

Your Website Score

Review of Colerainecastles.com

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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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 Good

 To Improve

 Errors

 Not Important

 Hard to solve

 Little tough to solve

 Easy to solve

 No action necessary



Title Tag



Best Bouncy Castle Hire service in Coleraine, Portrush, Portstewart, Ballymoney, limavady | Coleraine Castles

Length: 114 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.



Meta Description



Coleraine Castles provide the best Bouncy Castle Hire service in Coleraine, Portrush, Portstewart, Ballymoney, limavady, offering a wide range of event equipment. Contact us today!

Length: 180 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.

Google Preview

[Best Bouncy Castle Hire service in Coleraine, Portrush, Portstewart, Ballymoney, limavady | Coleraine Castles](https://colerainecastles.com/)
colerainecastles.com/

Coleraine Castles provide the best Bouncy Castle Hire service in Coleraine, Portrush, Portstewart, Ballymoney, limavady, 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.

Headings

<H1>	<H2>	<H3>	<H4>	<H5>	<H6>
2	1	0	0	0	0

```
<H1> Welcome to Coleraine Castles Bouncy Castle Hire. </H1>
<H1> We cater for all occasions - First Communion - Christenings - Birthday party's - Community fundays - Team building events - Family gatherings - school fetes - And much much more. </H1>
<H2> **** Weekend special **** </H2>
```

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.

Keywords

castle 48 slide 44 obstacle 33 themed 30 bouncy 24
 hire 15 foot 14 castles 13 party 10 time 10
 disco 9 play 8 select 8 special 7 front 6

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.


Keyword Consistency

Keywords	Freq	Title	Desc	<H>
castle	48	✓	✓	✓
slide	44	✗	✗	✗
obstacle	33	✗	✗	✗
themed	30	✗	✗	✗
bouncy	24	✓	✓	✓
hire	15	✓	✓	✓
foot	14	✗	✗	✗
castles	13	✓	✓	✓
party	10	✗	✗	✓
time	10	✗	✗	✗
disco	9	✗	✗	✗
play	8	✗	✗	✗
select	8	✗	✗	✗
special	7	✗	✗	✓
front	6	✗	✗	✗

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.

 **Alt Attribute**


We found 18 images on this web page
 1 ALT attributes are empty or missing.

/theme/green-fade.png

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.

 **Text/HTML Ratio**


HTML to Text Ratio is: **9.9%**

Text content size 10256 bytes
Total HTML size 103575 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.

 **GZIP compression**


Wow! It's GZIP Enabled.
 Your webpage is compressed from 101 KB to 24 KB (76.4 % 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.

 **IP Canonicalization** No your domain IP 78.136.6.76 does not redirect to colerainecastles.com


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


Great, you are not using ?underscores (these_are_underscores) in your URLs. While Google treats hyphens as word separators, it does not for underscores.

✔ **WWW Resolve** 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.

✔ **XML Sitemap** Good, you have XML Sitemap file!
⚙️⚙️⚙️ <http://colerainecastles.com/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.

✔ **Robots.txt** Good, you have Robots.txt file!
⚙️⚙️⚙️ <http://colerainecastles.com/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.

 **Embedded Objects** 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** Perfect, 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** Exactly how many years and months


Domain Age: 7 Years, 243 Days

Created Date: 6th-Jan-2017

Updated Date: 7th-Dec-2023

Expiry Date: 6th-Jan-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**


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.

 **Backlinks Counter**


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.



URL



http://colerainecastles.com

Length: 16 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).



Favicon



 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.

✔ **Page Size**
⚙️⚙️⚙️

101 KB (World Wide Web average is 320 Kb)

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**
⚙️⚙️⚙️

0.92 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 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
colerainecastles.net	Available
colerainecastles.org	Already Registered
colerainecastles.biz	Already Registered
colerainecastles.us	Available
colerainecastles.info	Already Registered

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

Typo Availability
⚙️⚙️⚙️

Domains (TLD)	Status
xolerainecastles.com	Available
solerainecastles.com	Available
dolerainecastles.com	Available
folerainecastles.com	Available
volerainecastles.com	Available

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



Email Privacy

Email address has been found in plain text!



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 Friendliness



Awesome! This page is mobile-friendly!
Your mobile friendly score is 80/100

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



Mobile Compatibility



Perfect, no 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.



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.

Server IP





Server IP	Server Location	Service Provider
78.136.6.76	Not Available	Not Available

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 visitors.

Search engines take the geolocation of a server into account as well as the server speed.

Speed Tips

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.

Analytics

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.

 **Doc Type**


Your Web Page doctype is HTML 5

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

W3C is 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 Data

Your social media status

 Facebook:  Coleraine

 Twitter:  Colerainecastle

 Instagram: 

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.

 **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:


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


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

In-Page Links

We found a total of 145 links including both internal & external links of your site

Anchor	Type	Follow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Bouncy Castles	Internal Links	Dofollow
Small/Medium Bouncy Castles	Internal Links	Dofollow
Large Bouncy Castles	Internal Links	Dofollow
Obstacle Courses	Internal Links	Dofollow
Disco Domes/Disco inflatables	Internal Links	Dofollow
Slides	Internal Links	Dofollow
Water Slides	Internal Links	Dofollow
Demolition Zones	Internal Links	Dofollow
Penalty Shootout/football Darts	Internal Links	Dofollow
Gazebos	Internal Links	Dofollow
Inflatable Pub /Nightclub	Internal Links	Dofollow
Indoor Birthday Party Special Offers	Internal Links	Dofollow
Toddler Activity Zones	Internal Links	Dofollow
Unicorn Inflatables	Internal Links	Dofollow
Christmas grottos and snowglobes	Internal Links	Dofollow
Rock n rollers & Bungee Runs	Internal Links	Dofollow
Totat Wipeout	Internal Links	Dofollow
Sumo Suits	Internal Links	Dofollow
Party Extras	Internal Links	Dofollow
Special Offers	Internal Links	Dofollow
School Fundays & Community Events	Internal Links	Dofollow
All Products	Internal Links	Dofollow
About Us	Internal Links	Dofollow
FAQs	Internal Links	Dofollow
News	Internal Links	Dofollow
Testimonials	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
42 Foot Graffiti Obstacle Course	Internal Links	Dofollow
Roblox castle with slide 17/15ft	Internal Links	Dofollow
17/15 ft Princess castle with side slide	Internal Links	Dofollow
32 foot 3D Tractor obstacle course	Internal Links	Dofollow
Toxic waste themed 12/12ft castle	Internal Links	Dofollow
Minecraft 15/12ft with slides	Internal Links	Dofollow
Large 46ft jungle themed obstacle course	Internal Links	Dofollow
Monster truck with slide	Internal Links	Dofollow
Circus themed play/slide castle	Internal Links	Dofollow
3D Circus themed play slide	Internal Links	Dofollow
Spider-Man 17/15ft with slide	Internal Links	Dofollow
Party time play/slide	Internal Links	Dofollow
Disco club play /slide	Internal Links	Dofollow

Toxic waste box castle 15/12ft	Internal Links	Dofollow
Superheroes bouncy castle with slide 17/15ft	Internal Links	Dofollow
Jungle themed castle with slide 15/12ft	Internal Links	Dofollow
Disco Themed Obstacle Course	Internal Links	Dofollow
10/10foot Gazebos	Internal Links	Dofollow
Unicorn assault course	Internal Links	Dofollow
3D ocean themed play slide	Internal Links	Dofollow
34 Foot 3D Dino Obstacle Course	Internal Links	Dofollow
Disco theme box castle 15/12ft	Internal Links	Dofollow
30 Foot 3D Unicorn Obstacle Course	Internal Links	Dofollow
Mr Tumble bouncy castle with slide 17/15 foot	Internal Links	Dofollow
Large Unicorn Disco Play/slide	Internal Links	Dofollow
Pirate themed play/slide	Internal Links	Dofollow
Party time themed castle with slide 15/12ft	Internal Links	Dofollow
TIK TOK Castle with slide 17/15ft	Internal Links	Dofollow
Toddler playzone	Internal Links	Dofollow
Pokemon castle with slide 17/15ft	Internal Links	Dofollow
Barbie castle with slide 17/15ft	Internal Links	Dofollow
Medium 35ft ocean themed obstacle course	Internal Links	Dofollow
3D Dino Obstacle course	Internal Links	Dofollow
Shark front slide castle	Internal Links	Dofollow
Princess castle with front slide 15/12ft	Internal Links	Dofollow
Candy twist mini dancing dome	Internal Links	Dofollow
Sonic hedgehog with slide 17/15ft	Internal Links	Dofollow
Frozen bouncy castle with slide 17/15ft	Internal Links	Dofollow
Rainbow helter skelter slide	Internal Links	Dofollow
Tractor 15/12 box castle	Internal Links	Dofollow
Dancing Disco Dome with internal slide	Internal Links	Dofollow
Wiggle car track	Internal Links	Dofollow
Dino Disco bounce and curve	Internal Links	Dofollow
Super mario 17/15ft with slide	Internal Links	Dofollow
Penalty shootout	Internal Links	Dofollow
Peppa pig with slide	Internal Links	Dofollow
Spongebob castle with slide 17/15 foot	Internal Links	Dofollow
Paw Patrol Junior activity zone	Internal Links	Dofollow
Cow head large play slide castle	Internal Links	Dofollow
Robot front slide 15/12	Internal Links	Dofollow
Bluey	Internal Links	Dofollow
Fully enclosed demolition zone	Internal Links	Dofollow
Avengers with slide 15/12ft	Internal Links	Dofollow
Vertical Rush slide 10ft platform	Internal Links	Dofollow
Tractor Trailer Obstacle course	Internal Links	Dofollow
28 Foot Tractor themed obstacle course	Internal Links	Dofollow
Mickey @Minnie Mouse castle with slide 17/15 foot	Internal Links	Dofollow
Pirate bouncy castle with slide 15/12ft	Internal Links	Dofollow
Hey Duggee	Internal Links	Dofollow
Unicorn box castle 15/12ft	Internal Links	Dofollow
30ft ocean themed obstacle course	Internal Links	Dofollow
60 foot water slide with pool.	Internal Links	Dofollow
Xmas bouncy castle with slide 15/12 foot	Internal Links	Dofollow
Farm theme castle with slide 17/15 foot	Internal Links	Dofollow
Football themed 12/12ft castle	Internal Links	Dofollow
Party time 10ft slide	Internal Links	Dofollow

Rock/Roller	Internal Links	Dofollow
Dora the explorer bouncy castle with slide	Internal Links	Dofollow
3D Tiger head box 15/12 foot	Internal Links	Dofollow
36ft Party time theme obstacle course	Internal Links	Dofollow
Medium 35ft jungle themed obstacle course	Internal Links	Dofollow
32 ft Rainbow Run Obstacle Course	Internal Links	Dofollow
Bungee run	Internal Links	Dofollow
Xmas snow globe	Internal Links	Dofollow
Princess themed toddler playzone	Internal Links	Dofollow
Minions castle with side slide	Internal Links	Dofollow
Toxic waste 40ft Assault course	Internal Links	Dofollow
46 Foot Spiral Obstacle Course	Internal Links	Dofollow
Order every year from Coleraine. They are amazing and always willing to accommodate what ever you need. The staff are super friendly and helpful Alex Auron	Internal Links	Dofollow
Only getting round to reviewing. Had coleraine castles for my wee girls birthday before Christmas. Top quality, great communication and more than.. Alan Neill	Internal Links	Dofollow
Got a birthday package for my sons birthday, was amazing and very reasonably priced!! nothing was too much bother!! lovely fella, will definitely.. Kelly turner	Internal Links	Dofollow
This was definitely the best company to hire a bouncy castle from and the best price..... nothing was a problem and they were all so friendly when.. Annemarie Mcneilly	Internal Links	Dofollow
Always great service and very good value Sammie Norton	Internal Links	Dofollow
Brilliant service from enquiry to booking to delivery kids loved it Nicky Hanna	Internal Links	Dofollow
Fantastic,great costumer service ,quickly installation ,on time and a very affordable birthday package.Hired the castle for my sons birthday and a.. Amanda spratt	Internal Links	Dofollow
Booked the Mega Deal for a kids birthday party yesterday & would highly recommend this company & will definitely use again 💎 very friendly.. Louise Stewart	Internal Links	Dofollow
Everything was perfect. These guys know their stuff. Was able to liaise with me in advance to help decide the best set up for my venue. Prompt and.. Racheal Hook	Internal Links	Dofollow
Fantastic service as always couldn't ask for any better 2nd time i have had castles from Ryan and will be plenty more. My son loved his party Ryan.. Diane Norris	Internal Links	Dofollow
Bouncy Castle Hire Ballycastle	Internal Links	Dofollow
Bouncy Castle Hire Ballykelly	Internal Links	Dofollow
Bouncy Castle Hire Ballymena	Internal Links	Dofollow
Bouncy Castle Hire Ballymoney	Internal Links	Dofollow
Bouncy Castle Hire Bushmills	Internal Links	Dofollow
Bouncy Castle Hire Coleraine	Internal Links	Dofollow
Bouncy Castle Hire Cushendall	Internal Links	Dofollow
Bouncy Castle Hire Garvagh	Internal Links	Dofollow
Bouncy Castle Hire Greysteel	Internal Links	Dofollow
Bouncy Castle Hire Kilrea	Internal Links	Dofollow
Bouncy Castle Hire Limavady	Internal Links	Dofollow
Bouncy Castle Hire Londonderry	Internal Links	Dofollow
Bouncy Castle Hire Portrush	Internal Links	Dofollow
Bouncy Castle Hire Portstewart	Internal Links	Dofollow
Download Party Invitations	Internal Links	Dofollow
Privacy Policy	Internal Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow
No Anchor Text	External Links	Dofollow

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



No broken links were found on this web page

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.