Website review
loyalfree.co.uk

The score is 47/100

SEO Content

⚠️	Title	Vicinity **Length : 8** Ideally, your title should contain between 10 and 70 characters (spaces included). Use this free tool to calculate text length.
❌	Description	**Length : 0** Very bad. We haven't found meta description on your page. Use this free online meta tags generator to create description.
❌	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.

Property	Content
site_name	Vicinity
title	Vicinity
url	https://www.getvicinity.com
type	website
image	http://static1.squarespace.com/static/6650750cbf407c16e4444ea0/t/6650753abf407c16e4445617/1695826305904/vicinity-icon.png?format=1500w
image:width	500
image:height	500

	Headings						
⚪		**H1**	**H2**	**H3**	**H4**	**H5**	**H6**
		6	8	2	0	0	0

SEO Content

- [H1] Smart solutions for dynamic places
- [H1] Businesses, People, Place.
- [H1] Businesses, People, Place. Businesses, People, Place.
- [H1] Manage, Promote, Engage.
- [H1] Manage, Promote, Engage. Manage, Promote, Engage.
- [H1] No two places are the same.
- [H2] Your Place Management Platform
- [H2] Your own mobile app
- [H2] "The Platform is great… I can't believe it took us this long to sign up to Vicinity"
- [H2] "One of the most positive projects we have had the good fortune to work on"
- [H2] "A trusted source of intelligence that's intelligent enough to talk to other sources of data. Managing your levy payers is an essential credential for any BID and this is an essential software package."
- [H2] "The team are great, they deliver high quality products and support is delivered efficiently and effectively. They genuinely listen to what the clients and users want and regularly explore new opportunities and technology. I have no hesitation in recommending them to other towns."
- [H2] Get in touch.Let's give you the tour.
- [H2] Updates straight to your inbox
- [H3] A digital platform for prosperous places, businesses and communities
- [H3] Trusted by over 100 place-making organisations like:

	Images	We found 30 images on this web page.
❌		1 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 : **8%**
		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	Perfect! No underscores detected in your URLs.

SEO Links

	In-page links	We found a total of 22 links including 0 link(s) to files
	Statistics	External Links : noFollow 0% External Links : Passing Juice 13.64% Internal Links 86.36%

In-page links

Anchor	Type	Juice
Skip to Content	Internal	Passing Juice
Home	Internal	Passing Juice
Platform	Internal	Passing Juice
Solutions	Internal	Passing Juice
Resources	Internal	Passing Juice
Help Desk	External	Passing Juice
Webinars & Events	External	Passing Juice
Data Protection	Internal	Passing Juice
News	Internal	Passing Juice
Speak with us	Internal	Passing Juice
Learn more about the platform	Internal	Passing Juice
Learn more about branded mobile apps	Internal	Passing Juice
Read our case studies	Internal	Passing Juice
Book a platform demo	External	Passing Juice
For BIDs	Internal	Passing Juice
LoyalFree App	Internal	Passing Juice
Trails	Internal	Passing Juice
Features	Internal	Passing Juice
Getting started	Internal	Passing Juice
For Businesses	Internal	Passing Juice

In-page links

Data Protection	Internal	Passing Juice
About Vicinity	Internal	Passing Juice

SEO Keywords

Keywords Cloud	platform data solutions features studies case apps businesses place vicinity

Keywords Consistency

Keyword	Content	Title	Keywords	Description	Headings
place	15	✖	✖	✖	✔
platform	11	✖	✖	✖	✔
vicinity	9	✔	✖	✖	✔
solutions	6	✖	✖	✖	✔
apps	6	✖	✖	✖	✖

Usability

	Url	Domain : loyalfree.co.uk Length : 15
	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 : 0 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	✓ 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). ✗ Too bad, your website has too many JS files (more than 6). ✓ Perfect, your website takes advantage of gzip.

Mobile

○	Mobile Optimization	✗ Apple Icon ✓ Meta Viewport Tag ✓ Flash content

Optimization

✓	XML Sitemap	Great, your website has an XML sitemap. https://www.loyalfree.co.uk/sitemap.xml https://www.loyalfree.co.uk/news-sitemap.xml
✓	Robots.txt	http://loyalfree.co.uk/robots.txt Great, your website has a robots.txt file.

Optimization

❌	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.