

Your Website Score

# Review of Seomarketinglondon.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.

## Table of Contents

Search Engine Optimization

Mobile

Visitors

Link Analysis

Usability

Technologies

Social

## Iconography



Good



To Improve



Errors



Not Important



Hard to solve



Little tough to solve



Easy to solve



No action necessary

✔ **Title Tag** SEO Agency London - SEO Marketing Agency London  
⚙️⚙️⚙️  
**Length:** 47 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** SEO Agency London - SEO Services + SEO Company in London - SEO Consultants - SEO Marketing Agency - Best SEO Agency in London - Try our local London SEO Experts  
⚙️⚙️⚙️  
**Length:** 160 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.



[SEO Agency London - SEO Marketing Agency London](#)

[\*\*seomarketinglondon.uk/\*\*](http://seomarketinglondon.uk/)

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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>
1	13	14	0	1	0

<H1> SEO Marketing Agency London </H1>  
<H2> One of the best SEO agencies London has to work with </H2>  
<H2> London PPC Agency Services </H2>  
<H2> Delivering measurable results </H2>  
<H2> Digital Marketing Agency Experts in London </H2>  
<H2> Get a free SEO report </H2>  
<H2> Online Marketing Tips from our SEO Agency in London </H2>  
<H2> LinkedIn Marketing Agency in the UK </H2>  
<H2> SEO in Wandsworth </H2>  
<H2> SEO Agency Camden </H2>  
<H2> Digital Marketing Agency London </H2>  
<H2> SEO Services in London </H2>  
<H2> London SEO services </H2>  
<H2> SEO Link Building </H2>  
<H3> Link Building SEO + Technical SEO Services </H3>  
<H3> Social Media Services for New Business + SEO </H3>  
<H3> Website Design + Creative Services </H3>  
<H3> PPC Campaigns on Major Ad Networks </H3>  
<H3> Contact us today </H3>  
<H3> Our London SEO Agency Packages </H3>  
<H3> PPC Company in London </H3>  
<H3> London PPC Agency </H3>  
<H3> Affiliate marketing in London </H3>  
<H3> Website design agency in London </H3>  
<H3> TV advertising, creative and sponsorship agency in London </H3>  
<H3> Socials </H3>  
<H3> Contact Info </H3>  
<H3> Quick Links </H3>  
<H5> Most agree that the best digital channels for profits are: </H5>

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

marketing 54 agency 48 london 26 digital 22 services 18  
media 17 content 16 design 15 social 12 work 10  
online 9 website 8 affiliate 8 technical 7 video 7

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>
marketing	54	✓	✓	✓
agency	48	✓	✓	✓
london	26	✓	✓	✓
digital	22	✗	✗	✓
services	18	✗	✓	✓
media	17	✗	✗	✓
content	16	✗	✗	✗
design	15	✗	✗	✓
social	12	✗	✗	✓
work	10	✗	✗	✓
online	9	✗	✗	✓
website	8	✗	✗	✓
affiliate	8	✗	✗	✓
technical	7	✗	✗	✓
video	7	✗	✗	✗

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 17 images on this web page  
 2 ALT attributes are empty or missing.

```
data:image/svg+xml,%3Csvg%20xmlns='http://www.w3.org/2000/svg'%20viewBox='0%200%20619%20122'%3E%3C/svg%3E  
https://seomarketinglondon.uk/wp-content/uploads/2024/04/seomarketinglondon-light.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: **4.29%**

Text content size 12978 bytes

Total HTML size 302270 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 295 KB to 47 KB (84.1 % 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 195.200.11.149 does not redirect to seomarketinglondon.uk  


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** Great, you are not 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://seomarketinglondon.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.

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



 **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** 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** Exactly how many years and months  


Domain Age: 0 Years, 258 Days

Created Date: 1st-Mar-2024

Updated Date: 1st-Mar-2024

Expiry Date: 1st-Mar-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://seomarketinglondon.uk

**Length:** 18 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**  
⚙️⚙️⚙️

295 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**  
⚙️⚙️⚙️

0.66 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: EN-GB

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
seomarketinglondon.com	Already Registered
seomarketinglondon.net	Available
seomarketinglondon.org	Already Registered
seomarketinglondon.biz	Already Registered
seomarketinglondon.us	Available

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

**Typo Availability**  
⚙⚙⚙

Domains (TLD)	Status
qeomarketinglondon.uk	Available
weomarketinglondon.uk	Available
eeomarketinglondon.uk	Available
zeomarketinglondon.uk	Available
xeomarketinglondon.uk	Available

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



### Email Privacy

Good, no 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



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.



## Server IP

Server IP	Server Location	Service Provider
195.200.11.149	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: 

 Twitter: 

 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 139 links including both internal & external links of your site

Anchor	Type	Follow
Home	Internal Links	Dofollow
Affiliate Marketing Agency	Internal Links	Dofollow
Link Building SEO Agency	Internal Links	Dofollow
PPC Agency London	Internal Links	Dofollow
Social Media Agency London	Internal Links	Dofollow
Technical SEO Agency	Internal Links	Dofollow
TV Ads Agency London	Internal Links	Dofollow
Web Design Agency London	Internal Links	Dofollow
Amazon PPC Agency London	Internal Links	Dofollow
Facebook PPC Agency	Internal Links	Dofollow
Google Ads agency London	Internal Links	Dofollow
Instagram PPC Agency	Internal Links	Dofollow
Microsoft Ads PPC Agency	Internal Links	Dofollow
Retargeting PPC AdRoll	Internal Links	Dofollow
Taboola Native Advertising	Internal Links	Dofollow
TikTok Advertising Agency	Internal Links	Dofollow
Twitter X PPC Advertising	Internal Links	Dofollow
YouTube Marketing Agency	Internal Links	Dofollow
Blogger Outreach Agency	Internal Links	Dofollow
Classified Ads SEO	Internal Links	Dofollow
Content Syndication SEO	Internal Links	Dofollow
Directory Links	Internal Links	Dofollow
Image Distribution for SEO	Internal Links	Dofollow
Infographic SEO	Internal Links	Dofollow
Keyword Research SEO	Internal Links	Dofollow
Local Citations	Internal Links	Dofollow
Local SEO Agency London	Internal Links	Dofollow
Press Releases for SEO	Internal Links	Dofollow
QandA Sites SEO	Internal Links	Dofollow
Social Media Bookmarking	Internal Links	Dofollow
Social Media Management	Internal Links	Dofollow
Technical SEO Services	Internal Links	Dofollow
Video SEO Agency	Internal Links	Dofollow
Blog Content SEO Marketing	Internal Links	Dofollow
Backlink Content	Internal Links	Dofollow
Content Recycling SEO	Internal Links	Dofollow
New Content for SEO	Internal Links	Dofollow
Press Release Copywriting	Internal Links	Dofollow
Product Descriptions SEO	Internal Links	Dofollow
Website Copywriting	Internal Links	Dofollow
Brochure Design	Internal Links	Dofollow
eCommerce Marketing	Internal Links	Dofollow
Infographic Design	Internal Links	Dofollow
TV Creative Agency	Internal Links	Dofollow
Video Production Agency	Internal Links	Dofollow
Website Design Agency	Internal Links	Dofollow
Automotive Marketing Agency	Internal Links	Dofollow

Bingo Marketing Agency	Internal Links	Dofollow
Casino Marketing Agency	Internal Links	Dofollow
Crypto Marketing Agency	Internal Links	Dofollow
eCommerce Marketing	Internal Links	Dofollow
Engineering Advertising	Internal Links	Dofollow
Financial Services Marketing	Internal Links	Dofollow
Healthcare Digital Marketing	Internal Links	Dofollow
IT Services Marketing	Internal Links	Dofollow
IT Software Marketing	Internal Links	Dofollow
Manufacturing Marketing	Internal Links	Dofollow
Recruitment SEO	Internal Links	Dofollow
Retail Digital Marketing	Internal Links	Dofollow
Technology Marketing Agency	Internal Links	Dofollow
AI Marketing Agency	Internal Links	Dofollow
Amazon Ads Agency	Internal Links	Dofollow
Facebook Ads Agency	Internal Links	Dofollow
Google Ads Agency London	Internal Links	Dofollow
LinkedIn Ads Agency	Internal Links	Dofollow
Microsoft Ads Agency	Internal Links	Dofollow
Pay Per Click Agency London	Internal Links	Dofollow
PPC Marketing Agency	Internal Links	Dofollow
Shopify Marketing Agency	Internal Links	Dofollow
TikTok Ads Agency	Internal Links	Dofollow
TradeTracker Affiliates	Internal Links	Dofollow
Woocommerce Agency	Internal Links	Dofollow
WordPress	Internal Links	Dofollow
YouTube Ads Agency	Internal Links	Dofollow
About	Internal Links	Dofollow
News	Internal Links	Dofollow
Case Studies	Internal Links	Dofollow
Contact Us	Internal Links	Dofollow
Shop Now	Internal Links	Dofollow
Shopping cart £ 0.00 0	Internal Links	Dofollow
07484 866 107	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Uncategorized	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
SEO	Internal Links	Dofollow
Technology	Internal Links	Dofollow
Web	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
Digital Marketing	Internal Links	Dofollow
01908 84 33 11	Internal Links	Dofollow
City of Westminster	Internal Links	Dofollow
Kensington and Chelsea	Internal Links	Dofollow
Ealing	Internal Links	Dofollow
Hammersmith and Fulham	Internal Links	Dofollow
Wandsworth	Internal Links	Dofollow
Lambeth	Internal Links	Dofollow
Southwark	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow
No Anchor Text	Internal Links	Dofollow





## 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.