Website Analysis: joncosson.com

The score is 63/100

SEO Content

✓	Title	Jon Cosson - Cyber Security Expert Length : 34 Perfect, your title contains between 10 and 70 characters.
✓	Description	Jon Cosson is a highly experienced, award winning cyber security expert and leader, his website offers informative cyber security articles and tips Length : 147 Great, your meta description contains between 70 and 160 characters.
✗	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
locale	en_GB
type	website
title	Jon Cosson - Cyber Security Expert
description	Jon Cosson is a highly experienced, award winning cyber security expert and leader, his website offers informative cyber security articles and tips
url	https://joncosson.com
site_name	Jon Cosson Cyber Security Expert
updated_time	2025-03-28T16:01:27+00:00
image	https://joncosson.com/wp-content/uploads/2025/03/Jon-Pic-5.jpg

SEO Content

image:secure_url	https://joncosson.com/wp-content/uploads/2025/03/Jon-Pic-5.jpg	
image:width	1024	
image:height	1024	
image:alt	a man in a black turtleneck	
image:type	image/jpeg	
video	https://www.youtube.com/embed/TDAP18QLOAI	

Headings	H1	H2	H3	H4	H5	H6
	1	30	9	4	0	1

- [H1] Cyber Security Expert
- [H2] Don't let cyber criminals and scammers win
- [H2] Latest Threats, Vulnerabilities and Scams
- [H2] Protect yourself from scammers on Vinted
- [H2] How to Protect Yourself from WhatsApp Scams
- [H2] Latest Cyber Security Videos
- [H2] 10 Easy ways to improve your online security
- [H2] Jon Cosson – Cyber Security Expert
- [H2] My story
- [H2] Latest Cyber Security, and Scam Blogs
- [H2] Netflix Scam Email: Beware of Scammers and Protect Your Account
- [H2] Beware of Etsy Scams: Learn How to Shop Safely and Avoid Fraud in 2025
- [H2] Room 40 The Admiralty
- [H2] The Quantum AI Scam: Unraveling the Deceptive Investment Scheme
- [H2] How to Spot a Fake Letter and Avoid Scams
- [H2] Understanding Your Privacy: Can Police Disclose Who Reported You?
- [H2] How to Protect Yourself from WhatsApp Scams in 2025
- [H2] Top Secure Online Payment Methods for Safe Transactions
- [H2] More Blogs…
- [H2] Jon Cosson is an established international speaker
- [H2] Cyber Security Practitioner's Guide
- [H2] Frequently Asked Questions
- [H2] Subscribe today and receive a regular newsletter written by cyber security experts, helping you stay safe online…
- [H2] Useful External Links
- [H2] The National Cyber Security Centre
- [H2] Assessing security threats and helping to make the UK the safest place to live and work online
- [H2] Speaking Events
- [H2] Media
- [H2] Links
- [H2] Blogs
- [H2] Social Media
- [H3] What is a cyber security expert?
- [H3] Is a cyber security expert a hacker?

SEO Content

- [H3] What qualifications do you need to be a cyber security expert?
- [H3] What should I learn to become cyber security expert?
- [H3] Who is a cyber security expert?
- [H3] What are Cyber Security Professionals?
- [H3] Are Network Security Analysts Considered Cyber Security Professionals?
- [H3] Do Cyber Security Professionals Require Soft Skills?
- [H3] What is Information Security?
- [H4] Security Conferences
- [H4] International Events
- [H4] Keynote Speaker
- [H4] Jon Cosson is a cyber security expert, blogger and an international speaker on cyber security and technology topics
- [H6] 1000's are already subscribed to ourcyber security newsletter

✅	Images	We found 52 images on this web page. Good, most or all of your images have alt attributes
❌	Text/HTML Ratio	Ratio : 4% This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.
✅	Flash	Perfect, no Flash content has been detected on this page.
✅	Iframe	Great, there are no Iframes detected on this page.

SEO Links

✅	URL Rewrite	Good. Your links looks friendly!
✅	Underscores in the URLs	Perfect! No underscores detected in your URLs.
✅	In-page links	We found a total of 28 links including 0 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.14% Internal Links 92.86%

In-page links

Anchor	Type	Juice
Jon Cosson – Cyber Security Expert	Internal	Passing Juice
About Me	Internal	Passing Juice
Cyber Security and Scam Blogs	Internal	Passing Juice
Contact	Internal	Passing Juice
Webinars & Podcasts	Internal	Passing Juice
Speaking Engagements	Internal	Passing Juice
Media Articles	Internal	Passing Juice
Cyberincursion	Internal	Passing Juice
Skip to content	Internal	Passing Juice
scammers	Internal	Passing Juice
Read Article…	Internal	Passing Juice
WhatsApp	Internal	Passing Juice
-	External	Passing Juice
Read my story	Internal	Passing Juice
Netflix Scam Email: Beware of Scammers and Protect Your Account	Internal	Passing Juice
Jon Cosson	Internal	Passing Juice
Beware of Etsy Scams: Learn How to Shop Safely and Avoid Fraud in 2025	Internal	Passing Juice
Room 40 The Admiralty	Internal	Passing Juice
The Quantum AI Scam: Unraveling the Deceptive Investment Scheme	Internal	Passing Juice
How to Spot a Fake Letter and Avoid Scams	Internal	Passing Juice
Understanding Your Privacy: Can Police Disclose Who Reported You?	Internal	Passing Juice
How to Protect Yourself from WhatsApp Scams in 2025	Internal	Passing Juice
Top Secure Online Payment Methods for Safe Transactions	Internal	Passing Juice
-	External	Passing Juice
Privacy policy	Internal	Passing Juice

In-page links

[T&C’s](#)	Internal	Passing Juice
[Cyber Security Basics for Beginners](#)	Internal	Passing Juice
[Avoid Wilko Scams: How to Spot Fake Websites](#)	Internal	Passing Juice

SEO Keywords

⊘	Keywords Cloud	threats also **security** information skills expert **cyber** professionals systems jon

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
security	122	✔	✖	✔	✔
cyber	60	✔	✖	✔	✔
information	26	✖	✖	✖	✔
expert	23	✔	✖	✔	✔
systems	23	✖	✖	✖	✖

Usability

⊘	Url	Domain : joncosson.com Length : 13
✔	Favicon	Great, your website has a favicon.
✖	Printability	We could not find a Print-Friendly CSS.
✔	Language	Good. Your declared language is en.
✖	Dublin Core	This page does not take advantage of Dublin Core.

Document

✓	Doctype	HTML 5
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 101 Warnings : 8
✓	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	✓ Excellent, your website doesn't use nested tables. ✗ Too bad, your website is using inline styles. ✓ Great, your website has few CSS files. ✗ Too bad, your website has too many JS files (more than 6). ✗ Too bad, your website does not take advantage of gzip.

Mobile

●	Mobile Optimization	✓ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. http://joncosson.com/sitemap.xml https://joncosson.com/sitemap_index.xml
✓	Robots.txt	http://joncosson.com/robots.txt Great, your website has a robots.txt file.

Optimization

	Analytics	Missing
❌		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.