Seo Analyzer its-online.co.uk

Generated on March 10 2022 13:21 PM

The score is 66/100

SEO Content

⚠️	Title	ITS Shetland | Welcome to ITS Shetland - Supplier of Computer Systems, Services & Support **Length : 94** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
✅	Description	ITS Shetland supplies computer systems, equipment, repair and other IT services **Length : 79** Great, your meta description contains between 70 and 160 characters.
✅	Keywords	ITS, Shetland, computer systems, computer repair, IT support, IT companies Good, your page contains meta 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	<table><tr><td>**H1**</td><td>**H2**</td><td>**H3**</td><td>**H4**</td><td>**H5**</td><td>**H6**</td></tr><tr><td>1</td><td>0</td><td>0</td><td>0</td><td>0</td><td>0</td></tr></table> • [H1] Welcome to ITS (Shetland) Ltd
❌	Images	We found 3 images on this web page. 1 alt attributes are empty or missing. Add alternative text so that search engines can better understand the content of your images.
✅	Text/HTML Ratio	Ratio : **16%** Good, this page's ratio of text to HTML code is higher than 15, but lower than 25 percent.
	Flash	Perfect, no Flash content has been detected on this page.

SEO Content

✅		
✅	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 12 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
Home	Internal	Passing Juice
Products	Internal	Passing Juice
Services	Internal	Passing Juice
Jobs	Internal	Passing Juice
Customer Support	Internal	Passing Juice
About ITS	Internal	Passing Juice
Contact	Internal	Passing Juice
Current Laptop & PC Prices	Internal	Passing Juice
ITS Remote Support	Internal	Passing Juice

In-page links

[Information for customers of SOS Systems](#)	Internal	Passing Juice
[How To Find Us](#)	Internal	Passing Juice
[Privacy Policy](#)	Internal	Passing Juice

SEO Keywords

Keywords Cloud	lerwick systems services computer 400 welcome shetland support ze1 supplier

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
shetland	6	✔	✔	✔	✔
supplier	2	✔	✖	✖	✖
computer	2	✔	✔	✔	✖
systems	2	✔	✔	✔	✖
services	2	✔	✖	✔	✖

Usability

	Url	Domain : its-online.co.uk Length : 16
✔	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.

Usability

Document

✓	Doctype	XHTML 1.0 Strict
✓	Encoding	Perfect. Your declared charset is UTF-8.
✗	W3C Validity	Errors : 0 Warnings : 0
✓	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	✓ 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	Great, your website has an XML sitemap. http://its-online.co.uk/sitemap.xml
	Robots.txt	Missing

Optimization

❌		Your website doesn't have a robots.txt file - this can be problematic. A robots.txt file allows you to restrict the access of search engine robots that crawl the web and it can prevent these robots from accessing specific directories and pages. It also specifies where the XML sitemap file is located.
✅	Analytics	Great, your website has an analytics tool. Google Analytics