

Website Analysis: official-esta.co.uk

Generated on May 17 2025 17:18 PM





The score is 65/100







SEO Content

| | | | | | | | |
|--|--------------------|--|---------|---------|---------|---------|---------|
| | Title | ESTA Application Apply for a USA ESTA visa waiver to travel to America | | | | | |
| | | Length : 72 | | | | | |
| | | Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length. | | | | | |
| | Description | Information on the ESTA Visa Waiver application for entry to the United States of America. Helpful guides, FAQ and more. Latest news, analysis and updates on the ESTA. | | | | | |
| | | Length : 167 | | | | | |
| | | Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length. | | | | | |
| | 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 | This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them. | | | | | |
| | Headings | H1 2 | H2 6 | H3 8 | H4 2 | H5 0 | H6 0 |
| | | <ul style="list-style-type: none">• [H1] Learn About ESTA - Electronic System for Travel Authorization• [H1] Learn About ESTA - Electronic System for Travel Authorization• [H2] When does a traveler need an ESTA Visa Waiver?• [H2] Who can apply for an ESTA Visa Waiver?• [H2] Does an ESTA guarantee entry into the United States?• [H2] How does the application process work?• [H2] What's the experience of traveling on an ESTA?• [H2] ESTA Processing Information• [H3] At the departure airport• [H3] In-Flight• [H3] Arrival in the United States: | | | | | |

SEO Content

| | | |
|--|-----------------|---|
| | | <ul style="list-style-type: none">• [H3] Baggage Claim and Customs• [H3] During Your Stay• [H3] Departure• [H3] How long will my ESTA be valid?• [H3] What can I use my approved ESTA for?• [H4] Eligibility for ESTA Visa Waiver• [H4] Telephone support |
|  | Images | We found 8 images on this web page. Good, most or all of your images have alt attributes |
|  | Text/HTML Ratio | Ratio : 29% Ideal! This page's ratio of text to HTML code is between 25 and 70 percent. |
|  | 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 25 links including 0 link(s) to files |
|  | Statistics | External Links : noFollow 0% External Links : Passing Juice 8% Internal Links 92% |


In-page links

| Anchor | Type | Juice |
|-------------------------|----------|---------------|
| Call us | Internal | Passing Juice |
| Home | External | Passing Juice |

In-page links

| | | |
|---|----------|---------------|
| ESTA Requirements | Internal | Passing Juice |
| ESTA FAQ | Internal | Passing Juice |
| Visa Waiver Program | Internal | Passing Juice |
| Airports | Internal | Passing Juice |
| Resources | Internal | Passing Juice |
| Contact | Internal | Passing Juice |
| Start your application | Internal | Passing Juice |
| Only travelers who hold a valid nationality from countries covered under the Visa Waiver Program are eligible to apply for an ESTA. | Internal | Passing Juice |
| criminal convictions | Internal | Passing Juice |
| ESTA status | Internal | Passing Juice |
| multiple ESTA's | Internal | Passing Juice |
| Customs and Border Protection (CBP) | Internal | Passing Juice |
| online ESTA application | Internal | Passing Juice |
| experience | Internal | Passing Juice |
| Customs and Border Protection (CBP) | External | Passing Juice |
| status of your application | Internal | Passing Juice |
| valid for 2 years | Internal | Passing Juice |
| About Us | Internal | Passing Juice |
| Reports | Internal | Passing Juice |
| Terms and Conditions | Internal | Passing Juice |
| Privacy | Internal | Passing Juice |
| Check | Internal | Passing Juice |
| Or agree and continue &nbsp;&nbsp;&#10006; | Internal | Passing Juice |






SEO Keywords

| | | |
|--|----------------|--|
|  | Keywords Cloud | business waiver application travelers states visa esta united customs travel |
|--|----------------|--|





Keywords Consistency

| Keyword | Content | Title | Keywords | Description | Headings |
|-------------|---------|-------|----------|-------------|----------|
| esta | 48 | ✓ | ✗ | ✓ | ✓ |
| united | 16 | ✗ | ✗ | ✓ | ✓ |
| travel | 14 | ✓ | ✗ | ✗ | ✓ |
| visa | 13 | ✓ | ✗ | ✓ | ✓ |
| application | 13 | ✓ | ✗ | ✓ | ✓ |








Usability

| | | |
|--|--------------|---|
|  | Url | Domain : official-esta.co.uk Length : 19 |
|  | 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 : 56 Warnings : 22 |
|  | Email Privacy | Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers. |
| | | |





Document

| | | |
|--|-----------------|--|
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML. |
|  | Speed Tips | <div><div> Attention! Try to avoid nested tables in HTML.</div><div> Too bad, your website is using inline styles.</div><div> Great, your website has few CSS files.</div><div> Perfect, your website has few JavaScript files.</div><div> Too bad, your website does not take advantage of gzip.</div></div> |

Mobile

| | | |
|--|---------------------|---|
|  | Mobile Optimization | <div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div> |
|--|---------------------|---|

Optimization

| | | |
|--|-------------|--|
|  | XML Sitemap | <div>Great, your website has an XML sitemap.</div> <div>http://official-esta.co.uk/sitemap.xml</div> |
|  | Robots.txt | <div>http://official-esta.co.uk/robots.txt</div> <div>Great, your website has a robots.txt file.</div> |
|  | Analytics | <div>Great, your website has an analytics tool.</div> <div> PIWIK</div> |