



# Seo Analyzer

## croftprimary.co.uk

Generated on January 30 2022 12:36 PM

The score is 40/100



## SEO Content

	Title	Croft Primary - Home <b>Length : 20</b> Perfect, your title contains between 10 and 70 characters.					
	Description	<b>Length : 0</b> Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.					
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> 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 <a href="#">this free og properties generator</a> to create them.					
	Headings	<b>H1</b> 0	<b>H2</b> 2	<b>H3</b> 0	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
<ul style="list-style-type: none"> <li>• [H2] ' + title + '' + content +"; } insertPost = function (el, id, title, description, content, dateMillis) { var date, box; date = new Date(dateMillis); box = jQuery(el).find('.blog_entries'); box.append(blogHtml(id, title, description, content, date)); } initEmbedObjects = function() { insertBlog = function(data, textStatus, xhr, el) { jQuery(el).html(""); for (var key in data) { if (data.hasOwnProperty(key)) { var value = data[key]; insertPost(el, value.id, value.subject, value.description, value.content, value.postDate); initPlayer(); } } } loadBlogs = function() { jQuery('.embed_blog').each(function(index, el) { var limit = jQuery(this).attr('data-limit'); jQuery(el).html(""); var blogUrl = jQuery(this).attr('data-path') + '?_eventName=blogJSON'; jQuery.ajax( { type: 'GET', url: blogUrl, data : { entryCount : limit ? limit : 5 }, dataType: 'json', success: function(data, textStatus, xhr) { insertBlog(data, textStatus, xhr, el); } }); }); } loadBlogs(); loadCalendars = function(context) { jQuery(context    document).find('.embed_calendar').each(function(index, el) {</li> </ul>							

## SEO Content

```
var calendarPath = jQuery(this).data('path'); var mode =
jQuery(this).data('mode') || 'MONTH';
Calendar.view(calendarPath + '/calendar', mode, el); }); }
loadCalendars(); } jQuery(document).ready(initEmbedObjects);
body#school_website { font-family: Georgia; } .wiki-layout
.homepage-img { max-width: 986px !important; } @media
screen and (max-width: 768px) { .wiki-layout .homepage-img {
max-width: 100% !important; margin: 0 0 0 0!important; } }
.website_navigation>ul, .website_navigation { width: 986px; }
.website_navigation { background: none; } .homepage-img {
margin: -27px 0 12px -25px!important; } .design-mode
.homepage-img { margin: -38px 0 12px -34px!important; }
.facebook-widget { text-align: center; } float.left {float:left;}
float.right {float:right;} Clearfloat {clear:both;} img.left
{float:left; padding:7px;} img.right {float:right; padding:7px;}
#wpcWebsiteHeader { background:
url("/warrington/primary/croft/web/croftbanner_new.png") no-
repeat scroll left top transparent; height: 220px; margin-left:
-14px; position: relative; } table.paper3 { background:url("http:
//croft.warrington.dbprimary.com/warrington/primary/croft/web/
texture0214.jpg") repeat scroll 0 0; border-radius: 10px 10px
10px 10px; box-shadow: 0 0 4px rgba(1, 1, 1, 0.4); color:
#333333; padding: 14px; } #school_website #school_container
a.school_logo_link, #school_website #school_container
h1#school_name { display: none; } .linedpaper:after{
background: url(http://dbhub.dbla.dbprimary.com/dbla/primary/
dbhub/web/pin.png); content: " "; position: absolute; height:
60px; width: 47px; z-index: 9999; left: 44%; top: -30px; }
.linedpaper { border-bottom-left-radius: 20px 500px; border-
bottom-right-radius: 500px 30px; border-top-right-radius: 5px
100px; font: normal 16px/35px "Lucida Grande", arial, sans-
serif; margin: 0 auto 10px; padding: 5px 25px 18px; position:
relative; color: #444; line-height: 35px; background: url("http://
dbhub.dbla.dbprimary.com/dbla/primary/dbhub/web/linedpaper
.png") repeat scroll 0 0 #fff; box-shadow: 0 1px 2px rgba(0, 0,
0, 0.07), 2px 0 2px rgba(1, 1, 1, 0.25); } .linedpaper h1,
.linedpaper h2 { font-size: 16px; line-height: 16px; margin: 0 0
4px; } .linedpaper h3, .linedpaper h4, .linedpaper h5 { font-
size: 18px; line-height: 34px; margin: 0 0 2px; } .linedpaper h4,
.linedpaper h5 { font-weight: normal; } .linedpaper p {margin:
0 0 20px;} .linedpaper p:last-child {margin: 0;} .linedpaper ul
{margin: 0 0 20px;} .linedpaper td {vertical-align: top;}
img.round { border-radius:14px 14px 14px 14px; border: 8px
solid #FFFFFF; border-radius: 14px 14px 14px 14px; box-
shadow: 2px 2px 7px rgba(1, 1, 1, 0.45); } /*SEARCH FEATURE
ENABLED ON MOBILES*/ @media screen and (max-width:
600px) { .site-control-bar .right li.search, .search-popup,
.search-popup-overlay { display: initial; } } /*END SEARCH
FEATURE ON MOBILES*/ var hideVideoLink = false; var
showVideoLink = true; var indexOffset = 0; function toType(src,
isVideo) { var ext = src.substring(src.lastIndexOf(".") +
1).toLowerCase(); if (ext.indexOf('?') > 0) { ext =
ext.substring(0, ext.indexOf('?')); } if (ext == "mp4" ||
src.indexOf("video/mp4") >= 0) { return "video/mp4"; } else if
(ext == "m4v" || src.indexOf("video/x-m4v") >= 0) { return
"video/x-m4v"; } else if (ext == "mov" ||
```





## SEO Content

```
src.indexOf("video/quicktime") >= 0) { return
"video/quicktime"; } else if (ext == "ogv" ||
src.indexOf("video/ogg") >= 0) { return "video/ogg"; } else if
(isVideo && ext == "webm" || src.indexOf("video/webm") >=
0) { return "video/webm"; } else if (ext == "mp3" ||
src.indexOf("audio/mpeg") >= 0) { return "audio/mpeg"; } else
if (ext == "aac" || src.indexOf("audio/aac") >= 0) { return
"audio/aac"; } else if (ext == "ogg" || src.indexOf("audio/ogg")
>= 0) { return "audio/ogg"; } else if (ext == "wav" ||
src.indexOf("audio/wav") >= 0) { return "audio/wav"; } else if
(ext == "wma" || src.indexOf("audio/x-ms-wma") >= 0) {
return "audio/x-ms-wma"; } else if (!isVideo && ext == "webm"
|| src.indexOf("audio/webm") >= 0) { return "audio/webm"; }
else { return null; } } function toSourceTag(src, type) { var
source = ""; if (type == 'video/webm') { source = ""; } source
+= ""; // Do not do conversions from mp4 to WebM, as it is
unnecessary if (type != 'video/webm') { source += ""; } return
source; } function initPlayer(context, opts) { var
requiresVideoPlayer = false; var requiresAudioPlayer = false;
jQuery('.video_player', context).each(function() { var index =
indexOffset++; var player = this; var video =
jQuery(player).find('a'); var isVideo =
video.hasClass('video_link'); if (video.length > 0 &&
!video.hasClass('initialised')) { player.id = 'videoplayer_' +
index; var src = video.attr('href'); var type = toType(src,
isVideo); if (isVideo) { var playerWidth = opts && opts.width ?
opts.width : 320; var playerHeight = opts && opts.height ?
opts.height : 240; var poster = src.indexOf("token=") == -1 ?
src + (src.indexOf('?') > 0 ? '&' : '?') + 'width=' + playerWidth
+ '&height=' + playerHeight : null; requiresVideoPlayer = true;
var placeholder = jQuery("") .css('width', playerWidth + 'px')
.css('height', playerHeight + 'px') .css('background-image',
poster != null ? 'url(\"' + poster + '\")' : 'none') .addClass('video-
js vjs-default-skin vjs-big-play-centered') .append(jQuery("")); //
Are we able to play the video without conversion? if
(!showVideoLink && (hideVideoLink || (type && (type ==
'video/mp4' || !!document.createElement("video").canPlayType
&& !!document.createElement("video").canPlayType(type)))) {
video.replaceWith(placeholder); } else {
video.addClass('initialised');
jQuery(player).prepend(placeholder); } placeholder.on('click',
function(e) { e.preventDefault(); var videoEl = initVideo(index,
player, video, src, type, poster, placeholder);
_V_(videoEl.attr('id'), videoEl.data('setup')).play(); }); } else {
var audioEl = jQuery("").attr('data-setup', '{"controls": true}');
requiresAudioPlayer = true; if (!showVideoLink &&
(hideVideoLink || (type && (type == 'audio/mpeg' ||
!!document.createElement("audio").canPlayType &&
!!document.createElement("audio").canPlayType(type)))) {
video.replaceWith(audioEl); } else {
video.addClass('initialised'); jQuery(player).prepend(audioEl); }
} } }); var videoJSLoaded = typeof videojs != "undefined"; if
((requiresVideoPlayer || requiresAudioPlayer) &&
!videoJSLoaded) { jQuery.ajax({ type: 'GET', url:
"/service/util/custom/player/video-4.12.11.min.js", dataType:
'script', cache: true, success: function() { } }); var link =
```





## SEO Content

```
document.createElement("link"); link.rel = "stylesheet";
link.type = "text/css"; link.href =
"/service/util/custom/player/video-js.min.css";
document.getElementsByTagName('head')[0].appendChild(link)
; } if ((requiresVideoPlayer || requiresAudioPlayer) &&
videoJSLoaded) { videojs.autoSetup(); } } function
initVideo(index, player, video, src, type, poster, placeholder) {
var videoTag = " " + toSourceTag(src, type) + " "; var videoEl =
jQuery(videoTag); placeholder.replaceWith(videoEl); return
videoEl; } jQuery(document).ready(function() { initPlayer(); });
jQuery(document).ready(function() { var forms = jQuery('.wiki-
box form[action="/service/util/mailer"], .wiki-box
form:not([action]), .wiki_content
form[action="/service/util/mailer"], .wiki_content
form:not([action])'); forms.each(function () { var fieldOrder =
""; forms.find('input[name][type!="hidden"][type!="submit"],
textarea[name], select[name]').each(function() { fieldOrder +=
(fieldOrder.length > 0 ? '& : ' + this.name; });
jQuery(this).prepend(""); if
(forms.find('input[name="filename"]').length > 0) {
jQuery(this) .prepend("") .prepend(""); } });
forms.submit(function() { var form = jQuery(this);
form.find('input[type="submit"]').attr('disabled', true);
jQuery.post('/service/util/mailer', form.serialize(), function(data)
{ var infoPanel = form.find('.infoPanel ul li'); if (infoPanel.length
> 0) { infoPanel.text(data); } else { form.prepend(" + data +
"); } form.find('input[type="submit"]').attr('disabled', false);
}).error(function(data) { var errorPanel = form.find('.errorPanel
ul li'); if (errorPanel.length > 0) {
errorPanel.text(data.responseText); } else { form.prepend(" +
data.responseText + "); }
form.find('input[type="submit"]').attr('disabled', false); });
return false; }); }); var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-37195902-1']);
_gaq.push(['_trackPageview']); (function() { var ga =
document.createElement('script'); ga.type = 'text/javascript';
ga.async = true; ga.src = ('https:' ==
document.location.protocol ? 'https://ssl' : 'http://www') +
'.google-analytics.com/ga.js'; var s =
document.getElementsByTagName('script')[0];
s.parentNode.insertBefore(ga, s); })(); function mobileView() {
//Check for mobile devices with a small max pixel width value
$("meta[name=viewport]").attr("content", "width=device-
width,initial-scale=1"); if($(".html").hasClass("touch") &&
$(window).width() < 767) { $(".html").addClass("mobile"); //Add
mobile menu plugin $(".html.mobile .website_navigation
.global_navigation").slicknav({ label: "", allowParentLinks: true,
'init': function(){ $(".#school_container
#school_name").clone().appendTo(".slicknav_menu"); } }); }
else { $(".html").removeClass("mobile");
$("meta[name=viewport]").attr("content", "width=1024"); } }
mobileView(); $(window).on('resize', function(){ mobileView();
}); $(document).ready(function() { mobileView(); });
jQuery(document).ready(function() { var isTouch =
jQuery('html').hasClass('touch'); var jBody = jQuery('body'); if
(window.location !== window.parent.location && window.name
```

## SEO Content

		<pre>== 'assignmentReview') { parent.jQuery('body').trigger('iFrameLoaded'); jBody.addClass('assignment-review').css({ 'min-height': 'auto' }) } } else if (isTouch &amp;&amp; jBody.hasClass('assignment-review') ){ jBody.find('.assessment_container').hide(); jBody.on('iFrameLoaded', function(){ jBody.find('.assessment_container').show(); }) } }); , Message sent from: Attachments Croft Primary • [H2] Welcome to Croft Primary School in Warrington</pre>
	Images	<p>We found 29 images on this web page.</p> <p>5 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.</p>
	Text/HTML Ratio	<p>Ratio : <b>14%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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 46 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 8.7%</p> <p>Internal Links 91.3%</p>

## In-page links

Anchor	Type	Juice
--------	------	-------

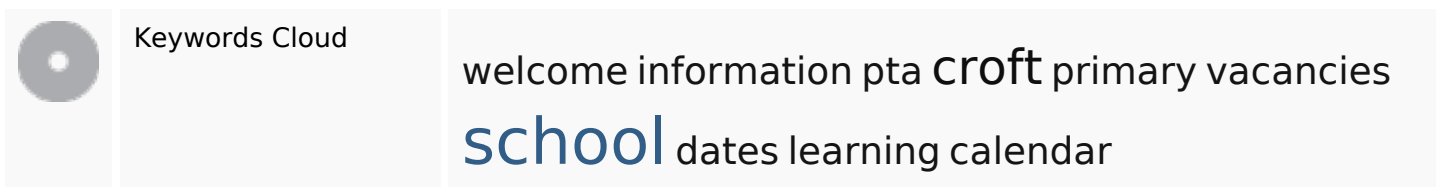
## In-page links

<a href="#">&amp;gt;</a>	Internal	Passing Juice
<a href="#">Welcome</a>	Internal	Passing Juice
<a href="#">Mission Statement School Vision and Aims</a>	Internal	Passing Juice
<a href="#">School Policies</a>	Internal	Passing Juice
<a href="#">Website Links</a>	Internal	Passing Juice
<a href="#">Virtual Learning Environment</a>	Internal	Passing Juice
<a href="#">Statutory Information</a>	Internal	Passing Juice
<a href="#">Pupil Premium</a>	Internal	Passing Juice
<a href="#">School Sports Funding</a>	Internal	Passing Juice
<a href="#">Equality Objectives</a>	Internal	Passing Juice
<a href="#">Phonics</a>	Internal	Passing Juice
<a href="#">Reading</a>	Internal	Passing Juice
<a href="#">Covid Catch Up</a>	Internal	Passing Juice
<a href="#">Promoting British Values</a>	Internal	Passing Juice
<a href="#">Our Staff</a>	Internal	Passing Juice
<a href="#">Operation Encompass</a>	Internal	Passing Juice
<a href="#">Safeguarding</a>	Internal	Passing Juice
<a href="#">Admissions</a>	Internal	Passing Juice
<a href="#">School Uniform</a>	Internal	Passing Juice
<a href="#">Useful Information</a>	Internal	Passing Juice
<a href="#">Term Dates</a>	Internal	Passing Juice
<a href="#">Term Dates 2021/22</a>	Internal	Passing Juice
<a href="#">Term Dates 2022/23</a>	Internal	Passing Juice
<a href="#">School Calendar</a>	Internal	Passing Juice
<a href="#">E-safety</a>	Internal	Passing Juice
<a href="#">Parent Views</a>	Internal	Passing Juice
<a href="#">Useful Resources for Supporting Learning from Home</a>	Internal	Passing Juice
<a href="#">Covid 19 Information</a>	Internal	Passing Juice

## In-page links

<a href="#">Newsletters</a>	Internal	Passing Juice
<a href="#">School Vacancies</a>	Internal	Passing Juice
<a href="#">Give as you Live</a>	Internal	Passing Juice
<a href="#">Easyfundraising</a>	Internal	Passing Juice
<a href="#">Fund Matching</a>	Internal	Passing Juice
<a href="#">PTA Members</a>	Internal	Passing Juice
<a href="#">Sponsors</a>	Internal	Passing Juice
<a href="#">Past Events &amp; Accomplishments</a>	Internal	Passing Juice
<a href="#">PTA Letters</a>	Internal	Passing Juice
<a href="#">Governor Vacancies</a>	Internal	Passing Juice
<a href="#">Governors Attendance</a>	Internal	Passing Juice
<a href="#">Christ Church Croft</a>	Internal	Passing Juice
<a href="#">Ofsted report</a>	Internal	Passing Juice
<a href="#">here</a>	Internal	Passing Juice
<a href="#">Religious Festivals</a>	External	Passing Juice
<a href="#">New Era Technology</a>	External	Passing Juice
<a href="#">DB Primary</a>	External	Passing Juice
<a href="#">DB Learning Library</a>	External	Passing Juice

## SEO Keywords








## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
school	8	✘	✘	✘	✔








## Keywords Consistency

croft	4	✓	✗	✗	✓
primary	3	✓	✗	✗	✓
information	3	✗	✗	✗	✗
welcome	3	✗	✗	✗	✓

## Usability

	Url	Domain : croftprimary.co.uk Length : 18
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <a href="#">this free meta tags generator</a> 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 : 142 Warnings : 62
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> 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.

## Document

- ✘ Too bad, your website is using inline styles.
- ✘ Too bad, your website has too many CSS files (more than 4).
- ✘ Too bad, your website has too many JS files (more than 6).
- ✔ Perfect, your website takes 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://croftprimary.co.uk/robots.txt>

Great, your website has a robots.txt file.



### Analytics

Great, your website has an analytics tool.



Google Analytics