



Seo Analyzer esure.com

Generated on March 06 2022 18:17 PM





The score is 71/100







SEO Content

	Title	esure Car, Home and Travel Insurance					
		Length : 38					
		Perfect, your title contains between 10 and 70 characters.					
	Description	Car insurance, home insurance & travel insurance from esure. Find out more here and get an insurance quote online!					
		Length : 118					
		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	H1 4	H2 17	H3 0	H4 0	H5 0	H6 0
		<ul style="list-style-type: none">• [H1] Latest from the Hub• [H1] Keeping safe during the storms• [H1] Understanding your home cover and when it applies• [H1] The benefits of driving a hybrid car• [H2] Top toolbar• [H2] Main navigation• [H2]• [H2] Car insurance• [H2] Home insurance• [H2] Multicar insurance• [H2] Why choose esure?• [H2] A UK leading insurer• [H2] UK based call centres• [H2] Quality insurance• [H2] How do we keep esure customers happy?• [H2] Customer Support Hub – for our latest guidance and support, including information on our Covid-19 initiatives,					

SEO Content

		<p>please visit our dedicated Hub</p> <ul style="list-style-type: none">• [H2] About esure• [H2] Help and Support• [H2] The Hub• [H2] Recent News• [H2] Contact Us
	Images	<p>We found 12 images on this web page.</p> <p>1 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 : 20%</p> <p>Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 38 links including 1 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 18.42%</p> <p>Internal Links 81.58%</p>

In-page links

Anchor	Type	Juice
Skip to main content	Internal	Passing Juice

In-page links

Retrieve quote	Internal	Passing Juice
Claim	Internal	Passing Juice
Help	Internal	Passing Juice
Log In	Internal	Passing Juice
Car insurance	Internal	Passing Juice
Home insurance	Internal	Passing Juice
Other products	Internal	Passing Juice
here	Internal	Passing Juice
Car insurance	Internal	Passing Juice
Get a quote	Internal	Passing Juice
Home insurance	Internal	Passing Juice
Get a quote	Internal	Passing Juice
Multicar insurance	Internal	Passing Juice
Find out more	Internal	Passing Juice
Trustpilot	External	Passing Juice
dedicated Hub	Internal	Passing Juice
About esure	Internal	Passing Juice
The Hub	Internal	Passing Juice
News centre	Internal	Passing Juice
Careers	External	Passing Juice
esure group	External	Passing Juice
Policy information	Internal	Passing Juice
FAQs	Internal	Passing Juice
Proof of No Claim Discount	Internal	Passing Juice
Stay fire safe at home – get fully alarmed	Internal	Passing Juice
Changes to the Highway Code – seven key ways they affect motorists	Internal	Passing Juice
Legal	Internal	Passing Juice
Cookies	Internal	Passing Juice

In-page links

Accessibility	Internal	Passing Juice
Sitemap	Internal	Passing Juice
Contact us	Internal	Passing Juice
Modern Slavery Statement	Internal	Passing Juice
Privacy	Internal	Passing Juice
facebook	External	Passing Juice
twitter	External	Passing Juice
linkedin	External	Passing Juice
youtube	External	Passing Juice



SEO Keywords

	Keywords Cloud	cover insurance more esure hub car get storm home customers
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Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	13	✓	✗	✓	✓
home	10	✓	✗	✓	✓
car	9	✓	✗	✓	✓
storm	8	✗	✗	✗	✓
cover	8	✗	✗	✗	✓












Usability

	Url	Domain : esure.com Length : 9
	Favicon	Great, your website has a favicon.





Usability

	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 : 0 Warnings : 17
	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> Attention! Try to avoid nested tables in HTML.</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> Perfect, your website takes advantage of gzip.</div>

Mobile

	Mobile Optimization	<div> Apple Icon</div> <div> Meta Viewport Tag</div> <div> Flash content</div>
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Mobile

Optimization

	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <div>http://esure.com/sitemap.xml https://www.esure.com/sitemap.xml http://www.esure.com/sitemap.xml</div>
	Robots.txt	<p>http://esure.com/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div> Google Analytics</div>