



# Seo Analyzer shiningdiamonds.co.uk

Generated on April 03 2022 10:03 AM





The score is 68/100





## SEO Content

	Title	<p>Diamond Rings &amp; Engagement Rings Hatton Garden London   Shining Diamonds®</p> <p><b>Length : 77</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>												
	Description	<p>Diamond specialists based in London’s Hatton Garden. Shop our diamond jewellery including Engagement Rings, Diamond Rings, Wedding Rings &amp; Earrings online.</p> <p><b>Length : 159</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>												
	Keywords	<p>diamond rings, white gold diamond rings, diamond engagement rings, white gold engagement rings, solitaire diamond rings, round solitaire engagement rings, princess solitaire engagement rings, shoulder diamond rings, multi stone diamond engagement rings, eternity rings, diamond pendants</p> <p>Good, your page contains meta keywords.</p>												
	Og Meta Properties	<p>This page does not take advantage of Og Properties. This tags allows social crawler's better structurize your page. Use <a href="#">this free og properties generator</a> to create them.</p>												
	Headings	<table><tr><th>H1</th><th>H2</th><th>H3</th><th>H4</th><th>H5</th><th>H6</th></tr><tr><td>1</td><td>15</td><td>11</td><td>6</td><td>0</td><td>0</td></tr></table> <ul style="list-style-type: none"><li>• [H1] It all starts with 'I do'</li><li>• [H2] COVID-19 Restriction update - Latest information &amp; FAQ's</li><li>• [H2] Will your store be closed?</li><li>• [H2] Are you still able to produce orders placed online and via email?</li><li>• [H2] Are you able to guarantee Christmas delivery?</li><li>• [H2] Can I call to place an order or to discuss a query?</li><li>• [H2] How do I return an item?</li><li>• [H2] Can I book a Video Consultation?</li><li>• [H2]</li></ul>	H1	H2	H3	H4	H5	H6	1	15	11	6	0	0
H1	H2	H3	H4	H5	H6									
1	15	11	6	0	0									



## SEO Content

		<ul style="list-style-type: none"><li>• [H2]</li><li>• [H2] Engagement Rings, Diamond Rings &amp; Diamond Jewellery</li><li>• [H2] DESIGN YOUR OWN ENGAGEMENT RING</li><li>• [H2] Visit Our Hatton Garden Store</li><li>• [H2] Book an appointment</li><li>• [H2] DIAMOND JEWELLERY FROM LONDON'S HATTON GARDEN</li><li>• [H2] As featured in</li><li>• [H3] Engagement Rings</li><li>• [H3] Diamond Rings</li><li>• [H3] Wedding Rings</li><li>• [H3] Eternity Rings</li><li>• [H3] ENGAGEMENT RINGS</li><li>• [H3] WEDDING RINGS</li><li>• [H3] DIAMOND JEWELLERY</li><li>• [H3] Diamond Jewellery</li><li>• [H3] Services</li><li>• [H3] Help &amp; Support</li><li>• [H3] Reach us</li><li>• [H4] Testimonials</li><li>• [H4] Excellent service</li><li>• [H4] Highly recommend!</li><li>• [H4] Highly Recommend</li><li>• [H4] Excellent experience and delighted with...</li><li>• [H4] Cannot recommend them enough</li></ul>
	Images	<p>We found 37 images on this web page.</p> <p>14 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>17%</b></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>

## SEO Links

	In-page links	We found a total of 71 links including 1 link(s) to files
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 14.08%</p> <p>Internal Links 85.92%</p>

## In-page links

Anchor	Type	Juice
<a href="#">book online</a>	Internal	Passing Juice
<a href="#">My Account</a>	Internal	Passing Juice
<a href="#">My Wishlist</a>	Internal	Passing Juice
<a href="#">Register</a>	Internal	Passing Juice
<a href="#">Sign in</a>	Internal	Passing Juice
<a href="#">&amp;times;</a>	Internal	Passing Juice
<a href="#">Engagement Rings</a>	Internal	Passing Juice
<a href="#">Diamond Rings</a>	Internal	Passing Juice
<a href="#">Wedding Rings</a>	Internal	Passing Juice
<a href="#">Women's Wedding Rings</a>	Internal	Passing Juice
<a href="#">Men's Wedding Rings</a>	Internal	Passing Juice
<a href="#">Metal</a>	Internal	Passing Juice
<a href="#">Eternity Rings</a>	Internal	Passing Juice
<a href="#">Diamond Bangles</a>	Internal	Passing Juice
<a href="#">Ready to Ship</a>	Internal	Passing Juice
<a href="#">Engagement Rings</a>	Internal	Passing Juice
<a href="#">Diamond Rings</a>	Internal	Passing Juice
<a href="#">Wedding Rings</a>	Internal	Passing Juice
<a href="#">Eternity Rings</a>	Internal	Passing Juice
<a href="#">Earrings</a>	Internal	Passing Juice


## In-page links

<a href="#">Pendants</a>	Internal	Passing Juice
<a href="#">Bracelets</a>	Internal	Passing Juice
<a href="#">Gifts</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Visit Showroom</a>	Internal	Passing Juice
<a href="#">Delivery &amp; Returns</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Sign in</a>	Internal	Passing Juice
<a href="#">Create Account</a>	Internal	Passing Juice
<a href="#">SHOP NOW</a>	Internal	Passing Juice
<a href="#">SHOP NOW</a>	Internal	Passing Juice
<a href="#">SHOP NOW</a>	Internal	Passing Juice
<a href="#">SHOP NOW</a>	Internal	Passing Juice
<a href="#">Read more</a>	External	Passing Juice
<a href="#">Read more</a>	External	Passing Juice
<a href="#">Read more</a>	External	Passing Juice
<a href="#">Read more</a>	External	Passing Juice
<a href="#">Read more</a>	External	Passing Juice
<a href="#">solitaire diamond ring.</a>	Internal	Passing Juice
<a href="#">Platinum Rings</a>	Internal	Passing Juice
<a href="#">Platinum Wedding Rings</a>	Internal	Passing Juice
<a href="#">White Gold Wedding Bands</a>	Internal	Passing Juice
<a href="#">Diamond Earrings.</a>	Internal	Passing Juice
<a href="#">Necklaces.</a>	Internal	Passing Juice
<a href="#">Tennis Bracelets.</a>	Internal	Passing Juice
<a href="#">diamonds are certified</a>	Internal	Passing Juice
<a href="#">Side Stone Rings</a>	Internal	Passing Juice
<a href="#">3 Stone Rings</a>	Internal	Passing Juice

## In-page links

<a href="#">Halo Rings</a>	Internal	Passing Juice
<a href="#">Round Cut Rings</a>	Internal	Passing Juice
<a href="#">Princess Cut Rings</a>	Internal	Passing Juice
<a href="#">Lab Grown Diamonds</a>	Internal	Passing Juice
<a href="#">Lab Diamond Engagement Rings</a>	Internal	Passing Juice
<a href="#">Lab Diamond Rings</a>	Internal	Passing Juice
<a href="#">Lab Grown Earrings</a>	Internal	Passing Juice
<a href="#">Lab Diamond Pendants</a>	Internal	Passing Juice
<a href="#">Finance</a>	Internal	Passing Juice
<a href="#">Free Samples</a>	Internal	Passing Juice
<a href="#">Resizing</a>	Internal	Passing Juice
<a href="#">Engraving</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Engagement Ring Guide</a>	Internal	Passing Juice
<a href="#">Our Blog</a>	Internal	Passing Juice
<a href="#">Facebook</a>	External	Passing Juice
<a href="#">Twitter</a>	External	Passing Juice
<a href="#">Pinterest</a>	External	Passing Juice
<a href="#">Instagram</a>	External	Passing Juice
<a href="#">Google Plus</a>	External	Passing Juice
<a href="#">Terms and conditions</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Site map</a>	Internal	Passing Juice






## SEO Keywords

	Keywords Cloud	jewellery <b>rings diamond</b> wedding ring range more engagement from diamonds
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## Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
rings	35	✓	✓	✓	✓
diamond	33	✓	✓	✓	✓
engagement	17	✓	✓	✓	✓
ring	15	✓	✓	✓	✓
from	14	✗	✗	✗	✓








## Usability

	Url	Domain : shiningdiamonds.co.uk Length : 21
	Favicon	Great, your website has a favicon.
	Printability	Great. We have found 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 : 15 Warnings : 9
	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.





## Document

	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
	Speed Tips	<div><div> Excellent, your website doesn't use nested tables.</div><div> Too bad, your website is using inline styles.</div><div> Too bad, your website has too many CSS files (more than 4).</div><div> Perfect, your website has few JavaScript files.</div><div> Perfect, your website takes advantage of gzip.</div></div>

## Mobile

	Mobile Optimization	<div><div> Apple Icon</div><div> Meta Viewport Tag</div><div> Flash content</div></div>
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## Optimization

	XML Sitemap	<div>Great, your website has an XML sitemap.</div> <div><a href="http://shiningdiamonds.co.uk/sitemap.xml">http://shiningdiamonds.co.uk/sitemap.xml</a></div> <div><a href="https://www.shiningdiamonds.co.uk/sitemap.xml">https://www.shiningdiamonds.co.uk/sitemap.xml</a></div>
	Robots.txt	<div><a href="http://shiningdiamonds.co.uk/robots.txt">http://shiningdiamonds.co.uk/robots.txt</a></div> <div>Great, your website has a robots.txt file.</div>
	Analytics	<div>Great, your website has an analytics tool.</div> <div> Google Analytics</div>