



Website review williamhill.com

Generated on March 04 2025 23:04 PM



The score is 50/100







SEO Content

	Title	William Hill™ Online Betting, Casino, Bingo & Games Length : 53 Perfect, your title contains between 10 and 70 characters.												
	Description	Online betting and gambling at William Hill™, the world's biggest bookmaker. Visit us for sports betting, poker games, online casino, bingo and Vegas games. Length : 156 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	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	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>0</td><td>4</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none">• [H2] A world of betting at your fingertips• [H2] Create and bet on your own markets• [H2] Offers, enhancements, promos, and more• [H2] We're here to help	H1	H2	H3	H4	H5	H6	0	4	0	0	0	0
H1	H2	H3	H4	H5	H6									
0	4	0	0	0	0									
	Images	We found 20 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 : 0% 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.												

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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 32 links including 1 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 56.25% Internal Links 43.75%

In-page links

Anchor	Type	Juice
Sports	Internal	Passing Juice
Vegas	Internal	Passing Juice
Live Casino	Internal	Passing Juice
Bingo	Internal	Passing Juice
Poker	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
Horse racing	Internal	Passing Juice
football	Internal	Passing Juice

In-page links

Your Feedback	Internal	Passing Juice
Help	Internal	Passing Juice
Gaming Fairness	Internal	Passing Juice
Safer Gambling Hub	Internal	Passing Juice
Terms & Conditions UK	External	Passing Juice
Terms & Conditions Non-UK	External	Passing Juice
Privacy Policy	External	Passing Juice
Rules	External	Passing Juice
Job & Careers	External	Passing Juice
Affiliate Program	Internal	Passing Juice
William Hill Press Office	External	Passing Juice
About William Hill	External	Passing Juice
Contact Us	Internal	Passing Juice
Shop Locator	Internal	Passing Juice
39225	External	Passing Juice
Gibraltar Gambling Commissioner	External	Passing Juice
I.B.A.S	External	Passing Juice
Malta Gaming Authority	External	Passing Juice
Safer Gambling	External	Passing Juice
National Gambling Helpline	External	Passing Juice
Gamblingtherapy.org)	External	Passing Juice
Privacy Policy	External	Passing Juice
Terms of Service	External	Passing Juice

SEO Keywords



Keywords Cloud


online betting hill bingo
international william casino
games whg

SEO Keywords




Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
william	1	✓	✗	✓	✗
hill	1	✓	✗	✓	✗
online	1	✓	✗	✓	✗
betting	1	✓	✗	✓	✓
casino	1	✓	✗	✓	✗









Usability

	Url	Domain : williamhill.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
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 1 Warnings : 0




Document

	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	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Too bad, your website has too many JS files (more than 6).</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>
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Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>https://www.williamhill.com/sitemap.xml</div>
	Robots.txt	<p>http://williamhill.com/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>