







# Website review jaycotts.co.uk

Generated on September 22 2024 22:24 PM

The score is 46/100



## SEO Content

	<p>Title</p>	<p>Jaycotts - Your number 1 for Sewing Supplies! — jaycotts.co.uk - Sewing Supplies</p> <p><b>Length : 80</b></p> <p>Ideally, your title should contain between 10 and 70 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>										
	<p>Description</p>	<p>Sew Happy at Jaycotts - Sewing Supplies Since 1920 Sewing Machines from Bernina, Brother, Janome and Husqvarna; thousands of sewing patterns plus sewing threads, haberdashery and the uk's biggest choice of zips all at low prices with 1st class delivery and service. Shop online, by phone and in our Chester Showroom.</p> <p><b>Length : 320</b></p> <p>Ideally, your meta description should contain between 70 and 160 characters (spaces included). Use <a href="#">this free tool</a> to calculate text length.</p>										
	<p>Keywords</p>	<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>										
	<p>Og Meta Properties</p>	<p>Good, your page take advantage of Og Properties.</p> <table border="1" data-bbox="539 1480 1481 1861"> <thead> <tr> <th>Property</th> <th>Content</th> </tr> </thead> <tbody> <tr> <td>site_name</td> <td>jaycotts.co.uk - Sewing Supplies</td> </tr> <tr> <td>url</td> <td>https://jaycotts.co.uk/</td> </tr> <tr> <td>title</td> <td>Jaycotts - Your number 1 for Sewing Supplies!</td> </tr> <tr> <td>type</td> <td>website</td> </tr> </tbody> </table>	Property	Content	site_name	jaycotts.co.uk - Sewing Supplies	url	https://jaycotts.co.uk/	title	Jaycotts - Your number 1 for Sewing Supplies!	type	website
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url	https://jaycotts.co.uk/											
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# SEO Content





description	Sew Happy at Jaycotts - Sewing Supplies Since 1920 Sewing Machines from Bernina, Brother, Janome and Husqvarna; thousands of sewing patterns plus sewing threads, haberdashery and the uk's biggest choice of zips all at low prices with 1st class delivery and service. Shop online, by phone and in our Chester Showroom.
image	<a href="https://jaycotts.co.uk/cdn/shop/files/Burda-slide_740bcfd0-92e0-4dd3-90e2-8228f7e66619_1487x630.webp?v=1719482541">https://jaycotts.co.uk/cdn/shop/files/Burda-slide_740bcfd0-92e0-4dd3-90e2-8228f7e66619_1487x630.webp?v=1719482541</a>
image:secure_url	<a href="https://jaycotts.co.uk/cdn/shop/files/Burda-slide_740bcfd0-92e0-4dd3-90e2-8228f7e66619_1487x630.webp?v=1719482541">https://jaycotts.co.uk/cdn/shop/files/Burda-slide_740bcfd0-92e0-4dd3-90e2-8228f7e66619_1487x630.webp?v=1719482541</a>
image:width	1487
image:height	630
image:alt	Social media image

## Headings





H1	H2	H3	H4	H5	H6
0	26	0	0	0	0

- [H2] Simplicity Patterns Sale SAVE 50% !
- [H2] Simplicity Sewing Pattern 3000 Dress In Three Lengths
- [H2] Simplicity Sewing Pattern 3001 Dresses
- [H2] Simplicity Sewing Pattern 3008 Coat In Two Lengths
- [H2] Simplicity Sewing Pattern 3009 Jacket In Two Lengths and Bag
- [H2] Simplicity Sewing Pattern 3006 Pants
- [H2] Simplicity Sewing Pattern 3005 Skirts
- [H2] Simplicity Sewing Pattern 3007 Coat and Jacket
- [H2] Simplicity Sewing Pattern 3003 Knit Tops
- [H2] Simplicity Sewing Pattern 3002 Blouses
- [H2] Simplicity Sewing Pattern 3004 Top with Sleeve Variations
- [H2] Oliso Mini Project Iron M3Pro Tula Pink
- [H2] Jaycotts Sewing Supplies Catalogue 2024
- [H2] Jaycotts Sewing Supplies since 1920
- [H2] 1000'S of sewing products to choose from...
- [H2] Blog posts
- [H2] Guest Blog: Quilting Inspirations, The Artistic Journey of Textile Designer Kate Owen
- [H2] New Sewing Series M&S Dress the Nation !
- [H2] Our Favourite Sewing Podcasts You Should Be Listening to in 2024
- [H2] Shipping
- [H2] Useful Information
- [H2] Popular Sections
- [H2] Follow us
- [H2] Sign up for jaycotts newsletter
- [H2] Added to your cart:
- [H2]

## SEO Content

	Images	We found 87 images on this web page.  2 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>13%</b>  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	We have detected underscores in your URLs. You should rather use hyphens to optimize your SEO.
	In-page links	We found a total of 174 links including 0 link(s) to files
	Statistics	External Links : noFollow 1.15%  External Links : Passing Juice 0%  Internal Links 98.85%

## In-page links

Anchor	Type	Juice
<a href="#">Skip to content</a>	Internal	Passing Juice
=	Internal	Passing Juice
<a href="#">Shop by Brand</a>	Internal	Passing Juice
<a href="#">Burda</a>	Internal	Passing Juice

## In-page links

<a href="#">Butterick</a>	Internal	Passing Juice
<a href="#">Kwik Sew</a>	Internal	Passing Juice
<a href="#">McCall's</a>	Internal	Passing Juice
<a href="#">New Look</a>	Internal	Passing Juice
<a href="#">Sew Over It</a>	Internal	Passing Juice
<a href="#">Simplicity</a>	Internal	Passing Juice
<a href="#">Tilly and The Buttons</a>	Internal	Passing Juice
<a href="#">Vogue Patterns</a>	Internal	Passing Juice
<a href="#">Know Me Patterns</a>	Internal	Passing Juice
<a href="#">Shop by Type</a>	Internal	Passing Juice
<a href="#">Dress Patterns</a>	Internal	Passing Juice
<a href="#">Skirts</a>	Internal	Passing Juice
<a href="#">Tops</a>	Internal	Passing Juice
<a href="#">Jumpsuits and Rompers</a>	Internal	Passing Juice
<a href="#">Sleepwear</a>	Internal	Passing Juice
<a href="#">Lingerie</a>	Internal	Passing Juice
<a href="#">Suits and Co-ordinates</a>	Internal	Passing Juice
<a href="#">Occasion and Evening</a>	Internal	Passing Juice
<a href="#">Trousers and Shorts</a>	Internal	Passing Juice
<a href="#">Coats and Jackets</a>	Internal	Passing Juice
<a href="#">Bags and Accessories</a>	Internal	Passing Juice
<a href="#">Active and Swimwear</a>	Internal	Passing Juice
<a href="#">Dolls and Toys</a>	Internal	Passing Juice
<a href="#">Craft and Home</a>	Internal	Passing Juice
<a href="#">Costume Patterns</a>	Internal	Passing Juice
<a href="#">Halloween Patterns</a>	Internal	Passing Juice
<a href="#">New Season</a>	Internal	Passing Juice
<a href="#">Easy To Sew</a>	Internal	Passing Juice

## In-page links

<a href="#">Vintage</a>	Internal	Passing Juice
<a href="#">Male</a>	Internal	Passing Juice
<a href="#">Children's</a>	Internal	Passing Juice
<a href="#">Plus Size</a>	Internal	Passing Juice
<a href="#">Petite</a>	Internal	Passing Juice
<a href="#">Sewing Machine Brands</a>	Internal	Passing Juice
<a href="#">Bernina</a>	Internal	Passing Juice
<a href="#">Brother</a>	Internal	Passing Juice
<a href="#">Janome</a>	Internal	Passing Juice
<a href="#">Horn Furniture</a>	Internal	Passing Juice
<a href="#">Juki</a>	Internal	Passing Juice
<a href="#">Sale !</a>	Internal	Passing Juice
<a href="#">Shop by Type</a>	Internal	Passing Juice
<a href="#">Sewing Machines</a>	Internal	Passing Juice
<a href="#">Overlockers</a>	Internal	Passing Juice
<a href="#">Embroidery Machines</a>	Internal	Passing Juice
<a href="#">Coverstitch Machines</a>	Internal	Passing Juice
<a href="#">Machine Accessories</a>	Internal	Passing Juice
<a href="#">Bobbins</a>	Internal	Passing Juice
<a href="#">Machine needles</a>	Internal	Passing Juice
<a href="#">Presser Feet</a>	Internal	Passing Juice
<a href="#">Sew Tables and Cases</a>	Internal	Passing Juice
<a href="#">Tools and Spares</a>	Internal	Passing Juice
<a href="#">Embroidery Accessories</a>	Internal	Passing Juice
<a href="#">Embroidery Designs</a>	Internal	Passing Juice
<a href="#">Embroidery Stabilizers</a>	Internal	Passing Juice
<a href="#">Hoops and Frames</a>	Internal	Passing Juice
<a href="#">Bobbin Threads</a>	Internal	Passing Juice

## In-page links

<a href="#">Fabric</a>	Internal	Passing Juice
<a href="#">Organic Cotton</a>	Internal	Passing Juice
<a href="#">Organic Jersey</a>	Internal	Passing Juice
<a href="#">Curtain Lining Fabric</a>	Internal	Passing Juice
<a href="#">Dress Lining Fabric</a>	Internal	Passing Juice
<a href="#">Haberdashery</a>	Internal	Passing Juice
<a href="#">Binding / Tapes / Cord</a>	Internal	Passing Juice
<a href="#">Elastic</a>	Internal	Passing Juice
<a href="#">Lingerie Accessories</a>	Internal	Passing Juice
<a href="#">Care and Repair</a>	Internal	Passing Juice
<a href="#">Shoulder Pads &amp; Ribbing</a>	Internal	Passing Juice
<a href="#">Interfacing</a>	Internal	Passing Juice
<a href="#">Needles and Thimbles</a>	Internal	Passing Juice
<a href="#">Pins</a>	Internal	Passing Juice
<a href="#">Fastenings</a>	Internal	Passing Juice
<a href="#">Buttons</a>	Internal	Passing Juice
<a href="#">Press Studs</a>	Internal	Passing Juice
<a href="#">Sewing Aids and Tools</a>	Internal	Passing Juice
<a href="#">Bag Making</a>	Internal	Passing Juice
<a href="#">Sewing Tools</a>	Internal	Passing Juice
<a href="#">Dressforms</a>	Internal	Passing Juice
<a href="#">Storage</a>	Internal	Passing Juice
<a href="#">Pressing</a>	Internal	Passing Juice
<a href="#">Scissors and Cutting</a>	Internal	Passing Juice
<a href="#">Measuring / Marking</a>	Internal	Passing Juice
<a href="#">Ribbon</a>	Internal	Passing Juice
<a href="#">Double Sided Satin Ribbon</a>	Internal	Passing Juice
<a href="#">Grosgrain Ribbon</a>	Internal	Passing Juice

## In-page links

<a href="#">Tartan Ribbon</a>	Internal	Passing Juice
<a href="#">Organza Ribbons</a>	Internal	Passing Juice
<a href="#">Gingham Ribbon</a>	Internal	Passing Juice
<a href="#">Velvet Ribbon</a>	Internal	Passing Juice
<a href="#">Micro Dot Ribbon</a>	Internal	Passing Juice
<a href="#">Metallic Lamé Ribbon</a>	Internal	Passing Juice
<a href="#">Embroidery Threads</a>	Internal	Passing Juice
<a href="#">Gutermann Sulky</a>	Internal	Passing Juice
<a href="#">Brother Embroidery</a>	Internal	Passing Juice
<a href="#">Mettler Polysheen</a>	Internal	Passing Juice
<a href="#">Madeira Thread</a>	Internal	Passing Juice
<a href="#">Sewing Threads</a>	Internal	Passing Juice
<a href="#">Gutermann Sew All</a>	Internal	Passing Juice
<a href="#">Gutermann Natural Cotton</a>	Internal	Passing Juice
<a href="#">Topstitch</a>	Internal	Passing Juice
<a href="#">Extra Strong / Upholstery</a>	Internal	Passing Juice
<a href="#">Tacking Thread</a>	Internal	Passing Juice
<a href="#">Moon Thread by Coats</a>	Internal	Passing Juice
<a href="#">Recycled Sewing Thread</a>	Internal	Passing Juice
<a href="#">Maraflex Stretch Thread</a>	Internal	Passing Juice
<a href="#">Overlocking Threads</a>	Internal	Passing Juice
<a href="#">Gutermann Overlock</a>	Internal	Passing Juice
<a href="#">Gutermann Toldi Lock</a>	Internal	Passing Juice
<a href="#">Mettler Serra Flock</a>	Internal	Passing Juice
<a href="#">Moon Thread</a>	Internal	Passing Juice
<a href="#">Quilting Threads</a>	Internal	Passing Juice
<a href="#">Waxed Quilting Thread</a>	Internal	Passing Juice
<a href="#">Closed End Zips</a>	Internal	Passing Juice

## In-page links

<a href="#">Regular Skirt / Dress Zips</a>	Internal	Passing Juice
<a href="#">Concealed Zips</a>	Internal	Passing Juice
<a href="#">Jeans / Trousers - Metal</a>	Internal	Passing Juice
<a href="#">Metal Dress Zips</a>	Internal	Passing Juice
<a href="#">Zips for Bags</a>	Internal	Passing Juice
<a href="#">Plastic Open End Zips</a>	Internal	Passing Juice
<a href="#">Medium Reversible</a>	Internal	Passing Juice
<a href="#">Medium</a>	Internal	Passing Juice
<a href="#">Medium - Two Way</a>	Internal	Passing Juice
<a href="#">Heavy</a>	Internal	Passing Juice
<a href="#">Heavy - Two Way</a>	Internal	Passing Juice
<a href="#">Metal Open End Zips</a>	Internal	Passing Juice
<a href="#">Medium</a>	Internal	Passing Juice
<a href="#">Medium - Two Way</a>	Internal	Passing Juice
<a href="#">Heavy</a>	Internal	Passing Juice
<a href="#">Heavy - Two Way</a>	Internal	Passing Juice
<a href="#">Nylon Coil Open End Zips</a>	Internal	Passing Juice
<a href="#">Lightweight</a>	Internal	Passing Juice
<a href="#">Medium</a>	Internal	Passing Juice
<a href="#">Aquaguard Zips</a>	Internal	Passing Juice
<a href="#">Extra Long Zips</a>	Internal	Passing Juice
<a href="#">Zip Pullers</a>	Internal	Passing Juice
<a href="#">Free Catalogue</a>	Internal	Passing Juice
<a href="#">Sale</a>	Internal	Passing Juice
<a href="#">Sewing Machines</a>	Internal	Passing Juice
<a href="#">Threads</a>	Internal	Passing Juice
<a href="#">Zips</a>	Internal	Passing Juice
<a href="#">-</a>	Internal	Passing Juice




## In-page links

<a href="#">Simplicity Sewing Pattern 3000 Dress In Three Lengths</a>	Internal	Passing Juice
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<a href="#">New Sewing Series M&amp;S Dress the Nation !</a>	Internal	Passing Juice
<a href="#">Our Favourite Sewing Podcasts You Should Be Listening to in 2024</a>	Internal	Passing Juice
<a href="#">Delivery</a>	Internal	Passing Juice
<a href="#">Returns</a>	Internal	Passing Juice
<a href="#">About Us</a>	Internal	Passing Juice
<a href="#">Visit our shop</a>	Internal	Passing Juice
<a href="#">Patterns Size Guide</a>	Internal	Passing Juice
<a href="#">Blog</a>	Internal	Passing Juice
<a href="#">Sewing Threads</a>	Internal	Passing Juice
<a href="#">Latest Special Offers</a>	Internal	Passing Juice
<a href="#">Cookies</a>	Internal	Passing Juice
<a href="#">Privacy Policy</a>	Internal	Passing Juice
<a href="#">Recycling (WEEE)</a>	Internal	Passing Juice

## In-page links

<a href="#">Terms &amp; Conditions</a>	Internal	Passing Juice
<a href="#">POS</a>	External	noFollow
<a href="#">Ecommerce by Shopify</a>	External	noFollow






## SEO Keywords

 Keywords Cloud	simplicity save img <b>price</b> pattern original <b>sewing</b> current data-ring-scale1 data-ringlazy
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## Keywords Consistency








Keyword	Content	Title	Keywords	Descripti on	Headings
price	124	✘	✘	✔	✘
sewing	96	✔	✘	✔	✔
original	83	✘	✘	✘	✘
pattern	52	✘	✘	✔	✔
current	42	✘	✘	✘	✘

## Usability





 Url	Domain : jaycotts.co.uk Length : 14
 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.

## Usability

### Document

	Doctype	HTML 5
	Encoding	Perfect. Your declared charset is UTF-8.
	W3C Validity	Errors : 0 Warnings : 0
	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> Great, your website has few CSS files.</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>https://jaycotts.co.uk/sitemap.xml</code>
	Robots.txt	<code>http://jaycotts.co.uk/robots.txt</code>

## Optimization

		Great, your website has a robots.txt file.
	Analytics	<p>Missing</p> <p>We didn't detect an analytics tool installed on this website.</p> <p>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.</p>