





The score is 59/100







SEO Content

	Title	WiseWork - Peter Thomson, speaker, writer, coach Length : 48 Perfect, your title contains between 10 and 70 characters.														
	Description	WiseWork is a strategic approach to work that meets the challenges of the Digital Age and the expectations of today's workforce Length : 132 Great, your meta description contains between 70 and 160 characters.														
	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	Good, your page take advantage of Og Properties. <table border="1"><thead><tr><th>Property</th><th>Content</th></tr></thead><tbody><tr><td>locale</td><td>en_GB</td></tr><tr><td>type</td><td>website</td></tr><tr><td>title</td><td>WiseWork - Peter Thomson, speaker, writer, coach</td></tr><tr><td>description</td><td>WiseWork is a strategic approach to work that meets the challenges of the Digital Age and the expectations of today's workforce</td></tr><tr><td>url</td><td>https://wisework.co.uk/</td></tr><tr><td>site_name</td><td>Peter Thomson, speaker, writer, coach</td></tr></tbody></table>	Property	Content	locale	en_GB	type	website	title	WiseWork - Peter Thomson, speaker, writer, coach	description	WiseWork is a strategic approach to work that meets the challenges of the Digital Age and the expectations of today's workforce	url	https://wisework.co.uk/	site_name	Peter Thomson, speaker, writer, coach
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	Headings	<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>1</td><td>10</td><td>6</td><td>0</td><td>0</td></tr></tbody></table> <ul style="list-style-type: none">[H1] Peter Thomson, speaker, writer, coach[H2] Facing new challenges as we move from lockdown	H1	H2	H3	H4	H5	H6	1	1	10	6	0	0		
H1	H2	H3	H4	H5	H6											
1	1	10	6	0	0											

SEO Content

		<p>and home working to a partial return to the office? Wisework can guide you through.</p> <ul style="list-style-type: none">• [H3] Speaking• [H3] Writing• [H3] COACHING• [H3]• [H3] Business relocation• [H3] Audit of practice• [H3] Kickstart with the top team• [H3] Agile working in housing• [H3] Next generation working• [H3] Modern Working in Cornwall Council• [H4] Keith Godfrey• [H4] Peter Marshall• [H4] Alison Ford• [H4] Professor Eric Cornuel• [H4] Dave Coplin• [H4] David Cole
	Images	<p>We found 7 images on this web page.</p> <p>6 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 : 21%</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>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>We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.</p>
	In-page links	<p>We found a total of 58 links including 1 link(s) to files</p>
	Statistics	<p>External Links : noFollow 0%</p> <p>External Links : Passing Juice 3.45%</p>

SEO Links

Internal Links 96.55%

In-page links

Anchor	Type	Juice
Peter Thomson, speaker, writer, coach	Internal	Passing Juice
About Peter Thomson	Internal	Passing Juice
Services	Internal	Passing Juice
Speaking	Internal	Passing Juice
Writing	Internal	Passing Juice
Coaching	Internal	Passing Juice
Resources	Internal	Passing Juice
Articles	Internal	Passing Juice
Books	Internal	Passing Juice
Conquering digital overload	Internal	Passing Juice
FUTURE WORK	External	Passing Juice
Case Studies	Internal	Passing Juice
Reports & #038; Guides	Internal	Passing Juice
Tools	Internal	Passing Juice
Tips for managing home workers	Internal	Passing Juice
Hybrid Working Action Plan	Internal	Passing Juice
WiseWork A to Z Guide	Internal	Passing Juice
Videos	Internal	Passing Juice
Blog	Internal	Passing Juice
Contact	Internal	Passing Juice
Reduce employee turnover	Internal	Passing Juice
Improve productivity	Internal	Passing Juice
Attract talent	Internal	Passing Juice


In-page links

Reduce absenteeism	Internal	Passing Juice
Save money	Internal	Passing Juice
Keep up with the competition	Internal	Passing Juice
Become more agile	Internal	Passing Juice
Improve engagement	Internal	Passing Juice
speaking topics	Internal	Passing Juice
about Peter's writing	Internal	Passing Juice
recognised expert	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
=	Internal	Passing Juice
Tweets by Wisework	External	Passing Juice
Will anti flexible working assumptions evaporate?	Internal	Passing Juice
Pret a Changer	Internal	Passing Juice
Back to work: guidance is misguided	Internal	Passing Juice
Wake up to reality: work has changed forever	Internal	Passing Juice
Flexible working is here to stay: particularly in Finance	Internal	Passing Juice
There's no turning back	Internal	Passing Juice
Tip 10: Don't forget to say thank you; and well done;	Internal	Passing Juice
Tip 9: Review your use of technology	Internal	Passing Juice
Tip 8: Keep people involved in decisions	Internal	Passing Juice
Lockdown improves productivity: we will never go back	Internal	Passing Juice
Tip 7: Listen Carefully	Internal	Passing Juice
Tip 6: Use video where possible	Internal	Passing Juice

In-page links

Tip 5 &#8211; Review your need for meetings	Internal	Passing Juice
People versus profits	Internal	Passing Juice
Tip 4 &#8211; Keep the social aspects of work going	Internal	Passing Juice
Tip 3 &#8211; Trust your people	Internal	Passing Juice
Managing Home Workers &#8211; Manage by Output	Internal	Passing Juice
Tip 2 &#8211; Keep in touch	Internal	Passing Juice
Tip 1 &#8211; Manage by output not input	Internal	Passing Juice
Share your experience here and pick up ideas from other managers	Internal	Passing Juice



SEO Keywords

	Keywords Cloud	work tip from home back wisework working peter future thomson
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Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
working	22	✘	✘	✘	✔
work	21	✔	✘	✔	✔
peter	15	✔	✘	✘	✔
tip	10	✘	✘	✘	✘
wisework	9	✔	✘	✔	✔







Usability

	Url	Domain : wisework.co.uk Length : 14
	Favicon	Great, your website has a favicon.





Usability

	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 : 8 Warnings : 18
	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. Too bad, your website has too many CSS files (more than 4). Perfect, your website has few JavaScript files. Too bad, your website does not take advantage of gzip.

Mobile

	Mobile Optimization	<ul style="list-style-type: none"> Apple Icon Meta Viewport Tag Flash content
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Mobile

Optimization

	XML Sitemap	<p>Missing</p> <p>Your website does not have an XML sitemap - this can be problematic.</p> <p>A sitemap lists URLs that are available for crawling and can include additional information like your site's latest updates, frequency of changes and importance of the URLs. This allows search engines to crawl the site more intelligently.</p>
	Robots.txt	<p>http://wisework.co.uk/robots.txt</p> <p>Great, your website has a robots.txt file.</p>
	Analytics	<p>Great, your website has an analytics tool.</p> <div data-bbox="544 837 1481 913"> Google Analytics</div>