Seo Analyzer independent-insurance-solutions.com

Generated on January 28 2022 09:10 AM

The score is 67/100

SEO Content

✔	Title	Life Insurance Advice: Get Free, Independent & Expert Advice **Length : 64** Perfect, your title contains between 10 and 70 characters.
✔	Description	Life insurance advice & quotes cheaper than comparison sites. We tailor your life insurance to your needs & budget. **Length : 123** 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	Good, your page take advantage of Og Properties.

Property	Content
locale	en_GB
type	article
title	Home
description	WE LISTEN. WE ADVISE. WE CARE. Independent Insurance Advice We will make sure that you get the perfect tailored life insurance cover to suit your situation. We will keep in the parts you need and take out the parts that you don't. i need advice Free, unbiased & independent life insurance
url	https://independent-insurance-solutions.com/
site_name	Independent Insurance Solutions
updated_time	2021-07-05T12:31:18+01:00

SEO Content

		image	https://independent-insurance-solutions.com/wp-content/uploads/2020/01/IIS-Family-Income-Benefit-V7.png			
		image:secure_url	https://independent-insurance-solutions.com/wp-content/uploads/2020/01/IIS-Family-Income-Benefit-V7.png			
		image:width	1000			
		image:height	1000			
		image:alt	independent Life Insurance advice family with house and balloon			
		image:type	image/png			

	Headings						
		H1 2	**H2** 7	**H3** 1	**H4** 0	**H5** 5	**H6** 0

- [H1] WE LISTEN. WE ADVISE. WE CARE.
- [H1] Free, unbiased & independent life insurance advice
- [H2] Independent Insurance Advice
- [H2] Free £75 Amazon.co.uk Gift Card
- [H2] We will not hassle you
- [H2] We listen
- [H2] We advise
- [H2] We care
- [H2] Life Insurance Quote
- [H3] We will help you every step of the way
- [H5] Types of Cover
- [H5] How We Help
- [H5] About
- [H5] Call Us
- [H5] Visit Us

	Images	We found 11 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : **4%** 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 20 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%

External Links : Passing Juice 10%

Internal Links 90% |

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
hello@independent-insurance-solutions.com	Internal	Passing Juice
-	Internal	Passing Juice
voucher Terms & Conditions	Internal	Passing Juice
trust	Internal	Passing Juice
Life Insurance	Internal	Passing Juice
Critical Illness	Internal	Passing Juice
Income Protection	Internal	Passing Juice
Business Protection	Internal	Passing Juice
Over 50’s Cover	Internal	Passing Juice
Make a Claim	Internal	Passing Juice
Get Advice	Internal	Passing Juice
About Us	Internal	Passing Juice
Why Use Us	Internal	Passing Juice
Independent Mortgage Solutions Ltd	External	Passing Juice

In-page links

Financial Conduct Authority	External	Passing Juice
Privacy Notice	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Cookie Policy	Internal	Passing Juice
Privacy Statement	Internal	Passing Juice

SEO Keywords

Keywords Cloud	how free **life insurance** get **cover advice** protection from need

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	16	✔	✖	✔	✔
life	14	✔	✖	✔	✔
advice	13	✔	✖	✔	✔
cover	13	✖	✖	✖	✔
get	6	✔	✖	✔	✖

Usability

	Url	Domain : independent-insurance-solutions.com Length : 35
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.
	Language	Good. Your declared language is en.

Usability

❌	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 : 90 Warnings : 52
❌	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.
⚪	Speed Tips	✔ Excellent, your website doesn't use nested tables.
		✖ Too bad, your website is using inline styles.
		✔ Great, your website has few CSS files.
		✔ Perfect, your website has few JavaScript files.
		✔ Perfect, your website takes advantage of gzip.

Mobile

⚪	Mobile Optimization	✔ Apple Icon
		✔ Meta Viewport Tag
		✔ Flash content

Optimization

	XML Sitemap	Missing

Optimization

❌

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://independent-insurance-solutions.com/robots.txt Great, your website has a robots.txt file.
	Analytics	Great, your website has an analytics tool. Google Analytics