



# Seo Analyzer novakovic.co.uk

Generated on April 04 2022 12:37 PM






The score is 54/100







## SEO Content

|    | <p>Title</p>  | <p>Accounting Services, Bookkeeping, Payroll - Novakovic &amp; Co</p> <p><b>Length : 62</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
|--|---|---|----------|---------|--------|-------|------|---------|-------|--|-------------|---|-----|------------------------------|-----------|----------------|-------|--|
|    | <p>Description</p>  | <p>Professional accounting services at Novakovic &amp; Co. Providing businesses with professional bookkeeping, payroll and accountancy services.</p> <p><b>Length : 141</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
|  | <p>Keywords</p>   | <p>Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.</p>  |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
|  | <p>Og Meta Properties</p>   | <p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1317 1481 2033"> <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>Accounting Services, Bookkeeping, Payroll - Novakovic &amp; Co</td> </tr> <tr> <td>description</td> <td>Professional accounting services at Novakovic &amp; Co. Providing businesses with professional bookkeeping, payroll and accountancy services.</td> </tr> <tr> <td>url</td> <td>https://www.novakovic.co.uk/</td> </tr> <tr> <td>site_name</td> <td>Novakovic &amp; Co</td> </tr> <tr> <td>image</td> <td>https://www.novakovic.co.uk/wp-content/uploads/2016/03/swift-drive.png</td> </tr> </tbody> </table> | Property | Content | locale | en_GB | type | website | title | Accounting Services, Bookkeeping, Payroll - Novakovic & Co | description | Professional accounting services at Novakovic & Co. Providing businesses with professional bookkeeping, payroll and accountancy services. | url | https://www.novakovic.co.uk/ | site_name | Novakovic & Co | image | https://www.novakovic.co.uk/wp-content/uploads/2016/03/swift-drive.png |
| Property   | Content   |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| locale   | en_GB   |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| type   | website   |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| title  | Accounting Services, Bookkeeping, Payroll - Novakovic & Co  |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| description  | Professional accounting services at Novakovic & Co. Providing businesses with professional bookkeeping, payroll and accountancy services. |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| url  | https://www.novakovic.co.uk/  |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| site_name  | Novakovic & Co  |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |
| image  | https://www.novakovic.co.uk/wp-content/uploads/2016/03/swift-drive.png  |   |          |         |        |       |      |         |       |  |             |   |     |                              |           |                |       |  |

## SEO Content

|   |                 |   |                |                |                |                |                |
|---|-----------------|---|----------------|----------------|----------------|----------------|----------------|
|     | Headings        | <b>H1</b><br>1  | <b>H2</b><br>1 | <b>H3</b><br>5 | <b>H4</b><br>4 | <b>H5</b><br>0 | <b>H6</b><br>0 |
|   |                 | <ul style="list-style-type: none"><li>• [H1] Who We Help</li><li>• [H2] Some Of Our Services</li><li>• [H3] Self Employed</li><li>• [H3] Contractors</li><li>• [H3] SMES</li><li>• [H3] Large Businesses</li><li>• [H3] Some Of Our Clients</li><li>• [H4] Our Pages</li><li>• [H4] Services</li><li>• [H4] More Services</li><li>• [H4] Talk to Us</li></ul> |                |                |                |                |                |
|    | Images          | We found 10 images on this web page.<br><br>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 : <b>9%</b><br><br>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 | We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.        |  |  |  |  |  |
|  | In-page links           | We found a total of 47 links including 0 link(s) to files   |  |  |  |  |  |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 2.13%<br><br>Internal Links 97.87% |  |  |  |  |  |

## In-page links

| Anchor  | Type     | Juice         |
|---|----------|---------------|
| <a href="#">Home</a>                          | Internal | Passing Juice |
| <a href="#">About</a>                         | Internal | Passing Juice |
| <a href="#">Meet The Team</a>                 | Internal | Passing Juice |
| <a href="#">Testimonials</a>                  | Internal | Passing Juice |
| <a href="#">Careers</a>                       | Internal | Passing Juice |
| <a href="#">Services</a>                      | Internal | Passing Juice |
| <a href="#">Administrative Services</a>       | Internal | Passing Juice |
| <a href="#">Audit &amp;#038; Assurance</a>    | Internal | Passing Juice |
| <a href="#">Bookkeeping</a>                   | Internal | Passing Juice |
| <a href="#">Budget Planning</a>               | Internal | Passing Juice |
| <a href="#">Business Services</a>             | Internal | Passing Juice |
| <a href="#">Corporation Tax</a>               | Internal | Passing Juice |
| <a href="#">Financial Planning</a>            | Internal | Passing Juice |
| <a href="#">HM Revenue &amp;#038; Customs</a> | Internal | Passing Juice |
| <a href="#">Payroll</a>                       | Internal | Passing Juice |
| <a href="#">Self Assessment</a>               | Internal | Passing Juice |
| <a href="#">Tax Assistance</a>                | Internal | Passing Juice |
| <a href="#">VAT Returns</a>                   | Internal | Passing Juice |
| <a href="#">Year-End Tax Planning</a>         | Internal | Passing Juice |
| <a href="#">Clients</a>                       | Internal | Passing Juice |
| <a href="#">Blog</a>                          | Internal | Passing Juice |
| <a href="#">Resources</a>                     | Internal | Passing Juice |
| <a href="#">Contact</a>                       | Internal | Passing Juice |
| <a href="#">FIND OUT MORE</a>                 | Internal | Passing Juice |
| <a href="#">Audit &amp;#038; Assurance</a>    | Internal | Passing Juice |
| <a href="#">Tax Assistance</a>                | Internal | Passing Juice |
| <a href="#">Financial Planning</a>            | Internal | Passing Juice |
|   |          |               |

## In-page links

|  |          |               |
|--|----------|---------------|
| <a href="#">Business Services</a>        | Internal | Passing Juice |
| <a href="#">Bookkeeping</a>              | Internal | Passing Juice |
| <a href="#">Payroll</a>                  | Internal | Passing Juice |
| <a href="#">Administrative Services</a>  | Internal | Passing Juice |
| <a href="#">VAT Returns</a>              | Internal | Passing Juice |
| <a href="#">Year-End Tax Planning</a>    | Internal | Passing Juice |
| <a href="#">Self Assessment</a>          | Internal | Passing Juice |
| <a href="#">Budget Planning</a>          | Internal | Passing Juice |
| <a href="#">Inland Revenue</a>           | Internal | Passing Juice |
| <a href="#">Read More</a>                | Internal | Passing Juice |
| <a href="#">Home</a>                     | Internal | Passing Juice |
| <a href="#">About</a>                    | Internal | Passing Juice |
| <a href="#">Contact</a>                  | Internal | Passing Juice |
| <a href="#">Cookies</a>                  | Internal | Passing Juice |
| <a href="#">Sitemap</a>                  | Internal | Passing Juice |
| <a href="#">XML Sitemap</a>              | Internal | Passing Juice |
| <a href="#">Data Protection (GDPR)</a>   | Internal | Passing Juice |
| <a href="#">HM Revenue &amp; Customs</a> | Internal | Passing Juice |
| <a href="#">Corporation Tax</a>          | Internal | Passing Juice |
| <a href="#">Gud Ideas</a>                | External | Passing Juice |

## SEO Keywords








Keywords Cloud

financial **planning** support **self tax**  
**businesses** bookkeeping **services** payroll  
clients





## Keywords Consistency

| Keyword    | Content | Title | Keywords | Description | Headings |
|------------|---------|-------|----------|-------------|----------|
| services   | 8       | ✓     | ✗        | ✓           | ✓        |
| planning   | 6       | ✗     | ✗        | ✗           | ✗        |
| tax        | 6       | ✗     | ✗        | ✗           | ✗        |
| businesses | 5       | ✗     | ✗        | ✓           | ✓        |
| self       | 4       | ✗     | ✗        | ✗           | ✓        |

## Usability

|  |              |   |
|--|--------------|---|
|    | Url          | Domain : novakovic.co.uk<br>Length : 15           |
|    | 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 : 7<br>Warnings : 27                          |
|  | Email Privacy | Great no email address has been found in plain text! |





## Document

|  |                 |  |
|--|-----------------|--|
|  | Deprecated HTML | Great! We haven't found deprecated HTML tags in your HTML.   |
|  | Speed Tips      | <ul style="list-style-type: none"><li>✓ Excellent, your website doesn't use nested tables.</li><li>✗ Too bad, your website is using inline styles.</li><li>✗ Too bad, your website has too many CSS files (more than 4).</li><li>✗ Too bad, your website has too many JS files (more than 6).</li><li>✓ Perfect, your website takes advantage of gzip.</li></ul> |

## Mobile

|  |                     |  |
|--|---------------------|--|
|  | Mobile Optimization | <ul style="list-style-type: none"><li>✓ Apple Icon</li><li>✓ Meta Viewport Tag</li><li>✓ Flash content</li></ul> |
|--|---------------------|--|

## Optimization

|  |             |  |
|--|-------------|--|
|  | XML Sitemap | Great, your website has an XML sitemap.<br><ul style="list-style-type: none"><li><a href="http://novakovic.co.uk/sitemap.xml">http://novakovic.co.uk/sitemap.xml</a></li><li><a href="https://www.novakovic.co.uk/sitemap_index.xml">https://www.novakovic.co.uk/sitemap_index.xml</a></li><li><a href="https://www.novakovic.co.uk/page-sitemap.xml">https://www.novakovic.co.uk/page-sitemap.xml</a></li><li><a href="https://www.novakovic.co.uk/post-sitemap.xml">https://www.novakovic.co.uk/post-sitemap.xml</a></li></ul> |
|  | Robots.txt  | <a href="http://novakovic.co.uk/robots.txt">http://novakovic.co.uk/robots.txt</a><br>Great, your website has a robots.txt file.  |
|  | Analytics   | Great, your website has an analytics tool.<br> Google Analytics   |