



# Seo Analyzer bt.com

Generated on February 05 2022 08:46 AM




The score is 55/100







## SEO Content

	Title	<p>Fibre Broadband, TV Packages, BT Sport &amp; Mobile Deals   BT</p> <p><b>Length : 62</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>From Superfast Fibre broadband to TV &amp; Mobile, BT helps UK families, communities &amp; companies reach their potential. Find out more about BT products now.</p> <p><b>Length : 160</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table border="1" data-bbox="539 1444 1481 1518"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>8</td> <td>3</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1550 1244 1944" style="list-style-type: none"> <li>• [H1] Welcome to BT</li> <li>• [H2] Ultrafast Ultrareliable Ultraconnected</li> <li>• [H2] BT TV</li> <li>• [H2] BT TV</li> <li>• [H2] BT Sport</li> <li>• [H2] BT Sport</li> <li>• [H2] BT Mobile</li> <li>• [H2] BT Mobile</li> <li>• [H2] Copyrights</li> <li>• [H3] TV packages made for swapping</li> <li>• [H3] Three months of sport for half the price</li> <li>• [H3] Refreshingly simple mobile plans</li> </ul>	H1	H2	H3	H4	H5	H6	1	8	3	0	0	0
H1	H2	H3	H4	H5	H6									
1	8	3	0	0	0									
	Images	<p>We found 4 images on this web page.</p> <p>2 alt attributes are empty or missing. Add alternative text so that</p>												

## SEO Content

		search engines can better understand the content of your images.
	Text/HTML Ratio	Ratio : <b>6%</b> 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	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 7 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

## In-page links

Anchor	Type	Juice
<a href="#">See broadband deals</a>	Internal	Passing Juice
<a href="#">All about our broadband</a>	Internal	Passing Juice
<a href="#">Add TV to your broadband</a>	Internal	Passing Juice
<a href="#">Swap your BT TV package</a>	Internal	Passing Juice
<a href="#">Why you need BT TV</a>	Internal	Passing Juice
<a href="#">See sport deals</a>	Internal	Passing Juice

## In-page links

[See mobile deals](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

see plans **sport** broadband deals  
package only ultra **all mobile**












## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
sport	8	✓	✗	✗	✓
mobile	7	✓	✗	✓	✓
broadband	6	✓	✗	✓	✗
all	5	✗	✗	✗	✗
deals	4	✓	✗	✗	✗

## Usability

	Url	Domain : bt.com Length : 6
	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 : 12 Warnings : 2
	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	<ul style="list-style-type: none"><li> Excellent, your website doesn't use nested tables.</li><li> Too bad, your website is using inline styles.</li><li> Great, your website has few CSS files.</li><li> Too bad, your website has too many JS files (more than 6).</li><li> Too bad, your website does not take advantage of gzip.</li></ul>

## Mobile

	Mobile Optimization	<ul style="list-style-type: none"><li> Apple Icon</li><li> Meta Viewport Tag</li><li> Flash content</li></ul>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <pre>http://bt.com/sitemap.xml</pre> <pre>https://www.bt.com/sitemap.xml</pre>
	Robots.txt	<pre>http://bt.com/robots.txt</pre> Great, your website has a robots.txt file.

## Optimization



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.