Website review
jimandtonic.com

Generated on June 04 2025 02:10 AM

The score is 51/100

SEO Content

✅	Title	Jim & Tonic Distillery Co. | Sustainable Urban Spirits **Length : 58** Perfect, your title contains between 10 and 70 characters.
⚠️	Description	Award winning spirits produced in the heart of East London. We run award-winning bars, distil delicious liquids and deliver our drinks to hundreds of events, bars, festivals and homes too. **Length : 188** 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	Good, your page take advantage of Og Properties.

Property	Content
site_name	Jim & Tonic
url	https://www.jimandtonic.com/
title	Jim & Tonic Distillery Co. | Sustainable Urban Spirits
type	website
description	Award winning spirits produced in the heart of East London. We run award-winning bars, distil delicious liquids and deliver our drinks to hundreds of events, bars, festivals and homes too.
image	http://www.jimandtonic.com/cdn/shop/files/Spirits_-_Group_Shot_cropped.jpg?v=1742543358

SEO Content

		image:secure_url	https://www.jimandtonic.com/cdn/shop/files/Spirits_-_Group_Shot_cropped.jpg?v=1742543358
		image:width	1970
		image:height	1177

	Headings						
		H1 1	**H2** 2	**H3** 2	**H4** 0	**H5** 0	**H6** 0

- [H1] Jim & Tonic
- [H2] SHOP OUR BEST SELLERS
- [H2] FIVE STAR QUALITY SPIRITS. APPROVED BY YOU!
- [H3] 10% off online shop
- [H3] WELCOME TO THE JIM & TONIC DISTILLERY CO.

	Images	We found 43 images on this web page. 36 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 : **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	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 26 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 7.69% Internal Links 92.31%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
SHOP	Internal	Passing Juice
GIN	Internal	Passing Juice
RUM	Internal	Passing Juice
VODKA	Internal	Passing Juice
LIQUEURS	Internal	Passing Juice
EXCLUSIVES	Internal	Passing Juice
GIFT SETS	Internal	Passing Juice
GIN & TONIC KITS	Internal	Passing Juice
G&T CANS	Internal	Passing Juice
OUR STORY	Internal	Passing Juice
TOURS	Internal	Passing Juice
HIRE US	Internal	Passing Juice
BESPOKE SPIRITS	Internal	Passing Juice
TRADE	Internal	Passing Juice
VISIT US	External	Passing Juice
CONTACT US	Internal	Passing Juice
Log in	Internal	Passing Juice
-	Internal	Passing Juice
VISIT US	External	Passing Juice
BLOG	Internal	Passing Juice
RECIPE HUB	Internal	Passing Juice
DELIVERY INFORMATION	Internal	Passing Juice
REFUND POLICY	Internal	Passing Juice
TERMS OF SERVICE	Internal	Passing Juice
PRIVACY POLICY	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	esc jim tonic from shop rum spirits gin close distillery

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
tonic	18	✔	✖	✖	✔
jim	16	✔	✖	✖	✔
gin	16	✖	✖	✖	✖
spirits	11	✔	✖	✔	✔
close	10	✖	✖	✖	✖

Usability

	Url	Domain : jimandtonic.com Length : 15
✔	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

Document

	Encoding	Perfect. Your declared charset is UTF-8.
✅	W3C Validity	Errors : 63 Warnings : 7
❌	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
✅	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. https://www.jimandtonic.com/sitemap.xml
✅	Robots.txt	http://jimandtonic.com/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.