



Seo Analyzer networkwestmidlands.com

Generated on April 01 2022 09:30 AM

The score is 69/100






SEO Content

	Title	<p>Transport for West Midlands Journey planning, tickets and help</p> <p>Length : 64</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Public transport information for bus, train, tram, e-scootering, cycling, walking and driving around the West Midlands.</p> <p>Length : 119</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>Centro, public transport, buses, coaches, taxis, trains, metro, mobility, travel, west midlands, getting around, planes, cars, pedestrian, traffic, Passenger Transport Authority, Passenger Transport Executive, showcase route, network west midlands, Local Transport Plan, Five Year Plan</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1413 1481 1944"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>url</td> <td>https://www.tfwm.org.uk/</td> </tr> <tr> <td>title</td> <td>Transport for West Midlands Journey planning, tickets and help</td> </tr> <tr> <td>description</td> <td>Public transport information for bus, train, tram, e-scootering, cycling, walking and driving around the West Midlands.</td> </tr> <tr> <td>image</td> <td>/media/nh2cnbji/cycle-hire-2-2.jpg</td> </tr> </tbody> </table>	Property	Content	type	website	url	https://www.tfwm.org.uk/	title	Transport for West Midlands Journey planning, tickets and help	description	Public transport information for bus, train, tram, e-scootering, cycling, walking and driving around the West Midlands.	image	/media/nh2cnbji/cycle-hire-2-2.jpg
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SEO Content

		<ul style="list-style-type: none">• [H1] Ready when you're ready• [H2] West Midlands Metro suspended• [H2] Plan your journey• [H2] Sign up to service disruption alerts• [H2] Buy a ticket• [H2] Find a timetable• [H2] Welcome to Transport for West Midlands• [H2] Ready when you're ready• [H2] How to buy & top-up with Swift• [H2] Apply for your 16-18 card today!• [H2] Just tap and go with Swift Go!• [H2] Get FREE travel to work• [H2] Let's ride, West Midlands• [H2] Birmingham Clean Air Zone• [H2] Claribel Coaches Service Changes• [H3] Your privacy settings• [H3] Stay up to date• [H3] Resources and support• [H3] About us• [H3] Social media• [H5] Which modes of transport will you use?• [H5] Leaving
	Images	<p>We found 4 images on this web page.</p> <p>3 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 : 24%</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>Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.</p>

SEO Links

	URL Rewrite	<p>Good. Your links looks friendly!</p>
	Underscores in the URLs	<p>Perfect! No underscores detected in your URLs.</p>
	In-page links	<p>We found a total of 73 links including 0 link(s) to files</p>

SEO Links



Statistics

External Links : noFollow 0%

External Links : Passing Juice 15.07%

Internal Links 84.93%

In-page links

Anchor	Type	Juice
upgrade your browser	External	Passing Juice
Skip to main content	Internal	Passing Juice
Manage cookies	Internal	Passing Juice
Journey planner	External	Passing Juice
Find a timetable	External	Passing Juice
Live and planned disruptions	External	Passing Juice
Major roadworks and events	Internal	Passing Juice
Walking	Internal	Passing Juice
Cycling	Internal	Passing Juice
eScooters	Internal	Passing Juice
Buses	Internal	Passing Juice
Trains	Internal	Passing Juice
Trams	Internal	Passing Juice
Park and ride	Internal	Passing Juice
Driving	Internal	Passing Juice
On-demand buses	Internal	Passing Juice
Ring and ride	External	Passing Juice
COVID-19 travel advice	Internal	Passing Juice
How to travel with accessibility needs	Internal	Passing Juice
How to travel safely	Internal	Passing Juice
How to get to a hospital	Internal	Passing Juice
How to get to events	Internal	Passing Juice

In-page links

Local area maps	Internal	Passing Juice
Places and attractions to visit	Internal	Passing Juice
Get discount vouchers for attractions	Internal	Passing Juice
Starley Cycle Network	Internal	Passing Juice
Coventry City of Culture 2021	External	Passing Juice
Ticket finder	External	Passing Juice
nNetwork, nBus and nTrain tickets	Internal	Passing Juice
About Swift	Internal	Passing Juice
nbus Sale	Internal	Passing Juice
Swift Go	Internal	Passing Juice
Swift pay as you go	Internal	Passing Juice
Swift Parking	Internal	Passing Juice
Swift outside the West Midlands	Internal	Passing Juice
Child photocard	Internal	Passing Juice
16-18 photocard	Internal	Passing Juice
Students	Internal	Passing Juice
Finding or starting a new job	Internal	Passing Juice
Disabled person's pass	Internal	Passing Juice
Older person's pass	Internal	Passing Juice
1 train tickets for friends and family	Internal	Passing Juice
Sign in or register for a Swift account	External	Passing Juice
Use your Swift card	Internal	Passing Juice
Top up a Swift card	Internal	Passing Juice
How to buy and top-up with Swift	Internal	Passing Juice
Replace a lost or stolen Swift card	Internal	Passing Juice
Set up, cancel or update a Direct Debit	Internal	Passing Juice
Get a refund or compensation	Internal	Passing Juice
Make a payment	External	Passing Juice

In-page links

Replace a lost or stolen ticket or pass	Internal	Passing Juice
Contact an operator	External	Passing Juice
Give feedback	Internal	Passing Juice
Contact us	Internal	Passing Juice
Find lost property	Internal	Passing Juice
Find a Swift collector or kiosk	Internal	Passing Juice
Find a travel centre	Internal	Passing Juice
Report anti-social behaviour on public transport	Internal	Passing Juice
Report a problem with a bus stop or park and ride	Internal	Passing Juice
Report a problem with Swift	Internal	Passing Juice
Request a new bus shelter or stop pole	Internal	Passing Juice
Sign up to updates	External	Passing Juice
Businesses	Internal	Passing Juice
Education	Internal	Passing Juice
Job centres	Internal	Passing Juice
Young people	Internal	Passing Juice
Who we are	Internal	Passing Juice
What we do	Internal	Passing Juice
Our strategy	Internal	Passing Juice
Our apps	Internal	Passing Juice
Accessibility statement	Internal	Passing Juice
Terms and conditions	Internal	Passing Juice
Policies	Internal	Passing Juice

SEO Keywords








Keywords Cloud

ticket cookies west travel swift bus
journey midlands get transport





Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
midlands	8	✓	✓	✓	✓
west	8	✓	✓	✓	✓
transport	6	✓	✓	✓	✓
journey	6	✓	✗	✗	✓
cookies	6	✗	✗	✗	✗



Usability

	Url	Domain : networkwestmidlands.com Length : 23
	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 : 47 Warnings : 4
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.




Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<ul style="list-style-type: none">✓ 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	<ul style="list-style-type: none">✓ Apple Icon✓ Meta Viewport Tag✓ Flash content
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Optimization

	XML Sitemap	Great, your website has an XML sitemap. <ul style="list-style-type: none">http://networkwestmidlands.com/sitemap.xmlhttps://www.tfwm.org.uk/sitemap.xml
	Robots.txt	http://networkwestmidlands.com/robots.txt 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.