The score is 69/100

SEO Content

✓	Title	Kindred Group plc – We continue to transform gambling **Length : 53** Perfect, your title contains between 10 and 70 characters.
⚠	Description	Kindred Group has brought together leading and successful online gambling brands, forming one of the largest gambling companies in the world. Learn everything you need to know about Kindred Group, our values, company initiatives, careers, news and much more! **Length : 258** Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.
✓	Keywords	kindred group, home Good, your page contains meta keywords.
✓	Og Meta Properties	Good, your page take advantage of Og Properties.

Property	Content
title	Kindred Group plc – We continue to transform gambling
type	website
site_name	Kindred Group plc – We continue to transform gambling
url	https://www.kindredgroup.com/
description	Kindred Group has brought together leading and successful online gambling brands, forming one of the largest gambling companies in the world. Learn everything you need to know about Kindred Group, our values, company initiatives, careers, news and much more!

SEO Content

		image	https://www.kindredgroup.com/globalassets/images/hero--featured-images/kindred_ar21_cover_books_website.jpg?width=1000&format=jpg&quality=90
		locale	en

	Headings	**H1** 0	**H2** 0	**H3** 3	**H4** 0	**H5** 0	**H6** 0

- [H3] World Chess Champion Magnus Carlsen passionate about Kindred's Journey Towards Zero
- [H3] Kindred hosts OpenInfra Meetup 11 at Kindred Stockholm
- [H3] We use cookies.

❌	Images	We found 41 images on this web page. 7 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 : **35%** Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
✅	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 74 links including 1 link(s) to files
⚪	Statistics	External Links : noFollow 0% External Links : Passing Juice 0% Internal Links 100%

In-page links

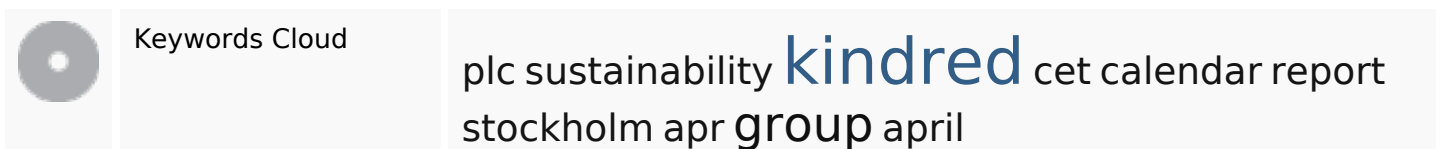| Anchor	Type	Juice
Home	Internal	Passing Juice
About	Internal	Passing Juice
Our brands	Internal	Passing Juice
The Kindred story	Internal	Passing Juice
Purpose & values	Internal	Passing Juice
History	Internal	Passing Juice
Board of directors	Internal	Passing Juice
Management	Internal	Passing Juice
News & Insights	Internal	Passing Juice
Sustainability	Internal	Passing Juice
Responsible gambling	Internal	Passing Juice
Maintaining integrity	Internal	Passing Juice
Running a compliant business	Internal	Passing Juice
Being Kindred	Internal	Passing Juice
Contributing to our communities	Internal	Passing Juice
Our goals and ambitions	Internal	Passing Juice
Our journey towards zero	Internal	Passing Juice
Methodology	Internal	Passing Juice
Customer risk levels	Internal	Passing Juice
Kindred's roadmap	Internal	Passing Juice
Collaborating for change	Internal	Passing Juice
Downloads and resources	Internal	Passing Juice
Research	Internal	Passing Juice
Investors	Internal	Passing Juice
Kindred as an investment	Internal	Passing Juice
Business model and strategy	Internal	Passing Juice
Reports & presentations	Internal	Passing Juice

In-page links

The share	Internal	Passing Juice
Largest shareholders	Internal	Passing Juice
Share capital development	Internal	Passing Juice
Share buy-back	Internal	Passing Juice
Dividend	Internal	Passing Juice
Analyst coverage	Internal	Passing Juice
Major holdings	Internal	Passing Juice
Calendar	Internal	Passing Juice
Press releases	Internal	Passing Juice
Corporate governance	Internal	Passing Juice
Work of the board	Internal	Passing Juice
Board compensation	Internal	Passing Juice
Internal control	Internal	Passing Juice
Incentive programmes	Internal	Passing Juice
Senior management compensation	Internal	Passing Juice
Nomination committee	Internal	Passing Juice
AGM & EGM	Internal	Passing Juice
Corporate governance reports	Internal	Passing Juice
Tax Strategy Report	Internal	Passing Juice
Policy documents	Internal	Passing Juice
Articles of association	Internal	Passing Juice
Auditors	Internal	Passing Juice
Risk management	Internal	Passing Juice
PDMR notifications - Insiders	Internal	Passing Juice
Exchange rates	Internal	Passing Juice
Financial data	Internal	Passing Juice
Definitions	Internal	Passing Juice
Kindred Futures	Internal	Passing Juice

In-page links

About us	Internal	Passing Juice
Our Projects	Internal	Passing Juice
Registration Optimisation	Internal	Passing Juice
Machine Learning	Internal	Passing Juice
Natural Language Generation (NLG)	Internal	Passing Juice
Watch&Bet	Internal	Passing Juice
Augmented Reality	Internal	Passing Juice
Careers	Internal	Passing Juice
Code of Conduct	Internal	Passing Juice
Media	Internal	Passing Juice
Asset library	Internal	Passing Juice
Subscribe	Internal	Passing Juice
Contact	Internal	Passing Juice
Customer Service	Internal	Passing Juice
SV	Internal	Passing Juice
More News & Insights	Internal	Passing Juice
Read the report	Internal	Passing Juice
Cookie policy	Internal	Passing Juice
Privacy notice	Internal	Passing Juice

SEO Keywords

Keywords Cloud	plc sustainability kindred cet calendar report stockholm apr group april

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings

Keywords Consistency

kindred	25	✔	✔	✔	✔
group	14	✔	✔	✔	✖
plc	8	✔	✖	✖	✖
cet	8	✖	✖	✖	✖
calendar	8	✖	✖	✖	✖

Usability

	Url	Domain : kindredplc.com Length : 14
✔	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	Great. This page take advantage of Dublin Core.

Document

✔	Doctype	HTML 5
✔	Encoding	Perfect. Your declared charset is UTF-8.
✖	W3C Validity	Errors : 22 Warnings : 15
✔	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.

Document

	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.
		✖ 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	Great, your website has an XML sitemap.
✔		http://kindredplc.com/sitemap.xml
✔	Robots.txt	http://kindredplc.com/robots.txt Great, your website has a robots.txt file.
✔	Analytics	Great, your website has an analytics tool. Google Analytics