










Website review turpinsmale.co.uk

Generated on March 22 2025 04:13 AM



The score is 50/100







SEO Content

	Title	Homepage Turpin Smale Length : 23 Perfect, your title contains between 10 and 70 characters.					
	Description	Length : 0 Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.					
	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 0	H2 1	H3 0	H4 8	H5 0	H6 0
		<ul style="list-style-type: none">• [H2] News• [H4] Turpin Smale...• [H4] News• [H4] News• [H4] News• [H4] News• [H4] Catering Consultants• [H4] The Team• [H4] Contact					
	Images	We found 133 images on this web page. 11 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 : 16% Good, this page's ratio of text to HTML code is higher than 15, but					

SEO Content

		lower than 25 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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 19 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 5.26% Internal Links 94.74%


In-page links

Anchor	Type	Juice
Home	Internal	Passing Juice
Who We Are	Internal	Passing Juice
Charles Manners	Internal	Passing Juice
Chris Brown	Internal	Passing Juice
Paul Cottrell	Internal	Passing Juice
What We Do	Internal	Passing Juice
Consumer Insight	Internal	Passing Juice
Strategic Planning	Internal	Passing Juice

In-page links

Market Tests & Catering Tenders	Internal	Passing Juice
Operational Reviews	Internal	Passing Juice
Design & Refurbishment	Internal	Passing Juice
Clients	Internal	Passing Juice
News	Internal	Passing Juice
Contact	Internal	Passing Juice
Charles Manners	Internal	Passing Juice
Chris Brown	Internal	Passing Juice
Paul Cottrell	Internal	Passing Juice
GDPR Policy	Internal	Passing Juice
Site by Propel Marketing	External	Passing Juice

SEO Keywords

	Keywords Cloud	charles turpin operational catering market brown reviews smale manners chris
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
catering	11	✗	✗	✗	✓
market	6	✗	✗	✗	✗
reviews	5	✗	✗	✗	✗
operational	5	✗	✗	✗	✗
smale	5	✓	✗	✗	✓

Usability

	Url	Domain : turpinsmale.co.uk Length : 17
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Usability

	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use this free meta tags generator to declare the intended language of your website.
	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 : 21 Warnings : 1
	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	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Perfect. No inline css has been found in HTML tags!</div> <div><div></div> Great, your website has few CSS files.</div> <div><div></div> Perfect, your website has few JavaScript files.</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>




Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div>
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Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>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.</p>
	Robots.txt	<p>http://turpinsmale.co.uk/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>