










The score is 62/100







SEO Content

	<p>Title</p>	<p>Soil-Value Soil-Value: Valuing and enhancing soil infrastructure to improve societal sustainability and resilience</p> <p>Length : 116</p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.</p>												
	<p>Description</p>	<p>Length : 0</p> <p>Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.</p>												
	<p>Keywords</p>	<p>Very bad. We haven't found meta keywords on your page. Use this free online meta tags generator to create keywords.</p>												
	<p>Og Meta Properties</p>	<p>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.</p>												
	<p>Headings</p>	<table border="1" data-bbox="542 1444 1481 1518"> <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>1</td> <td>11</td> <td>1</td> <td>2</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="614 1547 1501 2078" style="list-style-type: none"> • [H1] Maintaining and enhancing soils can help us: • [H2] Soil is a vital infrastructure for people, businesses, and the planet • [H2] Soil provides us with essential food, water and carbon services, connecting our landscapes, societies and economies • [H2] Soil-Value: Valuing and enhancing soil infrastructure to improve societal sustainability and resilience • [H2] FOOD, FIBRES & FUELS • [H2] WATER • [H2] CARBON AND CLIMATE • [H2] Over 95% of our food comes from the soil • [H2] 74% of the freshwater we use comes from the soil • [H2] Global Carbon store • [H2] A third of soils globally are highly or moderately degraded • [H2] Each year we add to this an area about half the size of the United Kingdom 	H1	H2	H3	H4	H5	H6	1	11	1	2	0	0
H1	H2	H3	H4	H5	H6									
1	11	1	2	0	0									

SEO Content

		<ul style="list-style-type: none">• [H3] WE NEED TO ACT NOW TO MAINTAIN AND ENHANCE SOIL INFRASTRUCTURE• [H4] This site• [H4] Contact
	Images	We found 13 images on this web page. 12 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 : 4% 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	Perfect! No underscores detected in your URLs.
	In-page links	We found a total of 8 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 25% Internal Links 75%

In-page links

Anchor	Type	Juice
HOME	Internal	Passing Juice
ABOUT	Internal	Passing Juice

In-page links

TEAM	Internal	Passing Juice
PUBLICATIONS	Internal	Passing Juice
NEWS &#038; EVENTS	Internal	Passing Juice
CONTACT	Internal	Passing Juice
@DrJessDavies	External	Passing Juice
@Soilinf	External	Passing Juice

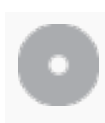


SEO Keywords





Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
soil-value	2	✓	✗	✗	✓
enhancing	2	✓	✗	✗	✓
soil	2	✓	✗	✗	✓
size	1	✗	✗	✗	✓
societies	1	✗	✗	✗	✓











Usability

	Url	Domain : soilvalue.co.uk Length : 15
	Favicon	Great, your website has a favicon.
	Printability	We could not find a Print-Friendly CSS.





Usability

	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 : 10
	Email Privacy	Warning! At least one email address has been found in the plain text. Use free antispam protector to hide email from spammers.
	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. Too bad, your website has too many CSS files (more than 4). Perfect, your website has few JavaScript files. 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. http://soilvalue.co.uk/sitemap.xml
	Robots.txt	http://soilvalue.co.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.