



# Seo Analyzer





## morganrichardson.co.uk

Generated on March 03 2022 04:28 AM






**The score is 43/100**






## SEO Content

	Title	<div>BUSINESS INSURANCE - Morgan Richardson Ltd</div> <div><b>Length : 42</b></div> <div>Perfect, your title contains between 10 and 70 characters.</div>																		
	Description	<div>INSTANT QUOTES and COVER for your Commercial Business Insurance. Get a quote now. Call 0800 731 2940. 24/7 Claims Line. Save on your insurance today.</div> <div><b>Length : 150</b></div> <div>Great, your meta description contains between 70 and 160 characters.</div>																		
	Keywords	<div>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</div>																		
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_GB</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>BUSINESS INSURANCE - Morgan Richardson Ltd</td></tr><tr><td>description</td><td>INSTANT QUOTES and COVER for your Commercial Business Insurance. Get a quote now. Call 0800 731 2940. 24/7 Claims Line. Save on your insurance today.</td></tr><tr><td>url</td><td>https://www.morganrichardson.co.uk/</td></tr><tr><td>site_name</td><td>Morgan Richardson Ltd</td></tr><tr><td>image</td><td>https://www.morganrichardson.co.uk/wp-content/uploads/2018/01/Business-Insurance.jpg</td></tr><tr><td>image:secure_url</td><td>https://www.morganrichardson.co.uk/wp-content/uploads/2018/01/Business-Insurance.jpg</td></tr></tbody></table>	Property	Content	locale	en_GB	type	website	title	BUSINESS INSURANCE - Morgan Richardson Ltd	description	INSTANT QUOTES and COVER for your Commercial Business Insurance. Get a quote now. Call 0800 731 2940. 24/7 Claims Line. Save on your insurance today.	url	https://www.morganrichardson.co.uk/	site_name	Morgan Richardson Ltd	image	https://www.morganrichardson.co.uk/wp-content/uploads/2018/01/Business-Insurance.jpg	image:secure_url	https://www.morganrichardson.co.uk/wp-content/uploads/2018/01/Business-Insurance.jpg
Property	Content																			
locale	en_GB																			
type	website																			
title	BUSINESS INSURANCE - Morgan Richardson Ltd																			
description	INSTANT QUOTES and COVER for your Commercial Business Insurance. Get a quote now. Call 0800 731 2940. 24/7 Claims Line. Save on your insurance today.																			
url	https://www.morganrichardson.co.uk/																			
site_name	Morgan Richardson Ltd																			
image	https://www.morganrichardson.co.uk/wp-content/uploads/2018/01/Business-Insurance.jpg																			
image:secure_url	https://www.morganrichardson.co.uk/wp-content/uploads/2018/01/Business-Insurance.jpg																			

## SEO Content

		<div>image:width800</div> <div>image:height480</div>
	Headings	<div> <div>H10</div> <div>H20</div> <div>H310</div> <div>H42</div> <div>H50</div> <div>H60</div> </div> <ul style="list-style-type: none"> <li>• [H3] Nigel Lee - Professional Photographer</li> <li>• [H3] Philomena Satchwill - Restaurateur</li> <li>• [H3] Linda Mitchelmore - Hairdresser</li> <li>• [H3] Anita Taylor - Hairdresser</li> <li>• [H3] John West - Publican</li> <li>• [H3] Wendy - Care Home Owner</li> <li>• [H3] Paul Mason - Engineer</li> <li>• [H3] Peter Caske - Beauty Salon</li> <li>• [H3] Gordon - Photographer</li> <li>• [H3] LATEST NEWS</li> <li>• [H4] ABOUT US</li> <li>• [H4] Privacy Overview</li> </ul>
	Images	<p>We found 18 images on this web page.</p> <p>5 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 : <b>13%</b></p> <p>This page's ratio of text to HTML code is below 15 percent, this means that your website probably needs more text content.</p>
	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	Bad. Your links have query string.
	Underscores in the URLs	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 52 links including 1 link(s) to files
	Statistics	External Links : noFollow 0%

## SEO Links



External Links : Passing Juice 3.85%

Internal Links 96.15%

### In-page links

Anchor	Type	Juice
<a href="#">GET A QUOTE NOW</a>	Internal	Passing Juice
<a href="#">About us</a>	Internal	Passing Juice
<a href="#">Why choose us?</a>	Internal	Passing Juice
<a href="#">Useful Links</a>	Internal	Passing Juice
<a href="#">Our Policies</a>	Internal	Passing Juice
<a href="#">Pub Insurance</a>	Internal	Passing Juice
<a href="#">Takeaway Insurance</a>	Internal	Passing Juice
<a href="#">Photographers Insurance</a>	Internal	Passing Juice
<a href="#">Retail Shop Insurance</a>	Internal	Passing Juice
<a href="#">Butchers Insurance</a>	Internal	Passing Juice
<a href="#">Bakers Insurance</a>	Internal	Passing Juice
<a href="#">Clothing Retailers Insurance</a>	Internal	Passing Juice
<a href="#">Convenience Store Insurance</a>	Internal	Passing Juice
<a href="#">Dry Cleaners and Launderette Insurance</a>	Internal	Passing Juice
<a href="#">Electrical Retailers Insurance</a>	Internal	Passing Juice
<a href="#">Florists and Greengrocers Insurance</a>	Internal	Passing Juice
<a href="#">Furniture and Soft Furnishings Insurance</a>	Internal	Passing Juice
<a href="#">Giftware Retailers Insurance</a>	Internal	Passing Juice
<a href="#">Hardware Retailers Insurance</a>	Internal	Passing Juice
<a href="#">Newsagents Insurance</a>	Internal	Passing Juice
<a href="#">Off Licence Insurance</a>	Internal	Passing Juice
<a href="#">Salon Insurance</a>	Internal	Passing Juice
<a href="#">Hotels and Guest Houses Insurance</a>	Internal	Passing Juice

## In-page links

<a href="#">Restaurant Insurance</a>	Internal	Passing Juice
<a href="#">Buildings Insurance</a>	Internal	Passing Juice
<a href="#">Office Insurance</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Feedback</a>	Internal	Passing Juice
<a href="#">Professional Valuations</a>	Internal	Passing Juice
<a href="#">Latest News</a>	Internal	Passing Juice
<a href="#">COVID-19 Policy</a>	Internal	Passing Juice
<a href="#">Pubs</a>	Internal	Passing Juice
<a href="#">Salons</a>	Internal	Passing Juice
<a href="#">Photographers</a>	Internal	Passing Juice
<a href="#">Offices</a>	Internal	Passing Juice
<a href="#">Restaurants</a>	Internal	Passing Juice
<a href="#">Retail Shops</a>	Internal	Passing Juice
<a href="#">Hotels</a>	Internal	Passing Juice
<a href="#">Buildings</a>	Internal	Passing Juice
<a href="#">Takeaways</a>	Internal	Passing Juice
<a href="#">Affordable Desktop Rebuild Survey</a>	Internal	Passing Juice
<a href="#">Morgan Richardson Ltd receives Feefo Platinum Trusted Service Award 2020</a>	Internal	Passing Juice
<a href="#">Health and Safety - Does your business comply?</a>	Internal	Passing Juice
=	External	Passing Juice
=	External	Passing Juice
<a href="#">Cookie Statment</a>	Internal	Passing Juice
<a href="#">Privacy Statement</a>	Internal	Passing Juice
<a href="#">Photographic Retailers Insurance</a>	Internal	Passing Juice
<a href="#">Engineering Inspection Insurance</a>	Internal	Passing Juice
<a href="#">View Policy</a>	Internal	Passing Juice

## In-page links

[MENU](#)

Internal

Passing Juice

## SEO Keywords



Keywords Cloud

retailers salon retail buildings shop **insurance**  
morgan business richardson more

## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
insurance	103	✓	✗	✓	✗
retailers	20	✗	✗	✗	✗
more	11	✗	✗	✗	✓
richardson	11	✓	✗	✗	✗
morgan	11	✓	✗	✗	✗





## Usability

	Url	Domain : morganrichardson.co.uk Length : 22
	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 : 32 Warnings : 41
	Email Privacy	Warning! At least one email address has been found in the plain text. Use <a href="#">free antispam protector</a> to hide email from spammers.
	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Too bad, your website has too many CSS files (more than 4).</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>

## Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div> <div><div></div> Meta Viewport Tag</div> <div><div></div> Flash content</div>
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## 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	<a href="http://morganrichardson.co.uk/robots.txt">http://morganrichardson.co.uk/robots.txt</a>

## Optimization



Great, your website has a robots.txt file.



Analytics

Missing

We didn't detect an analytics tool installed on this website.

Web analytics let you measure visitor activity on your website. You should have at least one analytics tool installed, but It can also be good to install a second in order to cross-check the data.