Seo Analyzer
empathyfuneralplans.co.uk

Generated on February 14 2022 00:52 AM

The score is 43/100

SEO Content

	Title	Funeral Plans | Empathy Funeral Plans
✔		**Length : 37**
		Perfect, your title contains between 10 and 70 characters.
⚠	Description	Empathy UK Funeral Plans are an established provider of fixed price, pre-paid Funeral Plans. We work to help remove the stress and financial burden of arranging a funeral from your family and loved ones at the time of most need.
		Length : 228
		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
locale	en_GB
type	website
title	Funeral Plans | Empathy Funeral Plans
description	Empathy UK Funeral Plans are an established provider of fixed price, pre-paid Funeral Plans. We work to help remove the stress and financial burden of arranging a funeral from your family and loved ones at the time of most need.
url	https://empathyfuneralplans.co.uk/
site_name	Empathy Funeral Plans

SEO Content

		image	https://empathyfuneralplans.co.uk/wp-content/uploads/2020/12/funeralcosts-1.png			
		image:width	1920			
		image:height	701			

	Headings	**H1** 1	**H2** 2	**H3** 3	**H4** 5	**H5** 2	**H6** 1

- [H1] What is a Prepaid Funeral Plan?
- [H2] The best value Prepaid Funeral Plans on the market
- [H2] Why purchase a Prepaid Funeral Plan?
- [H3] Plans from only £15.06 per month*
- [H3] Beat rising funeral costs by purchasing today
- [H3] Business open as usual
- [H4] £1,800
- [H4] £3,350
- [H4] £3,695
- [H4] £4,050
- [H4] £4,395
- [H5] Protect your family from the rising cost of funeral prices by securing the cost of your funeral at today's prices
- [H5] Our range of Funeral Plans are the best value Prepaid Funeral Plans on the market.
- [H6] Please complete your details and one of our friendly advisors will call you to discuss your personal wishes

✅	Images	We found 8 images on this web page. Good, most or all of your images have alt attributes.
❌	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.
✅	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.

SEO Links

	In-page links	We found a total of 16 links including 2 link(s) to files
	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 6.25%
		Internal Links 93.75%

In-page links

Anchor	Type	Juice
https://www.sunlife.co.uk/siteassets/documents/cost-of-dying/cost-of-dying-report-2020.pdf	External	Passing Juice
Home	Internal	Passing Juice
Why Empathy	Internal	Passing Juice
The Plans	Internal	Passing Juice
Overview	Internal	Passing Juice
Direct Cremation Plan	Internal	Passing Juice
The Essential Plan	Internal	Passing Juice
The Essential Plus Plan	Internal	Passing Juice
The Elite Plan	Internal	Passing Juice
The Exclusive Plan	Internal	Passing Juice
Buy Now	Internal	Passing Juice
Other Services	Internal	Passing Juice
FAQ	Internal	Passing Juice
Contact	Internal	Passing Juice
Terms & Conditions	Internal	Passing Juice
Privacy Policy	Internal	Passing Juice

SEO Keywords

	Keywords Cloud	

SEO Keywords

Keywords Consistency

Keyword	Content	Title	Keywords	Description on	Headings

Usability

	Url	Domain : empathyfuneralplans.co.uk Length : 25
	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 : 4 Warnings : 49
	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.

Document

	Speed Tips	
		✔ Excellent, your website doesn't use nested tables.
		✖ 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).
		✖ Too bad, your website does not take 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://empathyfuneralplans.co.uk/robots.txt

Great, your website has a robots.txt file. |
| | Analytics | Great, your website has an analytics tool.

Google Analytics |