



# Seo Analyzer

## theguideconsultancy.co.uk

Generated on February 28 2022 21:46 PM





The score is 57/100







## SEO Content

	<b>Title</b>	<p>The Guide Consultancy   Political communications advice</p> <p><b>Length : 55</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>												
	<b>Description</b>	<p><b>Length : 0</b></p> <p>Very bad. We haven't found meta description on your page. Use <a href="#">this free online meta tags generator</a> to create description.</p>												
	<b>Keywords</b>	<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>												
	<b>Og Meta Properties</b>	<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>												
	<b>Headings</b>	<table border="1"> <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>0</td> <td>12</td> <td>3</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>[H1] Find Us</li> <li>[H3] POLITICAL &amp; COMMERCIAL INTELLIGENCE</li> <li>[H3] 05JAN21: BOWLING ALONE</li> <li>[H3] 28OCT20: GRIND, EXALTATION, OR DEFEAT</li> <li>[H3] 26AUG20: ARTICLE FOR CONHOME</li> <li>[H3] 09JUN20: Lies, damn lies, and economic statistics</li> <li>[H3] 06APR20: BREXIT DELAY</li> <li>[H3] 12MAR20: THE BUDGET</li> <li>[H3] 09MAR20: BURYING BAD NEWS</li> <li>[H3] 27FEB20: TRADE WITH THE REST OF THE WORLD</li> <li>[H3] 20FEB20: THERE'S ALWAYS ONE</li> <li>[H3] 13FEB20: A LITTLE LOCAL DIFFICULTY</li> <li>[H3] Events</li> <li>[H4] Receive exclusive reports and news</li> <li>[H4] GUIDE on Twitter</li> <li>[H4] GUIDE's Essential Links</li> </ul>	H1	H2	H3	H4	H5	H6	1	0	12	3	0	0
H1	H2	H3	H4	H5	H6									
1	0	12	3	0	0									
	<b>Images</b>	<p>We found 4 images on this web page.</p>												

## SEO Content

		4 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>64%</b>  Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.
	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 35 links including 0 link(s) to files
	Statistics	External Links : noFollow 0%  External Links : Passing Juice 48.57%  Internal Links 51.43%

## In-page links

Anchor	Type	Juice
<a href="#">Home</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice

## In-page links

<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">Add new comment</a>	Internal	Passing Juice
<a href="#">&amp;laquo;</a>	Internal	Passing Juice
<a href="#">2</a>	Internal	Passing Juice
<a href="#">3</a>	Internal	Passing Juice
<a href="#">4</a>	Internal	Passing Juice
<a href="#">5</a>	Internal	Passing Juice
<a href="#">6</a>	Internal	Passing Juice
<a href="#">Subscribe</a>	Internal	Passing Juice
<a href="#">BBC</a>	External	Passing Juice
<a href="#">Guido Fawkes</a>	External	Passing Juice
<a href="#">Iain Dale &amp; co</a>	External	Passing Juice
<a href="#">LabourHome</a>	External	Passing Juice
<a href="#">Labour List</a>	External	Passing Juice
<a href="#">LibDem Voice</a>	External	Passing Juice
<a href="#">Political Betting</a>	External	Passing Juice
<a href="#">Politics Home</a>	External	Passing Juice
<a href="#">Public Affairs News</a>	External	Passing Juice
<a href="#">UK Polling Report</a>	External	Passing Juice
<a href="#">Conservatives</a>	External	Passing Juice
<a href="#">Greens</a>	External	Passing Juice
<a href="#">Labour</a>	External	Passing Juice
<a href="#">Liberal Democrats</a>	External	Passing Juice
<a href="#">Plaid Cymru</a>	External	Passing Juice

## In-page links

[Scottish National Party](#)

External

Passing Juice

[UKIP](#)

External

Passing Juice

## SEO Keywords



Keywords Cloud

new more some councils debt  
comment been add hmg local

## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
councils	17	✘	✘	✘	✘
new	16	✘	✘	✘	✔
local	15	✘	✘	✘	✔
debt	14	✘	✘	✘	✘
some	14	✘	✘	✘	✘





## Usability

	Url	Domain : theguideconsultancy.co.uk Length : 25
	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
	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 : 12
	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.
	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> Too bad, your website does not take 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>
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## Optimization

	XML Sitemap	Great, your website has an XML sitemap. <code>http://theguideconsultancy.co.uk/sitemap.xml</code>
	Robots.txt	<code>http://theguideconsultancy.co.uk/robots.txt</code> Great, your website has a robots.txt file.
	Analytics	Missing

## Optimization



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.