









# Website review johnlewisbroadband.com

Generated on September 19 2024 22:35 PM




The score is 63/100







## SEO Content

|    | <p>Title</p>              | <p>John Lewis Broadband &amp;mdash; John Lewis Broadband</p> <p><b>Length : 49</b></p> <p>Perfect, your title contains between 10 and 70 characters.</p>  |    |    |    |    |    |    |   |   |   |   |   |   |
|---|---------------------------|---|----|----|----|----|----|----|---|---|---|---|---|---|
|    | <p>Description</p>        | <p>John Lewis Broadband - Straightforward broadband and phone from John Lewis</p> <p><b>Length : 74</b></p> <p>Great, your meta description contains between 70 and 160 characters.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Keywords</p>           | <p>John Lewis Broadband,phone,internet,broadband packages, broadband internet access, broadband and phone, line rental</p> <p>Good, your page contains meta keywords.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Og Meta Properties</p> | <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>  |    |    |    |    |    |    |   |   |   |   |   |   |
|  | <p>Headings</p>           | <table border="1" data-bbox="544 1442 1481 1514"> <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>2</td> <td>1</td> <td>8</td> <td>0</td> <td>0</td> <td>0</td> </tr> </tbody> </table> <ul data-bbox="616 1547 1501 1912" style="list-style-type: none"> <li>• [H1] John Lewis Broadband is Closing</li> <li>• [H1] Award-winning Plusnet broadband deals</li> <li>• [H2] Great broadband, great value and great customer service.</li> <li>• [H3] For your information</li> <li>• [H3] Broadband and Fibre Broadband</li> <li>• [H3] Phone</li> <li>• [H3] †Call Plans</li> <li>• [H3]</li> <li>• [H3] Here to help</li> <li>• [H3] About us</li> <li>• [H3] Our other websites</li> </ul> | H1 | H2 | H3 | H4 | H5 | H6 | 2 | 1 | 8 | 0 | 0 | 0 |
| H1  | H2                        | H3  | H4 | H5 | H6 |    |    |    |   |   |   |   |   |   |
| 2   | 1                         | 8   | 0  | 0  | 0  |    |    |    |   |   |   |   |   |   |
|  | <p>Images</p>             | <p>We found 3 images on this web page.</p> <p>Good, most or all of your images have alt attributes.</p>   |    |    |    |    |    |    |   |   |   |   |   |   |

## SEO Content

|  |                 |   |
|--|-----------------|---|
|  | Text/HTML Ratio | Ratio : <b>46%</b><br><br>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          | Too Bad, you have Iframes on the web pages, this mean that content in an Iframe cannot be indexed.    |

## 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 21 links including 1 link(s) to files  |
|  | Statistics              | External Links : noFollow 0%<br><br>External Links : Passing Juice 33.33%<br><br>Internal Links 66.67% |

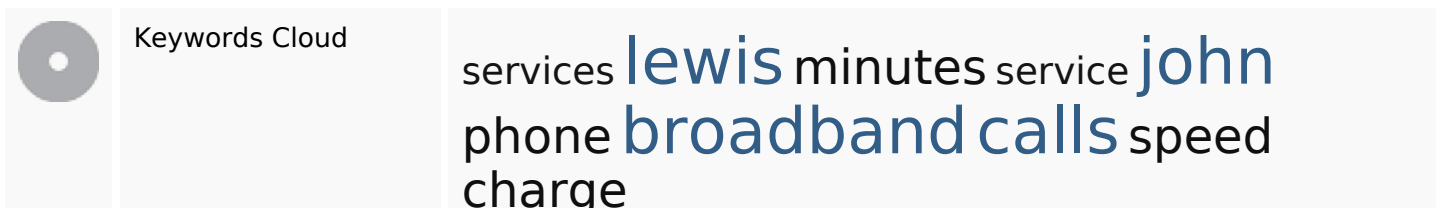
## In-page links

| Anchor                                 | Type     | Juice         |
|--|----------|---------------|
| <a href="#">My Account</a>             | Internal | Passing Juice |
| <a href="#">Contact Us</a>             | Internal | Passing Juice |
| <a href="#">johnlewis.com</a>          | External | Passing Juice |
| <a href="#">Home</a>                   | Internal | Passing Juice |
| <a href="#">FAQs</a>                   | Internal | Passing Juice |
| <a href="#">Support</a>                | Internal | Passing Juice |
| <a href="#">Discover Plusnet deals</a> | External | Passing Juice |
|  |          |               |

## In-page links

|   |          |               |
|---|----------|---------------|
| <a href="#">Login to My Account</a>               | Internal | Passing Juice |
| <a href="#">Find out why speeds vary</a>          | Internal | Passing Juice |
| <a href="#">Price Guide</a>                       | Internal | Passing Juice |
| <a href="#">top 35 international destinations</a> | Internal | Passing Juice |
| <a href="#">Privacy Policy</a>                    | Internal | Passing Juice |
| <a href="#">Accessibility</a>                     | Internal | Passing Juice |
| <a href="#">Terms and Conditions</a>              | Internal | Passing Juice |
| <a href="#">Code of Practice</a>                  | Internal | Passing Juice |
| <a href="#">JLP corporate information</a>         | External | Passing Juice |
| <a href="#">Cookie policy</a>                     | Internal | Passing Juice |
| <a href="#">Waitrose</a>                          | External | Passing Juice |
| <a href="#">John Lewis Insurance</a>              | External | Passing Juice |
| <a href="#">Wedding &amp; Gift List</a>           | External | Passing Juice |
| <a href="#">Partnership Card</a>                  | External | Passing Juice |





## SEO Keywords









## Keywords Consistency

| Keyword   | Content | Title | Keywords | Description | Headings |
|-----------|---------|-------|----------|-------------|----------|
| calls     | 30      | ✘     | ✘        | ✘           | ✘        |
| broadband | 28      | ✔     | ✔        | ✔           | ✔        |
| john      | 24      | ✔     | ✔        | ✔           | ✔        |
| lewis     | 24      | ✔     | ✔        | ✔           | ✔        |
| charge    | 14      | ✘     | ✘        | ✘           | ✘        |





## Usability

|  |              |   |
|--|--------------|---|
|  | Url          | Domain : johnlewisbroadband.com<br>Length : 22    |
|  | Favicon      | Great, your website has a favicon.                |
|  | Printability | Great. We have found 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<br>Warnings : 0   |
|  | 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"><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> Perfect, your website takes 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> |
|--|---------------------|--|

## 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><a href="http://johnlewisbroadband.com/robots.txt">http://johnlewisbroadband.com/robots.txt</a></p> <p>Great, your website has a robots.txt file.</p>   |
|  | 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>  |