dofollow
Real Christmas Tree delivery littleport	Internal Links	Dofollow
Real Christmas Tree Delivery Luton	Internal Links	Dofollow
Real Christmas Tree Delivery Mildenhall	Internal Links	Dofollow
Real Christmas Tree delivery Newmarket	Internal Links	Dofollow
Real Christmas Tree Delivery Peterborough	Internal Links	Dofollow
Real Christmas Tree Delivery Redlodge	Internal Links	Dofollow
Real Christmas Tree Delivery Royston	Internal Links	Dofollow
Real Christmas Tree Delivery Saint Ives	Internal Links	Dofollow
Real Christmas Tree delivery soham	Internal Links	Dofollow
Real Christmas Tree Delivery St Neots	Internal Links	Dofollow
Real Christmas Tree Delivery Whittlesey	Internal Links	Dofollow
Real Christmas Tree Delivery Wisbech	Internal Links	Dofollow
Real Christmas Trees Delivered and installed in Cambridgeshire	Internal Links	Dofollow
Elf ideas	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
https://www.eaaa.org.uk/	External Links	Dofollow
No Anchor Text	External Links	Dofollow
Powered by BCN	External Links	Nofollow

While there's no exact limit to the number of links you should include on a page, best practice is to avoid exceeding 200 links.

Links pass value from one page to another, but the amount of value that can be passed is split between all of the links on a page. This means that adding unnecessary links will dilute the potential value attributed to your other links.

Using the Nofollow attribute prevents value from being passed to the linking page, but it's worth noting that these links are still taken into account when calculating the value that is passed through each link, so Nofollow links can also dilute pagerank.





Broken links send users to non-existing web pages. They are bad for your site's usability, reputation and SEO. If you find broken links in the future, take the time to replace or remove each one.

