

Seo Analyzer scotland.gov.uk

Generated on March 10 2022 18:33 PM





The score is 54/100






SEO Content

	Title	The Scottish Government - gov.scot Length : 34 Perfect, your title contains between 10 and 70 characters.												
	Description	The devolved government for Scotland has a range of responsibilities that include: the economy, education, health, justice, rural affairs, housing, environment, equal opportunities, consumer advocacy and advice, transport and taxation. Length : 235 Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use this free tool to calculate text length.												
	Keywords	Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.												
	Og Meta Properties	This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use this free og properties generator to create them.												
	Headings	<table><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>2</td><td>11</td><td>16</td><td>0</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">• [H1] The Scottish Government• [H1] The Scottish Government• [H2] Accessibility links• [H2] Information• [H2] Coronavirus• [H2] Transforming Scotland's economy• [H2] Topics• [H2] Publications• [H2] Consultations• [H2] News• [H2] Statistics and research• [H2] About government• [H2] Was this helpful?• [H3] Filter by topic	H1	H2	H3	H4	H5	H6	2	11	16	0	0	0
H1	H2	H3	H4	H5	H6									
2	11	16	0	0	0									


SEO Content

		<ul style="list-style-type: none">• [H3] Coronavirus (COVID-19): modelling the epidemic (Issue No.93)• [H3] Historical adoption• [H3] UNCRC Implementation Embedding in Public Services minutes: 21 February 2022• [H3] Adult Support and Protection Code of Practice and Guidance for Adult Protection Committees: consultation analysis - summary report• [H3] Health and social care strategy for older people: consultation• [H3] Health and social care strategy for older people: consultation - easy read• [H3] New national education bodies• [H3] First Minister welcomes Kennedy recommendations• [H3] Those with COVID-19 symptoms to contact their GP• [H3] Latest• [H3] Coronavirus (COVID-19): modelling the epidemic (Issue No.93)• [H3] Coronavirus (COVID-19): trends in daily data• [H3] Fair Start Scotland: economic evaluation• [H3] First Minister• [H3] How government works
	Images	We found 7 images on this web page. Good, most or all of your images have alt attributes.
	Text/HTML Ratio	Ratio : 9% 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	Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.

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 34 links including 0 link(s) to files

SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 14.71%
		Internal Links 85.29%

In-page links

Anchor	Type	Juice
Skip to content	Internal	Passing Juice
Accessibility help	Internal	Passing Juice
cookies	Internal	Passing Juice
Coronavirus (COVID-19): what you need to know	Internal	Passing Juice
About	Internal	Passing Juice
Topics	Internal	Passing Juice
News	Internal	Passing Juice
Publications	Internal	Passing Juice
Statistics and research	Internal	Passing Juice
Consultations	Internal	Passing Juice
Blogs	External	Passing Juice
Coronavirus	External	Passing Juice
rules and guidance on how to stay safe	External	Passing Juice
Transforming Scotland's economy	External	Passing Juice
read a summary of the strategy	External	Passing Juice
-	Internal	Passing Juice
Coronavirus (COVID-19): modelling the epidemic (Issue No.93)	Internal	Passing Juice
Historical adoption	Internal	Passing Juice
UNCRC Implementation Embedding in Public Services minutes: 21 February 2022	Internal	Passing Juice
Consultations	Internal	Passing Juice

In-page links

Adult Support and Protection Code of Practice and Guidance for Adult Protection Committees: consultation analysis - summary report	Internal	Passing Juice
Health and social care strategy for older people: consultation	Internal	Passing Juice
Health and social care strategy for older people: consultation - easy read	Internal	Passing Juice
New national education bodies	Internal	Passing Juice
First Minister welcomes Kennedy recommendations	Internal	Passing Juice
Those with COVID-19 symptoms to contact their GP	Internal	Passing Juice
Coronavirus (COVID-19): trends in daily data	Internal	Passing Juice
Fair Start Scotland: economic evaluation	Internal	Passing Juice
Read more	Internal	Passing Juice
Archive	Internal	Passing Juice
Contact	Internal	Passing Juice
Crown Copyright	Internal	Passing Juice
Jobs and vacancies	Internal	Passing Juice
Privacy	Internal	Passing Juice

SEO Keywords



Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
mar	6	✘	✘	✘	✔
statistics	5	✘	✘	✘	✔
research	4	✘	✘	✘	✔
feedback	3	✘	✘	✘	✘

Keywords Consistency

see

3



Usability

	Url	Domain : scotland.gov.uk 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 : 19 Warnings : 3
	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. Great, your website has few CSS files. Perfect, your website has few JavaScript files.

Document

✔ 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://scotland.gov.uk/sitemap.xml>



Robots.txt

<http://scotland.gov.uk/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.