Website Analysis: thepapermills.co.uk

The score is 45/100

SEO Content

⚠️	Title	Home Length : 4 Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
⚠️	Description	Country Pub & Restaurant in Wansford, Peterborough UK Length : 57 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✅	Keywords	Country Pub Restaurant in Wansford Peterborough comfort food Good, your page contains meta 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 H2 H3 H4 H5 H6 0 0 0 0 1 0
❌	Images	We found 15 images on this web page. 4 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✅	Text/HTML Ratio	Ratio : 34% 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.

SEO Content

	Iframe	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 3 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 33.33% Internal Links 66.67%

In-page links

Anchor	Type	Juice
-	Internal	Passing Juice
pocketoption download	External	Passing Juice
Login	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	served wansford ale paper summer sunday enjoy mills chilled winter

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

paper	2	✖	✖	✖	✖
winter	2	✖	✖	✖	✖
served	2	✖	✖	✖	✖
wansford	2	✖	✔	✔	✖
sunday	2	✖	✖	✖	✖

Usability

⬤	Url	Domain : thepapermills.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 : 10 Warnings : 12
✔	Email Privacy	Great no email address has been found in plain text!
✖	Deprecated HTML	

Deprecated tags	Occurrences
<u>	1

Deprecated HTML tags are HTML tags that are no longer used. It is

Document

		recommended that you remove or replace these HTML tags because they are now obsolete.
	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 | Missing

Your website does not have an XML sitemap - this can be problematic.

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. |
|---|---|---|
| | Robots.txt | http://thepapermills.co.uk/robots.txt

Great, your website has a robots.txt file. |
| | 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. |