

### **SEO Content**

	Title	403 Forb	403 Forbidden				
$\checkmark$		Length	: 13				
		Perfect, y	our title co	ntains betw	een 10 and	70 characte	ers.
$\bigotimes$	Description	Length	: 0				
			. We haven' ne meta tag				oage. Use <u>this</u>
8	Keywords	Very bad. We haven't found meta keywords on your page. Use <u>this free</u> <u>online meta tags generator</u> to create keywords.					
8	Og Meta Properties	social cra	e does not ta awler's bette <u>s generator</u>	er structuriz	e your page		nis tags allows ree og
	Headings	<b>H1</b> 1	<b>H2</b> 0	<b>H3</b> 0	<b>H4</b> 0	<b>H5</b> 0	<b>H6</b> 0
		• [	H1] Forbidde	en			
	Images	Images We found 0 images on this web page.					
$\checkmark$		Good, m	ost or all of y	your image	s have alt a	ttributes.	
	Text/HTML Ratio	Ratio : <b>65%</b>					
	Ideal! This page's ratio of text to HTML code is between 25 and 70 percent.				n 25 and 70		
0	Flash	Perfect, r	Perfect, no Flash content has been detected on this page.				

#### **SEO Content**

0	lframe	Iframe Great, there are no Iframes detected on this page.		
		SEO Links		
$\bigcirc$	URL Rewrite	Good. Your links looks friendly!		
$\bigcirc$	Underscores in the URLs	Perfect! No underscores detected in your URLs.		
$\bigotimes$	In-page links	We found a total of 0 links including 0 link(s) to files		
	Statistics	External Links : noFollow 0%		
		External Links : Passing Juice 0%		
		Internal Links 0%		

## In-page links

Anchor	Туре	Juice

## SEO Keywords

Keywo	ords Cloud access trying permission h encountered	g additionally <b>forbidden</b> handle error server errordocument d
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### Keywords Consistency

Keyword	Content	Title	Keywords	Descripti on	Headings
forbidden	3	×	×	×	×
permission	1	×	×	×	×

# **Keywords Consistency**

access	1	×	×	×	×
server	1	×	×	×	×
additionally	1	×	×	×	×

## Usability

0	Url	Domain : helensolomon.co.uk Length : 18
8	Favicon	Very bad. We have not found shortcut icon. Icons are one of easy ways to attract regular visitors to your website more often.
$\bigotimes$	Printability	We could not find a Print-Friendly CSS.
	Language	You have not specified the language. Use <u>this free meta tags generator</u> to declare the intended language of your website.
	Dublin Core	This page does not take advantage of Dublin Core.

#### Document

$\bigcirc$	Doctype	HTML 2.0 - DTD
8	Encoding	You have not specified the document's charset. Use <u>this free meta tags</u> <u>generator</u> to declare document's charset.
$\bigotimes$	W3C Validity	Errors : 0 Warnings : 0
0	Email Privacy	Great no email address has been found in plain text!
0	Deprecated HTML	Great! We haven't found deprecated HTML tags in your HTML.
0	Speed Tips	<ul> <li>Excellent, your website doesn't use nested tables.</li> <li>Perfect. No inline css has been found in HTML tags!</li> </ul>

#### Document

	•	Great, your website has few CSS files.
	•	Perfect, your website has few JavaScript files.
	*	Perfect, your website takes advantage of gzip.

#### Mobile

$\mathbf{O}$	Mobile Optimization	×	Apple Icon
		×	Meta Viewport Tag
		*	Flash content

# Optimization

8	XML Sitemap	Missing Your website does not have an XML sitemap - this can be problematic. 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.
$\bigcirc$	Robots.txt	http://helensolomon.co.uk/robots.txt Great, your website has a robots.txt file.
8	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.