








# Seo Analyzer think.gov.uk

Generated on March 22 2022 17:42 PM

The score is 67/100






## SEO Content

	Title	THINK! &#8211; Road safety <b>Length : 26</b> Perfect, your title contains between 10 and 70 characters.																					
	Description	Road safety <b>Length : 11</b> Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.																					
	Keywords	Very bad. We haven't found meta keywords on your page. Use <a href="#">this free online meta tags generator</a> to create keywords.																					
	Og Meta Properties	<div>Good, your page take advantage of Og Properties.</div> <table><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>title</td><td>Road safety campaigns and advice - THINK!</td></tr><tr><td>type</td><td>website</td></tr><tr><td>url</td><td>https://www.think.gov.uk</td></tr><tr><td>image</td><td>https://www.think.gov.uk/wp-content/uploads/2019/08/THINK__Master_Logo_RGB1-FINAL.png</td></tr><tr><td>site_name</td><td>THINK!</td></tr><tr><td>description</td><td>Road safety</td></tr><tr><td>locale</td><td>en_GB</td></tr></tbody></table>						Property	Content	title	Road safety campaigns and advice - THINK!	type	website	url	https://www.think.gov.uk	image	https://www.think.gov.uk/wp-content/uploads/2019/08/THINK__Master_Logo_RGB1-FINAL.png	site_name	THINK!	description	Road safety	locale	en_GB
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	Headings	<b>H1</b> 1	<b>H2</b> 7	<b>H3</b> 14	<b>H4</b> 2	<b>H5</b> 0	<b>H6</b> 0	<ul style="list-style-type: none"><li>[H1] Welcome to THINK!</li><li>[H2] Pint Block 2021</li></ul>															


## SEO Content

		<ul style="list-style-type: none"> <li>• [H2] Cycle Safety</li> <li>• [H2] Education resources</li> <li>• [H2] Vehicle Safety Checks</li> <li>• [H2] Story of THINK!</li> <li>• [H2] Featured campaigns</li> <li>• [H2] Latest</li> <li>• [H3] Good Drivers - we salute you</li> <li>• [H3] Party Car</li> <li>• [H3] The Road Whisperer</li> <li>• [H3] Mates matter</li> <li>• [H3] Pint Block 2021</li> <li>• [H3] Good drivers - we salute you</li> <li>• [H3] Be the Mate who won't Speed</li> <li>• [H3] THINK! Restart Activity</li> <li>• [H3] Take Extra Care</li> <li>• [H3] Activate Pint Block!</li> <li>• [H3] Party Car</li> <li>• [H3] Pint Block</li> <li>• [H3] The Road Whisperer</li> <li>• [H3] Helpful hazards</li> <li>• [H4] THINK!</li> <li>• [H4] Follow</li> </ul>
	Images	<p>We found 7 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>
	Text/HTML Ratio	<p>Ratio : <b>35%</b></p> <p>Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.</p>
	Flash	<p>Perfect, no Flash content has been detected on this page.</p>
	Iframe	<p>Great, there are no Iframes detected on this page.</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>
	In-page links	<p>We found a total of 31 links including 0 link(s) to files</p>

## SEO Links

	Statistics	External Links : noFollow 0%
		External Links : Passing Juice 9.68%
		Internal Links 90.32%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
<a href="#">About</a>	Internal	Passing Juice
<a href="#">Story of THINK!</a>	Internal	Passing Juice
<a href="#">Newsletter</a>	Internal	Passing Juice
<a href="#">Road safety laws</a>	Internal	Passing Juice
<a href="#">Road stats</a>	Internal	Passing Juice
<a href="#">Cycle Safety</a>	Internal	Passing Juice
<a href="#">Advice for road users</a>	Internal	Passing Juice
<a href="#">Education</a>	Internal	Passing Juice
<a href="#">Campaigns</a>	Internal	Passing Juice
<a href="#">FAQs</a>	Internal	Passing Juice
<a href="#">Pint Block 2021</a>	Internal	Passing Juice
<a href="#">Vehicle Safety Checks</a>	Internal	Passing Juice
<a href="#">Good Drivers - we salute you</a>	Internal	Passing Juice
<a href="#">Party Car</a>	Internal	Passing Juice
<a href="#">The Road Whisperer</a>	Internal	Passing Juice
<a href="#">Mates matter</a>	Internal	Passing Juice
<a href="#">Pint Block 2021</a>	Internal	Passing Juice
<a href="#">Be the Mate who won't Speed</a>	Internal	Passing Juice
<a href="#">THINK! Restart Activity</a>	Internal	Passing Juice
<a href="#">Take Extra Care</a>	Internal	Passing Juice

## In-page links

<a href="#">Activate Pint Block!</a>	Internal	Passing Juice
<a href="#">Pint Block</a>	Internal	Passing Juice
<a href="#">Helpful hazards</a>	Internal	Passing Juice
<a href="#">Contact us</a>	Internal	Passing Juice
<a href="#">Media centre</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice
<a href="#">Privacy</a>	External	Passing Juice
<a href="#">Terms &amp;#038; conditions</a>	External	Passing Juice
<a href="#">Accessibility</a>	Internal	Passing Juice
<a href="#">Crown copyright &amp;copy; 2022</a>	External	Passing Juice


## SEO Keywords

	Keywords Cloud	resources drivers pint campaign advice campaigns safety vehicle road block
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## Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
campaign	11	✗	✗	✗	✓
safety	11	✓	✗	✓	✓
road	10	✓	✗	✓	✓
block	5	✗	✗	✗	✓
pint	5	✗	✗	✗	✓











## Usability

	Url	Domain : think.gov.uk Length : 12
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## Usability

	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 : 4 Warnings : 11
	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	<div><div></div> Excellent, your website doesn't use nested tables.</div> <div><div></div> Too bad, your website is using inline styles.</div> <div><div></div> Too bad, your website has too many CSS files (more than 4).</div> <div><div></div> Too bad, your website has too many JS files (more than 6).</div> <div><div></div> Perfect, your website takes advantage of gzip.</div>


## Mobile

	Mobile Optimization	<div><div></div> Apple Icon</div>
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## Mobile

- ✓ Meta Viewport Tag
- ✓ Flash content

## Optimization

✓	XML Sitemap	<p>Great, your website has an XML sitemap.</p> <p><a href="http://think.gov.uk/sitemap.xml">http://think.gov.uk/sitemap.xml</a></p> <p><a href="https://www.think.gov.uk/wp-sitemap.xml">https://www.think.gov.uk/wp-sitemap.xml</a></p>
✓	Robots.txt	<p><a href="http://think.gov.uk/robots.txt">http://think.gov.uk/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>
✓	Analytics	<p>Great, your website has an analytics tool.</p> <p> Google Analytics</p>