



Seo Analyzer plasticcycle.lk

Generated on April 01 2022 03:03 AM





The score is 72/100



SEO Content





	Title	<p>Plasticcycle John Keells Holdings PLC</p> <p>Length : 39</p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	Description	<p>Plasticcycle is a social entrepreneur project by John Keells Groups that aims to serve as a catalyst in significantly reducing plastic pollution in Sri Lanka.</p> <p>Length : 158</p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>Plastic recycling, Plastic disposal, Plasticcycle</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 1312 1481 1686"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>locale</td> <td>en_US</td> </tr> <tr> <td>type</td> <td>website</td> </tr> <tr> <td>title</td> <td>-</td> </tr> <tr> <td>url</td> <td>https://plasticcycle.lk/</td> </tr> </tbody> </table>	Property	Content	locale	en_US	type	website	title	-	url	https://plasticcycle.lk/		
Property	Content													
locale	en_US													
type	website													
title	-													
url	https://plasticcycle.lk/													
	Headings	<table border="1" data-bbox="539 1715 1481 1787"> <thead> <tr> <th>H1</th> <th>H2</th> <th>H3</th> <th>H4</th> <th>H5</th> <th>H6</th> </tr> </thead> <tbody> <tr> <td>10</td> <td>1</td> <td>23</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1818 1453 2078" style="list-style-type: none"> • [H1] Who We Are • [H1] Our 3 Key Focus Areas • [H1] Join Us in Our Efforts to Reduce Plastic Pollution! Let us start by taking the Plasticcycle pledge • [H1] What can you recycle with Plasticcycle ? • [H1] What can't you recycle with Plasticcycle ? • [H1] Our News • [H1] Our Social Media 	H1	H2	H3	H4	H5	H6	10	1	23	0	0	0
H1	H2	H3	H4	H5	H6									
10	1	23	0	0	0									

SEO Content

		<ul style="list-style-type: none">• [H1] News From Around the World• [H1] Take Our Survey Here• [H1] Our Strategic Partners• [H2] .• [H3] Encouraging reduction in the usage of single-use plastics• [H3] Supporting responsible disposal• [H3] Promoting recycling initiatives• [H3] Plastic Bottles• [H3] Plastic Cans• [H3] Plastic Jar & Tubs• [H3] Plastic Lids• [H3] Plastic Mixed with Iron• [H3] Razors and Toothbrushes• [H3] CDs• [H3] Food Wrappers• [H3] Plastic Tubes• [H3] E-Waste• [H3] SAGT initiates road resurfacing project with PMAC• [H3] John Keells PLC joins Plasticcycle to initiate restructure of road at warehouse facility using non-recyclable plastic waste• [H3] Elephant House and Zerotrash together with Plasticcycle launches a recyclable Plastic Collection Centre• [H3] Plasticcycle commemorates World Environment Day 2021 with a multi-stakeholder webinar to discuss plastic pollution and ecosystem restoration• [H3] Plasticcycle commemorates World Environment Day 2021 with a multi-stakeholder webinar to discuss plastic pollution and ecosystem restoration• [H3] Historic day in the campaign to beat plastic pollution: Nations commit to develop a legally binding agreement• [H3] Tiny plastic particles are polluting even the 'far corners of Earth'• [H3] Big brands call for a global pact to cut plastic production• [H3] 6 reasons to blame plastic pollution for climate change• [H3] A half-mile installation just took 20,000 pounds of plastic out of the Pacific - proof that ocean garbage can be cleaned
	Images	We found 64 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : 7% 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 Content

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 25 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 28% Internal Links 72%

In-page links

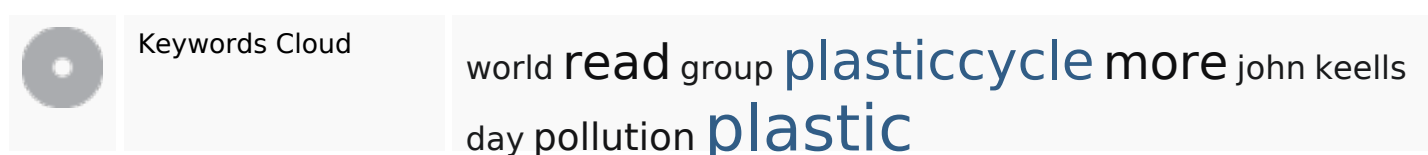
Anchor	Type	Juice
□□□□□	Internal	Passing Juice
□□□□□	Internal	Passing Juice
About Us	Internal	Passing Juice
Locate Our Bins	Internal	Passing Juice
Our News	Internal	Passing Juice
Take the 4R Pledge	Internal	Passing Juice
Take Our Survey	External	Passing Juice
Our Strategic Partners	Internal	Passing Juice
FAQ	Internal	Passing Juice
Contact Us	Internal	Passing Juice
X	Internal	Passing Juice
Read More	Internal	Passing Juice
You too can support our efforts to contribute towards a circular economy when you dispose of your recyclable plastic waste responsibly. Locate the Plasticcycle collection bin nearest to you. From 2017 to date, we have collected	Internal	Passing Juice

In-page links

[72,280kg of recyclable plastic waste, which is equivalent to 2,168,400 plastic bottles.](#)

Read More	Internal	Passing Juice
Read More	Internal	Passing Juice
Read More	Internal	Passing Juice
Read More	Internal	Passing Juice
Read More	Internal	Passing Juice
plasticcycle	External	Passing Juice
Read More	External	Passing Juice
Read More	External	Passing Juice
Read More	External	Passing Juice
Read More	External	Passing Juice
Read More	External	Passing Juice
[email&#160;protected]	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
plastic	22	✓	✓	✓	✓
plasticcycle	16	✓	✓	✓	✓
more	11	✗	✗	✗	✗
read	11	✗	✗	✗	✗

Keywords Consistency

pollution

8



Usability

	Url	Domain : plasticcycle.lk 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 : 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	<ul style="list-style-type: none"> Excellent, your website doesn't use nested tables. Too bad, your website is using inline styles.

Document

- ✘ Too bad, your website has too many CSS files (more than 4).
- ✘ 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://plasticcycle.lk/sitemap.xml>



Robots.txt

Missing

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